

Northern Grampians Shire Council

Arts and Culture Audit and Opportunities Report 2016



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Regional Arts Victoria**



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Preface

This report reflects feedback provided in 2015 by the Northern Grampians Shire community into the review of the Northern Grampians Shire Council's pre-existing Arts and Culture Strategy. The review was conducted by Carolynne Hamdorf, Regional Arts Victoria's Creative Arts Recovery Facilitator (CARF). The report includes content provided from the three formal public consultations held in September in Stawell, Halls Gap and St Arnaud, along with results from an online survey and anecdotal observations collected by the CARF after spending the year working with artists and the arts community in the Northern Grampians Shire. The report is written for Council as the primary audience.

Based on the brief for the review, the time available to the facilitator and resource restraints of council, this document presents a range of opportunities and possibilities for Council. It does not prescribe or allocate resources but presents three key themes that emerged from the consultations and a number of possible options or courses of action to step towards meeting the objectives of the themes. This report invites council to consider its role as leader to activate and strengthen the wide range of creative community and cultural events and enterprises, taking place across the shire.

This report aims to fairly and accurately represent the issues and concerns raised by the community through the consultations and during 2015. It also aims to provide Council with a number of practical resources and references. It presents a range of short, medium and long term options to navigate a way forward that draws on the shire's cultural strengths and looks to capitalise on strategic opportunities to further develop, activate and consolidate the arts within the shire.

Most recommendations are strategic and directed towards Council. Some recommendations are directed to the community as ways of activating creative resources at their disposal that may further capitalise and improve residents and visitors creative experiences.

Acknowledgements

The author would like to thank the organisations, groups, artists and community members who have provided input, ideas and insights into this document.



**Have
your say....**



Are you interested in the direction of arts and culture in the Northern Grampians Shire? Do you have ideas on how arts and cultural opportunities and initiatives can be supported, promoted and strengthened?

Northern Grampians Shire is preparing a new Arts & Cultural Strategy to guide planning and support for arts/cultural activities over the next three years. We are looking for local input to develop this Strategy. You can fill out the Arts & Culture Survey on council's website - www.ngshire.vic.gov.au anytime between 7 to 30 Sept. (Not online? Don't worry, a paper copy can be sent out to you). Or you can attend one of three public workshops in Sept.

Mon 14 Sept. 4- 5.30 pm, Stawell Railway Station Gallery, STAWELL
Tues 15 Sept. 5.30- 7 pm, Halls Gap Hub, Supper Room, HALLS GAP
Thurs 17 Sept. 4.30- 6 pm, Com Meeting Room, Municipal Offices, ST ARNAUD

Your arts/cultural group may be interested in contributing to the conversation as a group, if so please book a consultation time. *Sessions will be run by Regional Arts Victoria's Creative Arts Recovery Facilitator Carolynne Hamdorf on behalf of the NGSC.*

For further information, please contact Carolynne on chamdorf@rav.net.au or call 0475 941 212, Mon- Thurs



Executive Summary

In 2015 the Northern Grampians Shire Council committed to a review of its' current Arts and Culture Strategy. Three emergent themes are outlined in this document and may be used as the basis for forward action:

- ▶ Increasing participation in and collaboration of the arts.
- ▶ Improving the profile of the arts, and
- ▶ Capitalising on the unique place where art is created.

Resources (human, cash, in-kind) have not been allocated in this document recognising that these choices are made explicitly by council and determined by annual priorities, limitations and plans. These considerations sit outside the scope of this document. This review and research may form the basis of the development of an action plan, guided and directed by council and it's staff.

The report aims to present a summary of issues and opportunities for council as observed by the consultant, working closely with the Northern Grampians Shire arts community over the 12 months and the feedback and responses from the various methodologies used to undertake the formal consultations- community meetings and online surveys.

This report is designed to:

- ▶ Provide an overview of the consultation process;
- ▶ Summarise the overall responses and present the findings of the consultation; and
- ▶ Provide a synopsis of the overarching themes and possible future applications.

85 participants were involved in the formal consultation, which took place in September 2015. The 85 participants represented stakeholders from various geographic locations across the shire, and included community service providers, community groups, council representatives, local arts organisations, arts based businesses and practising artists.

Results of this consultation may form an important source of information for subsequent discussions and planning within Council around support, development and investment in the arts and cultural sector. Some key points and perceptions that have come from the consultation include:

- ▶ Northern Grampians Shire has a high proportion of privately owned and run arts based businesses;
- ▶ There are large numbers of professional artists living and working in the shire;
- ▶ An enormous amount of arts and cultural activity takes place right across the shire;
- ▶ Much of this activity is localised, run by volunteers and disparate;
- ▶ Rightly or wrongly, there is a perception that Council provides little support to the Arts sector as a whole;
- ▶ There is little strategic consideration around the mobilisation, activation and organisation of Arts and Cultural activity from both Council and the communities involved;
- ▶ Northern Grampians Shire has little significant arts infrastructure whereby diverse, accessible and coordinated arts and cultural programming can be channelled, for example a Regional Gallery, Regional Performing Arts Centre, as a consequence, a high level of private and community driven arts activity appears to compensate for this;
- ▶ There is a high level of resilience and independence in the arts sector. This should be encouraged, but also strategically strengthened and supported by shire leadership.
- ▶ There are number of key arts agencies and organisations who are providing remarkable services to the community (Stawell Regional Arts, Stawell Performing Arts, St Arnaud Arts Council, Stawell Neighbourhood House, Grampians Arts)
- ▶ The level of accessible and community based 'whole of shire' creative projects and programs are limited.

- Tourism and visitors to the region offer the arts and culture sector in the Northern Grampians Shire with enormous opportunities not readily available to other regions in western Victoria.

Additionally, a summary of raw survey data has been supplied to accompany this document, along with a comprehensive contact list, a resource database and a funding overview. This may provide a practical resource for council staff and the community as they progress Arts and Culture services, coordination and profile into the future in the Northern Grampians Shire.

1. Arts and Culture in the Northern Grampians Shire

1.1 Northern Grampians Shire overview and context

The Northern Grampians Shire Council (NGSC) area is located in Central West Victoria and incorporates the Grampians Region and parts of the Wimmera of regional Victoria. The Shire covers an area of almost 6,000 square kilometres and services the major towns and communities of Stawell, St Arnaud, Great Western, Halls Gap, Navarre, Glenorchy, Marnoo and Stuart Mill. The following facts are sourced from the 2011 ABS and provide a picture of population, social and economic factors that shape policy and decisions.

Population Trends in the NGSC	2006	2011	Change
Population total	11,911	11,843	68 less people. (0.6 % decline) Lower than state ave
Ave Regional Victoria's annual pop increase of 1.7%.			

A slight population decline is predicted based on past records, however, changes to economic development such as the new hydroponic vegetable growing facility, the Stawell underground physics lab and growth in businesses aligned to the Grampians Peak Trail may see upswings.

Age profile of residents 60- 69 years	2006	2011	Change
Population aged 60-69	10%	14.1%	4.1 % increase. Higher than State ave.
In 2011, 11.8 % of residents in all of Regional Victoria are aged 60-69			

The Northern Grampians Shire will continue to see more older adults in the community The future population age profile data predicts that more than 39% of the population will be aged over 60 years by 2031 compared to 28.4% of the population currently in this age group and have a bearing on policy and delivery of services across the shire.

