



ARTS AND CULTURE ACTION PLAN 2022-25



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Arts and Culture are vital to vibrant communities and livable towns.

Northern Grampians Shire Council recognises that arts and culture enrich communities. Engaging in arts and culture activities builds a sense of community pride and identity, inspires a sense of place, creates a culture of inclusion, celebrates diversity, promotes health and wellbeing and enhances the liveability of the shire.

Northern Grampians Shire Council is committed to developing, supporting and delivering on actions needed to grow the participation, profile and place of arts and culture in the shire.



About

The Arts and Culture Strategy was developed in consultation with community and arts and culture organisations. Three key focus areas and outcomes were identified in this process (across) and have guided the development of the Action Plan.

PARTICIPATION |

An inclusive creative community through participation

PROFILE |

Connected reputable arts community by raising the profile

PLACE |

Activated town centres and rural communities

To continue the implementation of the Arts and Culture Strategy and Policy (2020), council has developed this Arts and Culture Action Plan 2022-25.

This Action Plan will run from 2022 to 2025, extending the length of the action plan from one year to three years. The longer outlook in actions is needed to develop, support and implement arts and culture in the shire.

The outcomes of the Action Plan will be evaluated during the delivery and in the development of a next Arts and Culture Strategy and Action Plan.

What we've achieved

Projects/Actions 2021-22

NGSC website Arts and Culture

Deliverable

- Develop an inclusive and accessible central source of information that is user friendly
- Provide a toolkit of resources to enable the community to plan and complete projects
- Develop a calendar of capacity building workshops aligned with community need
- Assist artists and arts organisations create their profiles in the community directory
- Promote NGSC and external funding opportunities

Timeline

July 2021 - Dec 2021



July 2021 - Dec 2021



July 2021 - Dec 2021



July 2021 - Dec 2021



July 2021 - Dec 2021



Comments

- Event planning resources
- Templates for grant applications
- See **Action 1.2**
- Our Creatives and Art Galleries (ngshire.vic.gov.au)
- Community e-news , social media, NGSC website.

Protect and preserve public arts and culture assets







- Display NGSC Historical Assets Register on website

Sept 2021- May 2022



- See **Action 2.5**

What we've achieved

Projects/Actions 2021-22	Deliverable	Timeline	Comments
Promote awareness and appreciation of the arts including performing arts	<ul style="list-style-type: none"> An arts and culture media and communications campaign to promote the value of creative activities and measure the engagement 	July 2021 - July 2022	 <ul style="list-style-type: none"> Focus on community media and comms Focus on Community (ngshire.vic.gov.au)
Communicate to community the process of getting major projects advocated for by council	<ul style="list-style-type: none"> Identify and support major projects that require council advocacy for funding 	July 2021 - July 2022	 <ul style="list-style-type: none"> Grampians Brushes + Textures
Boost grass roots participation in the arts with consideration to accessibility, diversity, inclusion and equality	<ul style="list-style-type: none"> Identify opportunities for projects with groups and artists and support 	July 2021 - July 2022	 <ul style="list-style-type: none"> Grampians Gatherings - Celebrating Arts, Culture & Community
Spaces for creativity	<ul style="list-style-type: none"> Activate new and existing spaces for arts and culture activities 	Sept 2021- July 2022	 <ul style="list-style-type: none"> Pop Up Parks in Stawell and Halls Gap
Partnerships and collaboration	<ul style="list-style-type: none"> Support through grant funding a new collaborative project undertaken as part of a new partnership between artists, groups or organisations 	Sept 2021- July 2022	 <ul style="list-style-type: none"> Grampians Gatherings - Celebrating Arts, Culture & Community
Improve access to local funding	<ul style="list-style-type: none"> Fund and acquit the entire NGSC arts and culture grants funding allocation 	Sept 2021- July 2022	 <ul style="list-style-type: none"> Arts and Culture Grants allocated

Major Projects

Grampians Gatherings

May/June 2022

Council has delivered a series of shire-wide arts and culture events in Stawell, St Arnaud, Halls Gap and Great Western. The project aims to revitalise town centres and public spaces and may set the stage for a continuing winter arts festival.