Age Profile of residents 30- 39 years	2006	2011	Change
Population aged 30- 39	12.4%	10.1%	2.3 % decrease. Lower than State ave.
In 2011, 11.3 % of residents in all of Regional Victoria are aged 30-39			

Future population trends indicate that the NGSC area is expected to continue to see a population decrease between 2011 and 2031 of approximately 51 less people. This reducing population trend is at a time when Victoria's population is expected to continue to annually increase by 1.2% to 1.9%.

Whilst the NGSC area population is expected to decrease in the future it is also expected to continue to age faster than the state and national population trends. (Refer to Population Trends above)

Country of birth	2006	2011	Change
Pop born overseas	5.7%	6.3%	0.6 % increase. Lower than State ave.
In 2011, 10.6% of residents in all of Regional Victoria are born overseas			

The majority of people born overseas and living in the NGSC were born in the UK, followed by New Zealand. In 2011, the percentage of residents from non-English speaking backgrounds was 2.7%, compared with 5.5% across Regional Victoria. This represents a less culturally diverse shire compared to other regions.

Indigenous members of the Community	2006	2011	Change
Identifying as Indigenous	0.7 %	1.22 %	0.52 % increase. Lower than State ave.
In 2011, 1.5% of residents in all of Regional Victoria identified as Indigenous			

The NGSC area has seen the number of residents identifying as Indigenous increase between the 2006 and 2011, however the population is still slightly lower than that of the 1.5% of Regional Vic.

Residents Income levels	2006	2011	Change
Earning under \$599/week	No data	52.6%	5.5 % more than Regional Victoria. Regional Vic Ave is 47.1%

This statistic represents low-level household income. NGSC has a higher proportion of low-income households compared to the rest of Regional Victoria. This impacts on the level of disposable income available for such things as user pay recreation and creative services. Consideration of the provision of free or low cost access to arts and cultural activities should inform programming across the shire.

1.2. Wider Cultural Context

Arts and Culture in Victoria: A Statistical Overview 2012, Creative Victoria

Research undertaken by Creative Victoria in 2012 found in relation to Arts Participation:

- ▶ In Victoria 87% of people attended cultural venues in the past 12 months;
- ▶ 95% of young people (15-24 years) attended a cultural event/activity.
- ▶ Attendance at cinemas was by far the most popular activity (69%), followed by libraries (33%). Museums, art galleries and concerts were attended by 26-31%.
- ▶ Dance, classical music, and theatre were attended by only 9-17%.
- ▶ 31% of the Victorian indigenous population participated in an indigenous creative arts activity.
- ▶ Many people in Victoria participated in cultural activities as a hobby – primarily in art and craft, writing and music

In summary, the research shows that participation in the arts is increasing. Expectation from people living in rural communities, particularly tree changers, is to have access to some of the same social and cultural amenities and services on offer to their city counterparts. This requires strategic consideration of the best, most impactful and inclusive activities provided as part of NGSC's suite of services on offer to its community.

1.3 Consultation Process

1.3.1. Why is the NGSC reviewing its' Arts and Culture Strategy?

- ▶ The current Arts and Culture Strategy expired in 2012 and is due for renewal;
- ▶ Little information is known about the current level of arts activity and infrastructure in the shire;
- ▶ Council is keen to identify and be aware of future cultural projects and opportunities and to make the most of its' limited financial resources;
- ▶ Council is keen to strategically build capacity, skills and resources of the sector;
- ▶ Council is interested in ensuring there are diverse arts and cultural services provided within the shire;
- ▶ It is important for arts and culture delivery be integrated in Council's overall service delivery;
- ▶ It is recognised by Council that a vibrant arts sector enhances the liveability of the shire, and the potential for economic investment through professional services and tourism.
- ▶ Information gathered can be used as a guide to prioritise and plan actions for the future.

1.3.2. What are the limitations of this review?

There are a number of limitations on resourcing new initiatives. Along with less funding available through the Australian Government, the State Government has imposed a rate cap on all municipalities. This means that revenue available to local government authorities will be limited in the coming years.

This also means that new arts and cultural initiatives identified through this review will need to be funded using non council cash resources and investment (state, federal, self-generated, crowd sourced, co investment or philanthropic funds). Additional partnering with non-arts focused business units within Council such as tourism, community development, youth services, and economic development to deliver arts outcomes is another possibility. Innovation can arise out of challenging circumstances.

There is very little information known about who is participating, how strong the sector is and what are the needs and opportunities. This review aims to uncover and present some of this information and also present to council a series of options to support the growth and development of the sector.

1.3.3 Art Forms included in the review

Art can be defined as an expression of culture, reflecting or challenging the value contained within the community. In the Northern Grampians Shire context, it is likely that art will reflect many influence including local, cultural, international, political or aesthetic concerns. The art forms included in the review and document include, a wide range of practices and practitioners, including the visual, performing, live, digital and literary arts.

1.3.4. Approach and Methodology

The NGSC 2015 Arts and Culture Review followed the approach below:

- ▶ Review and analysis of previous Arts and Culture Strategy 2008-2012;
- ▶ Review other relevant Council strategies and policies;
- ▶ Input collated from online individual and group surveys conducted throughout September;
- ▶ Three community consultations held in Halls Gap, Stawell, and St Arnaud in Sept 2015;
- ▶ Additional feedback provided through informal discussions and observations through out 2015;

As part of the formal community consultations the following process was followed:

- ▶ Exercise 1 -What is your vision for the arts in the NGS?
- ▶ Exercise 2- SWOT
- ▶ Exercise 3- Mapping the Arts in the NGS
- ▶ Exercise 4- One big future idea.

Additionally an online survey was commissioned to garner attitudes, ideas and observations. Results and interpretation of the consultation are outlined in the next section.

2. Results from the Consultations

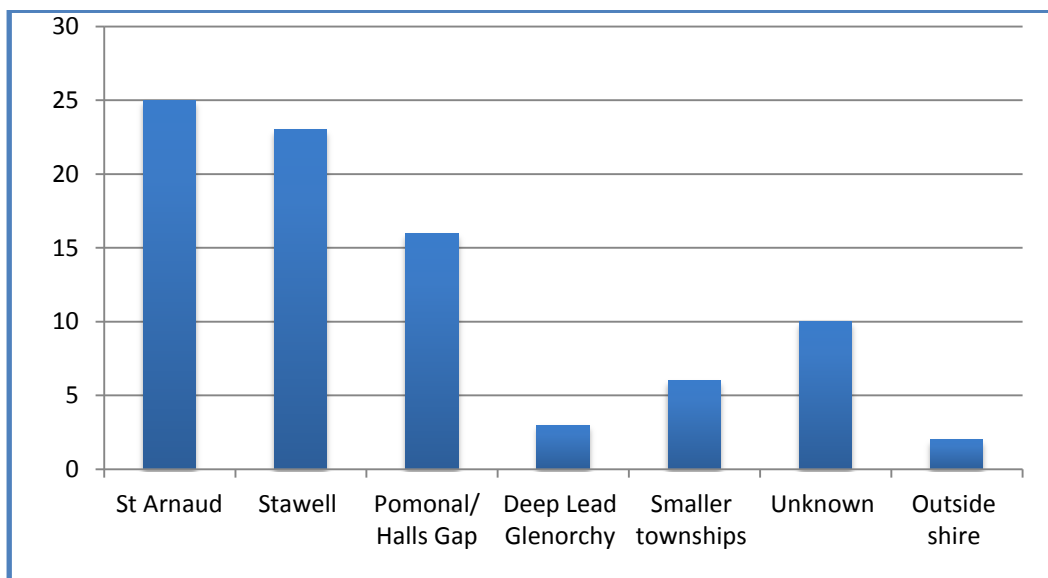
2.1 Overview of response

Overall 85 direct responses were received from groups and individuals across the shire either through the community consultations or the online survey. 45 responses were received specifically via the online survey. Four surveys were received from groups and organisations. Group and individual surveys have been considered together to provide data about respondent demographics, attitudes, satisfaction and improvements and future ideas.