Stella Young Memorial

November 2022

Council will deliver a Statue of Stella Young funded by the Victorian Women's Public Art Program.

Stella was born in Stawell in 1982 and studied Journalism at Deakin University. She is globally recognised as a comedian, journalist and disability advocate. Stella worked for ABC as the editor of an online magazine called "Ramp Up". She was a member of the Victorian Disability Advisory Council and hosted eight seasons of "No Limits" - a Channel 31 television show that gave people with disabilities a voice in the media and control over their creative content.

Stella Young passed away unexpectedly at the age of 32 on 6 December 2014.



Community Engagement

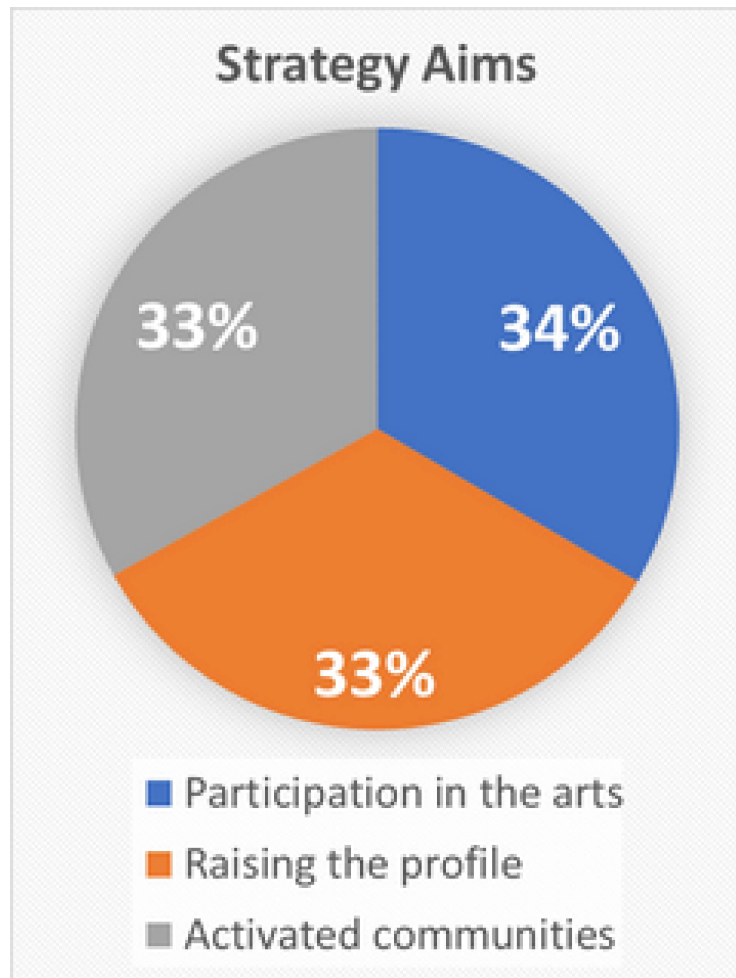
The actions within this plan have been developed in consultation with a community working group, feedback from the general public, key partners, funding providers and internal council departments.

70 people participated in community engagement through:

- Stakeholder Interviews
- Two site visits
- One Online Stakeholder Workshop
- One St Arnaud Expo
- One Stawell Pop Up Park Drop-in
- Four Working Group Meetings
- Two Community Surveys

The emerging themes around this feedback are analysed on the following page.

Engagement - What we heard



When asked to prioritise the aims in the Arts and Culture Strategy, community respondents felt that they were all equally relevant and important.

50 community surveys were completed.

Key themes emerged.