In addition to the online survey three community consultations were held with 40 attending. Stawell had 15 people attend, Halls Gap 6 and St Arnaud 19. A contact list of all who attended the sessions or filled in an online survey has been provided to Council's records.

2.2. Participant data and demographics

47% of respondents came to the consultations, 53% responded to the online survey. The graph below represents where respondents to both survey and consultations came from geographically (it is recognised that Pomonal is in the ARCC area, but many residents see Stawell and Halls Gap as their primary service centres. In addition, numerous responses were received from Pomonal.



More detailed information was collected from the survey respondents. This information is summarised below:

▶ Length of time living in the shire

A large number of survey respondents (57.8%) have lived in the shire for 10 or more years, zero responses were received from people new to the shire in the past 6 months. 18.8% of respondents have lived in the shire for 1-10 years.

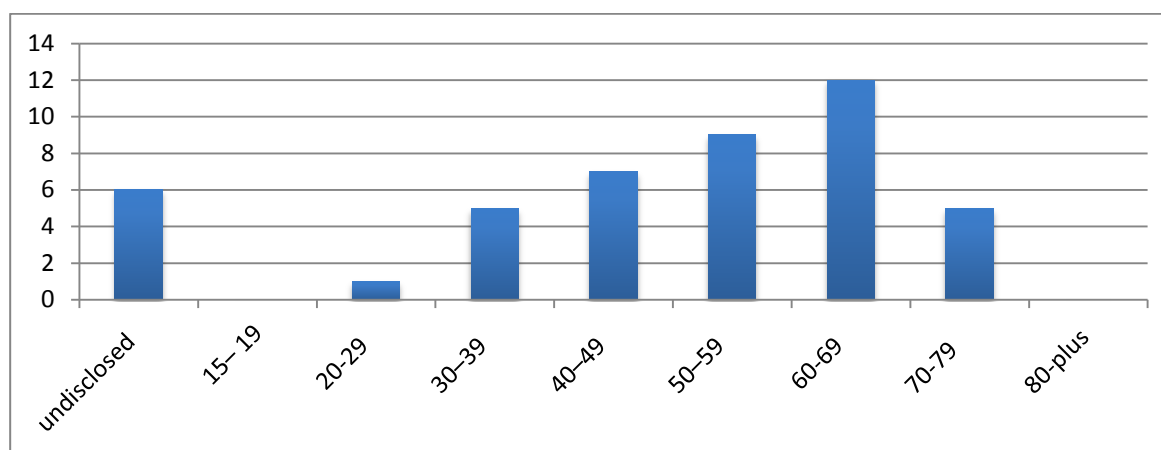
► **Gender**

31 % of respondent were men, 60 % were women and 8.8 % were undisclosed.

► **Age of respondents**

Older members of the community responded online, which is encouraging in that accessing information and interacting online is therefore not problematic for some older members of the community. Anecdotally the age range of those attending the consultation reflected more people in the 40- 49-age range and less in the 60- 69-age range. Very few young people were represented in either consultation or survey.

Age range of survey respondents



► **Involvement and participation in the arts**

24 % of respondents were practicing or professional artists, 22% were members of a committee for an arts group/ venue/ event and 22% enjoyed art as a creative outlet, recreation or hobby.

► **Frequency of attendance at galleries, performances and other arts events?**

40% surveyed said they attended regular art events at least one a month, 44% said they attended arts events occasionally – a few times a year. No one said they never attended art events

► **Participation in arts activities outside of the Northern Grampians Shire and where to?**

The most popular place to travel for cultural experiences not offered in the shire was (in order of most visited location) Melbourne, Ballarat, Ararat then Horsham.

► **Why residents travel outside the shire to attend arts and cultural events?**

64.4% said they attend arts and cultural activities outside the shire because these activities were not offered locally. The lack of suitable venues to host activities of interest was mentioned as a factor by 11.1% and the standard of locally presented art was mentioned as a factor by 20% of those surveyed.

► **How far are residents prepared to travel for cultural and arts activities?**

49% said they would travel one hour or more to see and experience an arts event outside of the shire. 29% they would travel between 30 minutes and 45 minutes to attend as event.

2.3. Results of Visioning Exercise from Consultation

Participants were invited to share their 'vision for the arts' in the NGS. The previous Art and Culture Strategy Vision was read to the group after which each person wrote a brief vision statement. These statements were collated and 'Wordle'd with responses shown below.



Key words that came up as the most dominant include:

Local, community, increase, youth, gallery, participation, attracting, active, youth, working, promotion, creative, culture, strengthened, space, permanent, together and everyone.

2.4. Results of SWOT Exercise from Consultation

Each of the three consultations undertook a collective SWOT exercise of the arts within the Northern Grampians Shire region. The full SWOT analysis is provided at appendix 1. The below summary reflect the most commonly mentioned issues across all three locations

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> ▶ Great access to fantastic facilities across the shire, even in small town. ▶ Volunteer effort to keep things running is huge ▶ Great climate, can do things outside/ local environment is stimulating and varied ▶ Have a tourism infrastructure in place- accommodation, promotion, events ▶ Lots of locally talented people 	<ul style="list-style-type: none"> ▶ Lack of access to opportunities due to limited public transport, cost, awareness ▶ Conservatism and parochialism of what residents will see and support, same stuff ▶ Content is dated, needs refreshing, strengthening and support ▶ Lack of coordinated promotion/ conflicts of events dates/ lack of communication ▶ Frustration with lack of partnerships with council, business, public spaces use
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> ▶ Improve communications/ collaboration between towns, events activities ▶ Connect better with young people and support their interest and needs ▶ Collaborate with the tourism sector- Peak Trail, Bike paths ▶ Be more proactive in seeking/sourcing funding- Govt, crowd source, philanthropic ▶ Closer association with NGSC- via space, youth, support 	<ul style="list-style-type: none"> ▶ Heavy investment in things other than arts and culture, i.e. sport ▶ Financial position of Council and broader economic climate ▶ Loss of young people, leaders and talented people from the area ▶ Ararat and Horsham pulling audiences away from Stawell, created less connection to region ▶ Lack of communication, perceived loss of volunteers

2.5. Results of Art Audit/ 'Mapping the Arts' from Consultation

During the consultation, participants were invited to work in small groups and mark down as many cultural/arts resources, events, activities that they were aware of. This was then cross referenced with the consultant's database and internet searches.

The audit identified 188 listings. The audit is limited to those groups and individuals identified through the consultation, or who were picked up via the web searches, and those who came to the attention of the consultant over the course of 2015. The audit does not profess to be absolutely exhaustive, but it is a starting point for the Council to be able to communicate broadly with the sector, to build connections and improve communications and potentially track change over time, for where resource and attention is required. The list represents groups and individuals who have a public profile, promote what they do, provide a service or run regular activities. An attempt has been made to identify those undertaking less public and more obscure arts practices, however there are gaps in the audit that require continuing investigation, these include:

- ▶ Individual musicians and bands across the shire;
- ▶ Individual visual artists in St Arnaud and the northern parts of the shire;
- ▶ Emerging and young artists;
- ▶ Older artists without a web presence.

There is plenty of activity happening, which this exercise demonstrated and documented, however there is no collective representative voice advocating for the arts within the shire and beyond. Tourism in the Shire is organised with peak bodies, and as a result has collective strength that is used to advocate for the sector and gain resources. If the arts sector fails to benefit from collective energy and remains localised with many disparate groups and individuals it will struggle to gain traction, resources or power.

2.5.1 Visual summary of the Arts sector audit.

Chart 1: NGS Art Audit – Breakdown by Art Genre

Visual Artists (26%) make up the most identifiable and publically seen group in the NGS, followed by Performance/Musicians/ music/ private dance (13%), and civic and community events (12%)

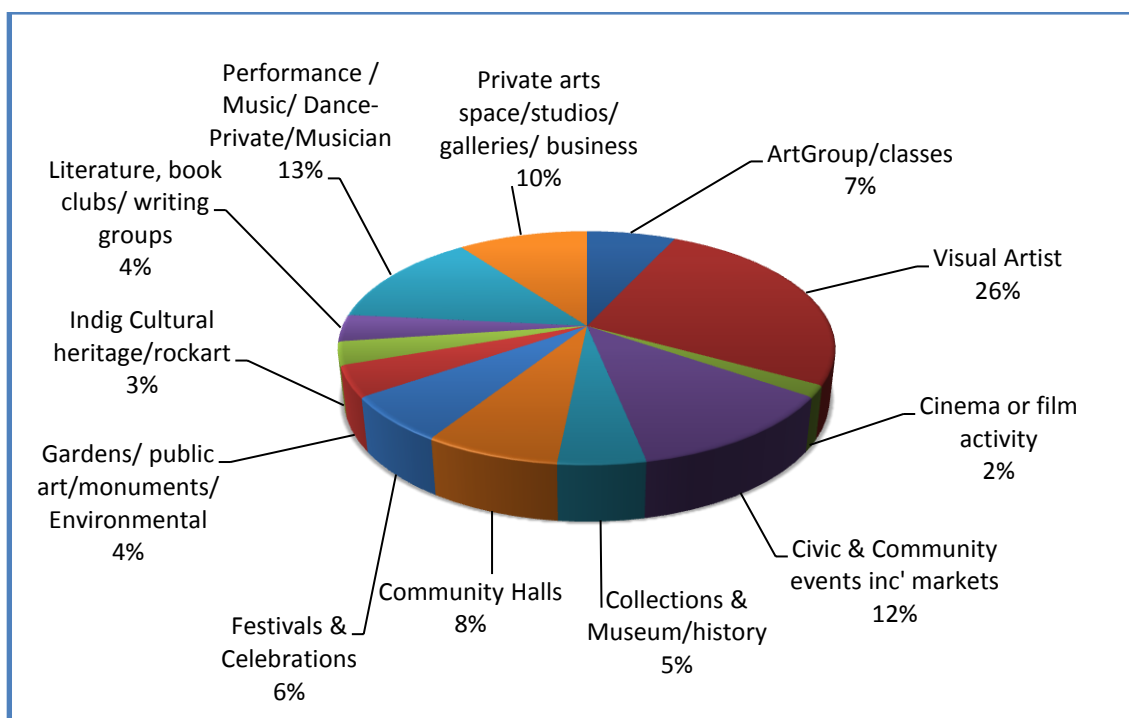


Chart 2: NGS Art Audit – Breakdown by Geographic Location

Stawell (26%), Halls Gap (25%) and St Arnaud (18%) are best represented in the audit primarily because this is where the consultations took place. It is also recognised that Pomonal is not in the Northern Grampians Shire but artists/art groups from here associate with either Halls Gap and Stawell.

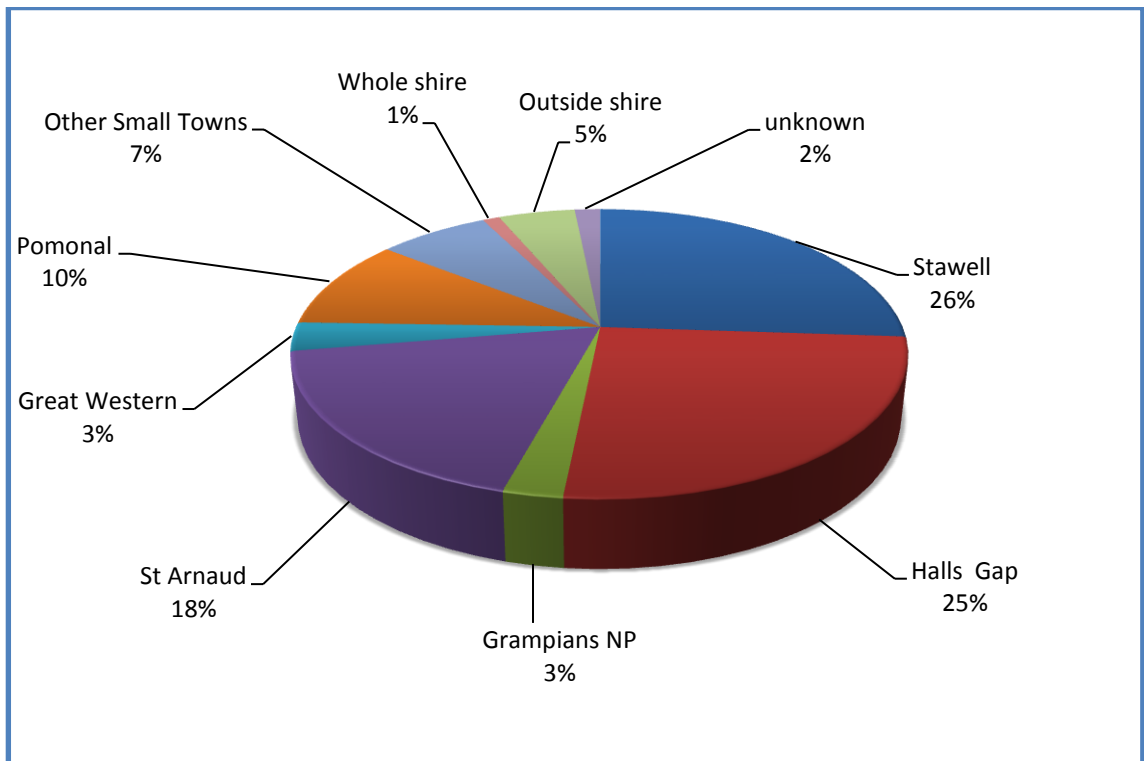


Chart 3: NGS Art Audit – Breakdown of art type by specific Geographic Location- Stawell

Visual Artists (23%), Performance dance/music / private dance (19%) and civic and community events (10%) are the most represented art forms in the Stawell region.