- The strategic directions outlined in both the Strategy and Policy are all equally important and should be continued.
- The important role arts and culture play in **promoting health and wellbeing** by creating community connection, vibrancy, mental health benefits and inclusiveness.
- A need for **dedicated spaces** for the arts, performance and exhibition space.
- **Improved facilities** in the town halls, projection, light, sound etc.
- **Improved opportunities for community to connect** around the arts in a variety of mediums including food.
- **Accessible arts and culture** to be integrated/embedded into the open spaces and physical environments which is also of benefit to tourism.
- Commit to the **development of professional and community artists** in the shire, through RAV.
- **Marketing and promotion** of the arts across the shire.

Action Plan 2022-25

Council and community roles

Council is committed to taking action that will grow arts and culture within the shire and support local artists. However it is important to recognise the roles council and community both play to deliver on shared actions. The roles defined below aim to give greater clarity on what is within council's ability to influence, what is reliant on external factors and partners (such as grants) and how the community can contribute and take ownership.

Council Roles	Definition	The role of community could be...
Deliver (Higher ability to influence)	Fund, manage and deliver arts-related projects. These tend to be strategic activities that impact the wider shire. e.g. The Gatherings events being held across the shire.	Seek to receive council funding to deliver strategic projects.
Facilitate	Ensure there are the right tools/environment for arts projects to be developed by the community. This could be by providing relevant training or supporting a local Arts Council.	Identify needed tools that will be effective in building community capacity. Utilise these tools and share opportunities with networks.
Partner	Support relevant organisations to deliver on arts projects and programs. This could include funding (as grants through council or supporting grant applications), advice and in-kind support, council venue usage etc. e.g. IDAHOBIT events being run by GCH across the shire.	Develop and project manage arts projects that align with council aims.
Advocate (lower ability to influence)	Seek and support opportunities with external partners and State/Federal governments to develop arts and culture within the Grampians. e.g. Advocating for additional RAV resources for NGSC.	Identify needs and support grant applications and evaluation.

The following pages detail Council's actions for 2022-25. They have been developed to align with the aims of the Arts and Culture Strategy (2020) and tested through extensive engagement.

Participation

Rationale

Council recognises that arts and culture enrich communities. Engaging in arts and culture activities builds a sense of community pride and identity, inspires a sense of place, creates a culture of inclusion, celebrates diversity, promotes health and wellbeing and enhances the livability of the shire. Supporting our community to connect through participating in arts and culture activities will assist in the COVID recovery.

Outcome

An inclusive creative community through participation.

Commitment

We will support the community, artists and arts organisations to participate in a range of arts and culture activities within the Northern Grampians Shire.



1. Participation

Actions 2022-25

Detail

Potential Project Partners

Timing

1.1 Partner with neighbouring councils to identify opportunities for collaboration

- Explore opportunities to leverage off activities in neighbouring councils for both council and community groups

- Neighbouring LGA's within the Grampians and Wimmera Mallee region

**Year 3
Ongoing**

1.2 Partner with key community groups and organisations within the shire

- Explore opportunities for individuals and groups to collaborate within the shire.
- Develop a calendar of workshops to upskill local artists

- Raillery Hub
- ArtSpace St Arnaud
- St Arnaud Arts Council
- Stawell Railway Station Gallery
- SPACI
- Grampians Youth Events
- Schools

**Year 1
Ongoing**

1.3 Partner with under-represented groups in the shire and grow their participation in arts and culture

- Identify and support opportunities to connect diverse community groups (e.g. Culturally and Linguistically Diverse) and increase participation in arts and culture activities across the shire
- Ensure inclusivity of council arts and culture projects and programs. This could include relevant training where appropriate.
- Deliver the Stella Young Memorial

- Local migrant groups
- Neighbourhood House
- LGBTI+ Network
- Rainbow Alliance
- Arts Access Victoria

**Year 1
Ongoing**

1.4 Advocate for further funding to deliver large scale arts/tourism/community events

- Identify appropriate funding opportunities, design and scope a project and potential project partners. For instance, Gatherings 2022.