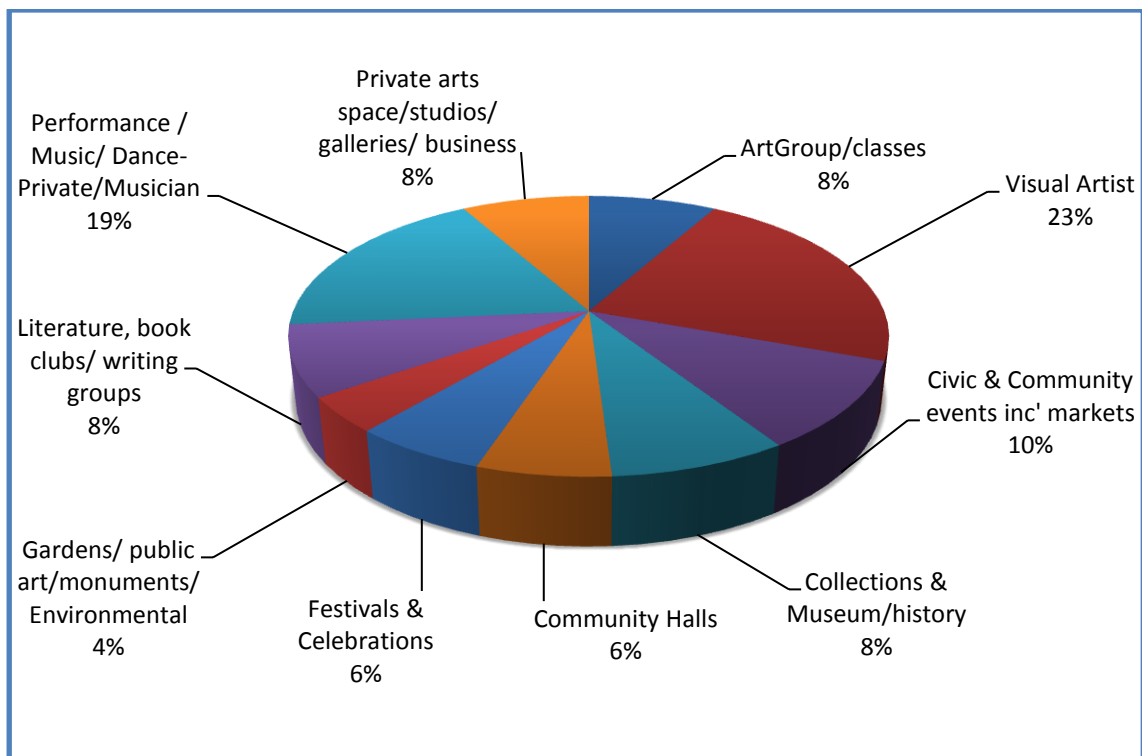


Image 4: NGS Art Audit – Breakdown of art type by specific Geographic Location- Halls Gap

Visual Artists (23%), Performance dance/music / private dance (15%) and private arts spaces/ galleries/ studios/ business (15%) are the most represented art forms in the Halls Gap region.

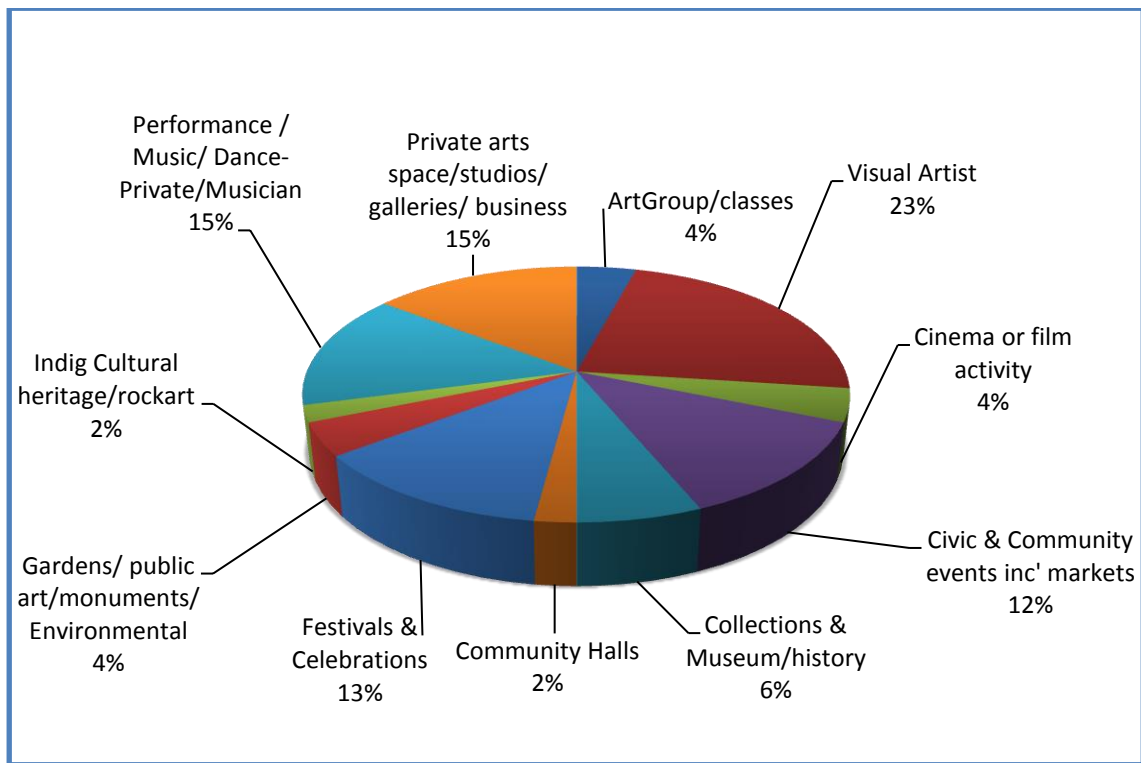


Image 5: NGS Art Audit – Breakdown of art type by specific Geographic Location- St Arnaud

Civic and Community Events (20%), Performance dance/music/private dance (14%) and Community Halls (12%) are the most represented art forms in the St Arnaud region.

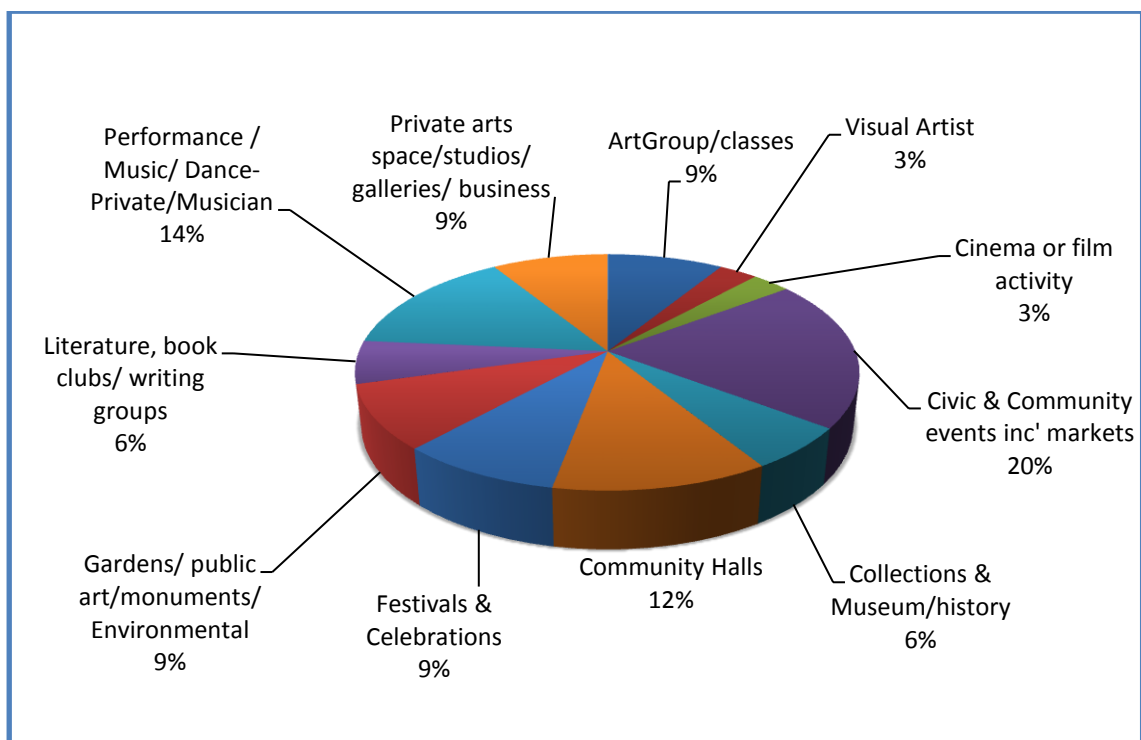


Image 6: NGS Art Audit – Breakdown of art type by Geographic Location- Great Western
 Visual artists (50%), Private art galleries/studios/ business (17%) and Literature, book clubs, writing groups (17%) are the most represented art forms in the Great Western region.

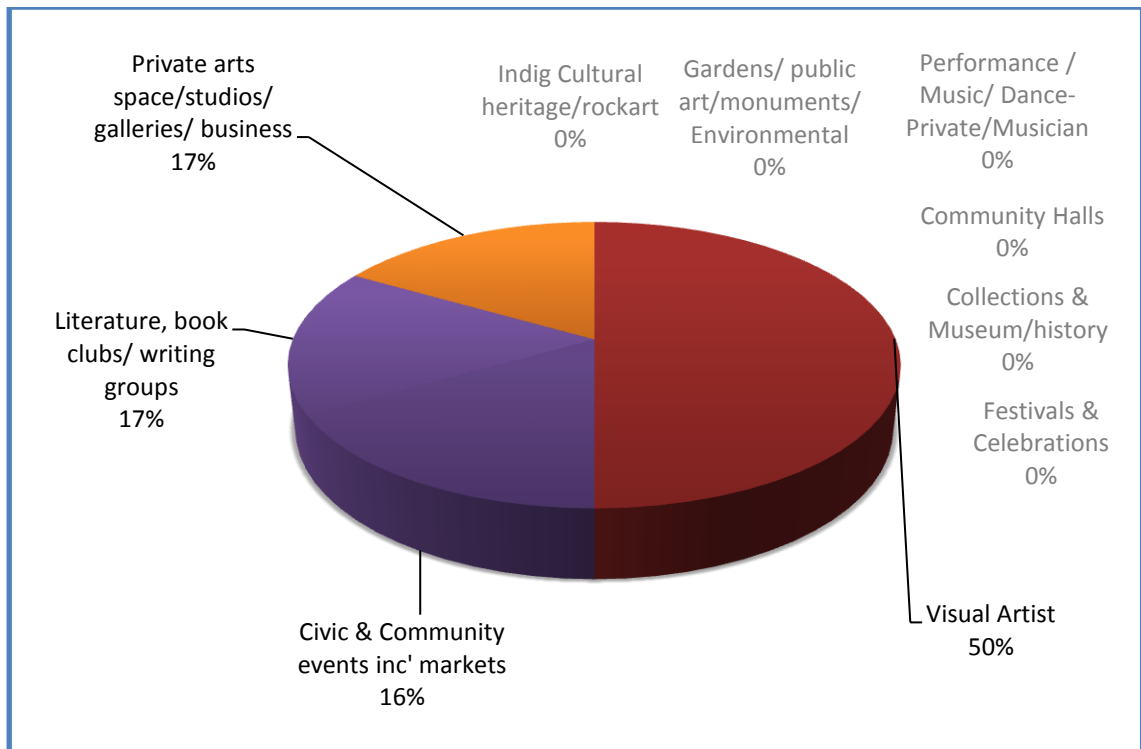
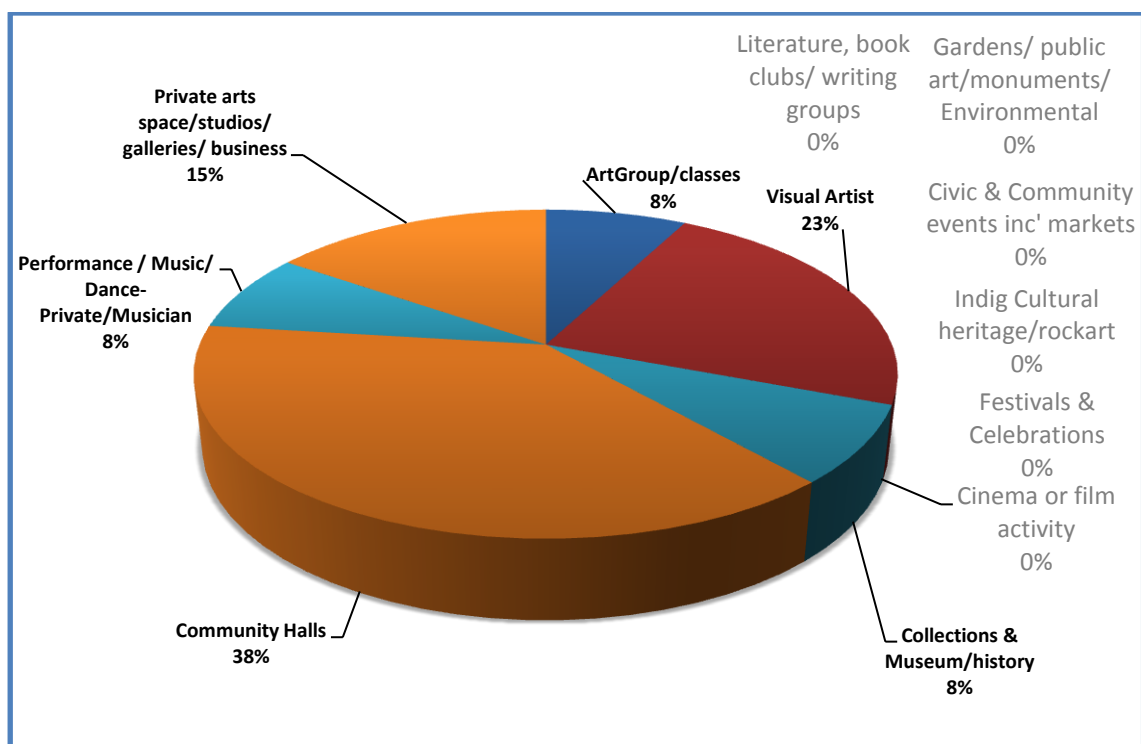


Image 7: NGS Art Audit – Breakdown of art type by Geographic Location- other small towns

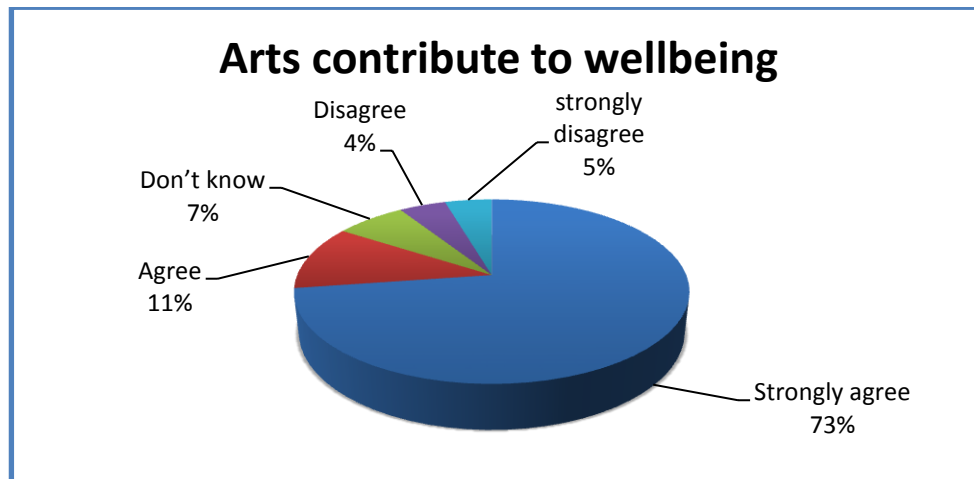
Community Halls (38%), Visual artists (23%) and private arts spaces/ studios/ galleries/ business (15%) are the most represented art forms in other small towns contributing to the audit.