- Regional Arts Victoria
- Neighbouring councils
- State Government
- Creative Victoria

**Year 1
Ongoing**

Profile

Rationale

Raising the profile of arts and culture in the shire will provide greater exposure to our creative community as well as assist in the economic development of the shire.

The Silo Art Gateway Project in St Arnaud and WAMA near Halls Gap are great examples of how art can drive visitation to the region.

Outcome

A connected and reputable arts community.

Commitment

We will work with the arts community to promote arts and culture in the Northern Grampians Shire.



2. Profile

Actions 2022-25

Detail

Potential Project Partners

Timing

2.1 Continue to Deliver the Arts and Culture website, Community Directory and explore other marketing channels

- Provide support to join and promote benefit of Community Directory to groups
- Partner with NGSC Tourism Department
- Provide a channel to collect community aspirations

- Local community groups
- Local artists and creatives
- Grampians Tourism

Ongoing

2.2 Advocate for a stronger RAV presence throughout the shire

- Advocate for the development of professional and community artists, through (RAV) Regional Arts Victoria, BV (Business Victoria) workshops and other

- Regional Arts Victoria
- Business Victoria
- Local community groups
- Local artists and creatives

**Year 1
Ongoing**

2.3 Develop and Deliver an Arts and Culture Audit

- The audit will give us a better understanding of arts and culture:
 - Practitioners/groups
 - Venues, spaces and assets

- All arts and culture related groups, individuals and businesses in the shire

Year 1

2.4 Advocate for further integration into broader regional offerings and attractions

- Explore opportunities to be involved in the Silo Art Trail

- Grampians Tourism
- Wimmera Mallee Tourism
- NGSC Tourism Department
- Silo Art Gateway Project

**Year 1
Ongoing**

2.5 Create and publish a new Historical Assets register on website to protect, preserve, promote public arts and culture assets

- Display NGSC Historical Assets Register on website
- Explore opportunities to leverage assets across the shire

- Stawell Historical Society
- St Arnaud Historical Society

Year 1

Place

Many local artists are inspired by the unique character of the landscape that is present throughout the shire, from Gariwerd (The Grampians) to the canola fields of Kanya. We seek to celebrate the unique place where art is created in the Northern Grampians Shire.

Outcome

Activated town centres and rural communities.

Commitment

We will support our residents to activate their communities and connect through arts and culture activities.



3. Place

Actions 2022-25

3.1 Partner with community groups to activate spaces public space

Deliverable

- Explore opportunities to activate new and existing spaces.
- Support groups to activate existing spaces.
- Explore tourism and event opportunities

Potential Project Partners

- Local community groups
- Local artists and creatives

Timing

**Year 1
Ongoing**

- Raillery Hub
- Artspace
- St Arnaud Arts Council
- Stawell Railway Station Gallery
- SPACI
- Local community groups
- Local artists and creatives

Year 2

3.2 Partner with community groups to identify and develop arts and culture 'hubs' and opportunities for programming within communities

- Support increased community use of the facilities at the Raillery Hub, St Arnaud.
- Explore potential for an arts hub in Stawell and Halls Gap

- St Arnaud Raillery
- Local community groups
- Local artists and creatives

**Year 1
Ongoing**

Measuring our impact



Community Updates

To keep the community informed and engaged in the progress of the action plan.

- All latest news to be included on website
- Email updates on funding opportunities via arts and culture mailing list
- Arts and Culture Action Plan Working Group meetings as required.

Timeline

As required

As required

As required

Annual Review

Present an annual creative sector impact and outcomes one-page infographic to council and community which includes:

- Successful grants update
- Projects undertaken for the year
- Participation numbers across all projects
- Website traffic/engagement
- Community Directory listings

End of relevant financial years

Strategy and Action Plan evaluation

As actions are delivered outcomes and measurements will be evaluated. This will involve a combination of qualitative and quantitative data, and will include consolidated data from Annual Reports, feedback from the community and interviews with key stakeholders such as the Arts and Culture Action Plan Working Group members.

Ongoing