2.6. Results of Community Attitudes and Values towards the Arts (survey)

Additional questions relating to values, identity, economic viability, council support, satisfaction, knowledge and awareness of the arts in the shire were also tested through this review. Results have been analysed from the survey responses (45 responses) and although not a large sample, tend to mirror feedback received from the public consultations and anecdotal conversations held during 2015 with artists, arts based businesses and arts groups. All detailed responses to the value statements can be found in Appendix 4.

Value statement 1: Cultural and arts activities currently contribute to social and community wellbeing



82 % of those surveyed agree/strongly agree with the statement- “I believe that cultural and arts activities currently contribute to social and community wellbeing”. 8.8 % either disagreed or strongly disagreed with this statement.

Is this an area where some improvement can be made?

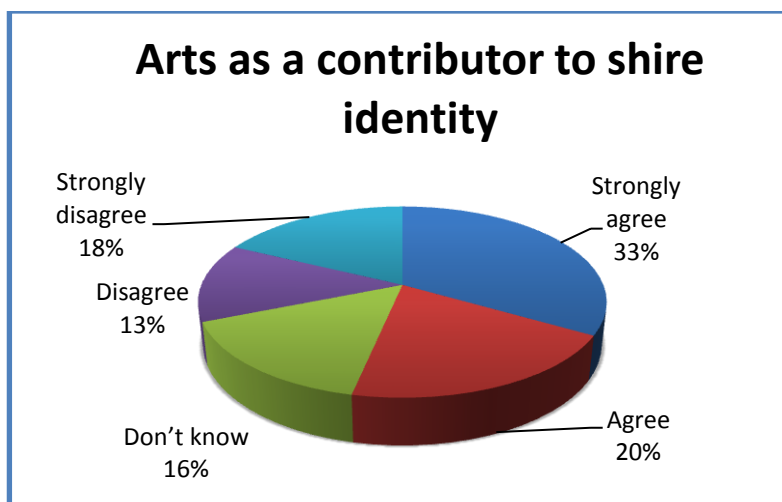
95.5% said that there could be some improvement made in this area.

Analysis of Comments

Some of the consistent suggestions made for improvement included:

- ▶ Issues of geographic distance, social, economic disadvantage and disability need to be considered when any group programs creative opportunities within the shire.
- ▶ Four respondents desired a clear position of support to Arts and Culture from the NGSC and stated the shire could play a key leadership role in arts and cultural development.
- ▶ Numerous respondents stated the arts could function more cooperatively with greater impact and potentially greater outcomes.
- ▶ There are opportunities to commercialise art and cultural products and services due to the high visitor numbers to the Grampians, but parts of the sector lack business skills and knowledge.
- ▶ Improvement can be made around lack of awareness of what goes on across the shire for locals and visitors.
- ▶ Lots of activity but very disparate without a coordinated method of promoting arts activities.
- ▶ Great opportunities to provide nature based art experiences, but not actualised.
- ▶ There are opportunities to develop unique and ‘home grown’ arts and cultural projects that strengthen community identity and celebrate local culture.
- ▶ Having improved access to permanent spaces to show and share creative outcomes and offering was identified in all consultation locations.

Value statement 2: Cultural and arts activities currently contribute to our shire's identity



A more evenly distributed response with 33% stating they strongly agree with this statement, 20% agreeing, 36% either disagreeing or strongly disagreeing that cultural and arts activities currently contribute to the shire's identity.

Is this an area where some improvement can be made?

91% believe that there could be some improvement made to improve how cultural and arts activities contribute to or impact on the shire's identity.

Analysis of Comments

The overwhelming response in this question was that the arts can contribute to the shires identity, but it currently doesn't happen in a coordinated or significant way. One respondent said "The cultural landscape appears rather barren and dull" another "the cultural and arts activities in Stawell are few and far between, but well attended and enjoyed when they do happen – these build a sense of community".

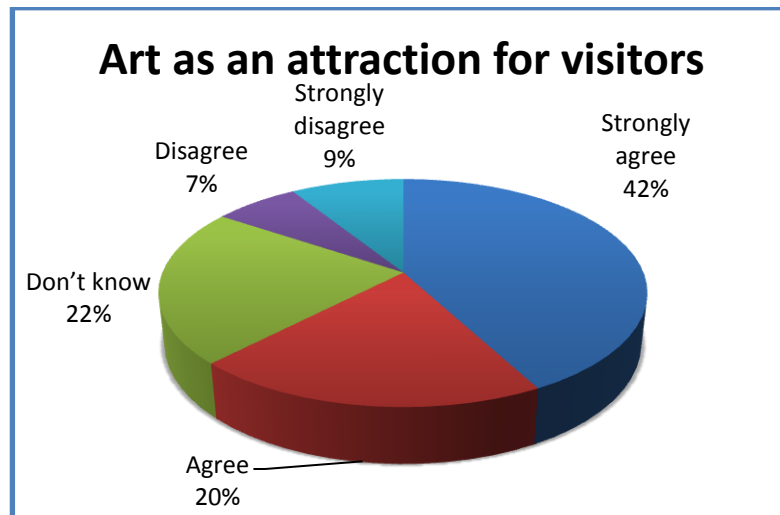
People would like to see more art occur to build on the strengths of what is currently in place. There appears to be a high level of private arts practice that is independent and commercial, this is unique and should be recognised and promoted.

In the sphere of public/community arts programming, there appears to be limited activity, but there is interest and desire to see more activity in this space. The lack of permanent public art has also been commented upon. Both of these initiatives would require investment and leadership from Council or a lead community agency to seek funding and manage any future actions in this area.

Excluding localised civic and community activities, there appears to be no public initiated activities in place that identify, extend and celebrate the shire's identity and uniqueness.

Value statement 3: Cultural and arts activities provide key attractions for visitors to the shire and contribute to the economic viability of the shire

42% strongly agreed with the statement that cultural and arts activities provide key attractions for visitors to the shire and currently contribute to the economic viability of the shire. 20% agreed with the statement and 16% either disagreed or strongly disagreed the comment.



Is this an area where some improvement can be made?

82% believed there can be improvements made in how cultural and arts activities can be utilised to provide key attractions for visitors to the shire and contribute to the economic viability of the shire.

Analysis of Comments

The main feedback from this question was that arts and cultural offerings for visitors should also be available to the general public and that if innovative public arts programs and initiatives were created for residents of the NGSC, then visitors would also be attracted. One respondent said: "There needs to be a blend of what we enjoy and participate in as a community and also what attracts visitors to our shire...". This is reflected in the success of the St Arnaud Street Museum program, blending public art while enhancing the local and visitor experience.

The other key comments made was the need to be strategic and for Council to provide leadership in the direction of Arts and Cultural Development. This could include building sector capacity, assisting with promotion and training possibilities, brokering funding options, and supporting locally relevant and innovative concepts.

It is also recognised that not all art activity will receive funding and support. Localised activities that have become embedded and sustainably delivered should be encouraged to continue, but innovative ideas and concepts that can generate interest and engagement could be targeted to be developed and supported. Importantly the community needs to be engaged in the process and take ownership of it as well.

A well executed art project that is initiated by the host community who are working closely with professional artists will see lasting and beneficial outcomes including improved social cohesion, identification and connection to place, civic pride, recognition as an innovative or dynamic place to live. It will also contribute to the economic viability of the shire. The St Arnaud Street Museum is a case in point.

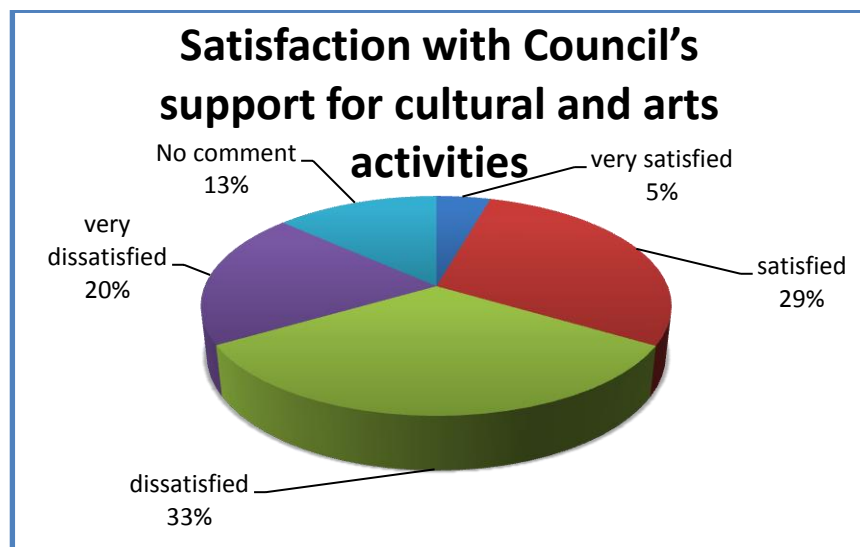
There is a great wealth of private artist's studios, galleries and events in the Northern Grampians Shire. This is a real point of difference in the Northern Grampians and not readily seen in neighbouring municipalities in the central west of the state. These, in addition to the unique indigenous cultural assets provide arts and cultural businesses, events and the Council with opportunities to capitalise on and to further develop.

There is also a certain level of local momentum and interest in establishing the Wildlife Arts Museum of Australia (WAMA), one participant said: "I totally believe in this [arts as a visitor attraction], however I don't believe it actually is happening here.... yet I will say it again, the sooner WAMA is up and running the better". Another commented, "Certainly when WAMA is up and running. It will be a huge boost to our local area; an independent economic and social impact study indicated that WAMA would contribute \$29 million per annum in additional economic activity"

In some communities, the actual commitment to a museum infrastructure requires long term planning and commitment. Many established museums, Performing Arts Centres and Regional Art Galleries, require subsidised support from State and local government in the municipality where it operates, similar to the same kinds of support offered to sporting oval, swimming pools and other community assets.

The WAMA concept does set the Northern Grampians Shire apart from cultural offerings in neighbouring councils, in that it is museum focussed, it is linked to a key cultural and natural asset- the Grampians, and it aims to establish itself as the best example of its type in Australia.

Value statement 4: Are you satisfied with Council's support for cultural and arts activities?



33% of respondent were either satisfied or very satisfied with the level of support for arts and cultural activities in the shire and one of these responses was from a person who does not participate in the arts. Of the remaining respondents, 33 % were dissatisfied and 20 % very dissatisfied, meaning over half of the survey respondents were not satisfied with current level of support.

Analysis of Comments:

Feedback regarding satisfaction was also fielded at the three community consultations, which mirrored comments from the surveys relating to leadership and support from Council. There is a perception held by the community that the level of servicing towards arts and cultural activities is not being adequately addressed or resourced by Council. This provides Council with an opportunity to inform the community of its current practices to support arts and cultural activities. Council may choose to identify, prioritise and coordinate key initiatives that can strengthen and support the creative capacity and experience of community and visitors.

Value statement 5: How do you currently find out about exhibitions, performances, festivals and events related to the arts?

Of the responses received, the most popular form of receiving information was from:

1. Local newspapers - adverts and editorials,
2. Printed posters, flyers, noticeboards and invites, word of mouth,
3. Electronic- email then social media and FB.

Value Statement 6: What would you like to see supported or provided in relation to arts and culture in the shire?

Analysis of Comments

This question raised the greatest response in the survey. Responses were detailed and the general themes and ideas covered in order of frequency include:

- ▶ A skilled and appropriately experienced resource person in the role of arts and cultural officer allocated as part of Council's team to progress the strategic opportunities available to the arts, communities and the shire;
- ▶ More consistent and coordinated promotion of events and opportunities;
- ▶ Greater collaboration between shire neighbours and resources;
- ▶ A practical, doable and up to date strategic position on the arts;
- ▶ A peak or representative body that is engaged with council who have a role in providing direction and guidance;
- ▶ A greater and more equitable allocation of funding from the shire towards the arts.
- ▶ Identify and develop projects unique to the Shire's communities that engage the wider population and also offer a benefit for tourists;
- ▶ Many people felt a visual arts space in St Arnaud, WAMA development in Halls Gap and access to venues in Stawell was critical and would significantly improve access and elevate levels of engagement in the arts;
- ▶ Support and training to enable groups to do things better.

Statement 7: What is the best thing about the arts in the Northern Grampians Shire?

Analysis of Comments

The majority of respondents were hopeful and optimistic about the future of arts and culture in the shire.

They recognised the wealth of activities already taking place, although a small minority said there was very little happening. The respondents acknowledged the value of the natural environment and the Grampians National Park, and the attraction of tourism and visitors to the region as a key asset.

One respondent stated the best thing about the arts in the Northern Grampians Shire is that it is “local and has the capacity to support local creators and local economies”.

Those surveyed see the arts as diverse but disparate. The consensus was that if the shire and community maintain the status quo, individualised township activities will continue, mainly supported by private resources and volunteerism.

There is real desire to see a level of commitment and investment by government (both local and state) in developing and building on the shire’s cultural strengths and opportunities. For this to happen effectively, both council and the community need to organise, prioritise and develop strategic and cooperative ambitions, if significant cultural gains or shifts are to take place across the shire.

3. Emergent Themes and Opportunities

Drawing on the data, conversations and feedback received in 2015, the following emergent themes are presented to the Northern Grampians Shire Council as a way to activate the cultural and creative assets across the shire.

‘Arts Activation’ is a relatively new term that recognises the high level of creative activity currently in place and proposes strategic scaffolds to further engage and promote the arts across the shire for both visitors and residents. Council is committed to regional growth and economic development and recognises that creative arts activity can promote innovation, entrepreneurship, and attract new business, residents and visitors.

Art activity, enterprise and endeavours will continue to take place in the shire without government interventions. However more rapid and effective activation can take place with the investment of strategic leadership, resources, time and energy.

The three emergent themes that will be discussed below include:

- ▶ Participation
- ▶ Profile
- ▶ Place

A comment on Council’s support to the arts sector:


The consultation findings suggest that there is a community expectation that Council should be a significant provider of cultural services and infrastructure. It was also recognised that Council’s resources are limited and that if it were to take on a greater role as a provider, careful consideration would be required to ensure choices are sustainable.

The consultation also found a high level of self-sufficiency and entrepreneurship existed in the community. A challenge for Council is to find the right balance between providing targeted investment that strengthens the sector against council’s current capacity and resources. Choices should be made that further enable the sector to become more viable, independent, strong and enabled.

The model below is a proposed tool to assist council to consider where its current arts commitments lie and to identify where on the table below that engagement is currently taking place. Many active initiatives are located in the two columns to the left, for example the work of Stawell Regional Arts is located the second column from the left, so too the running of the Stawell Railway Station Gallery. The Grampians Arts Programs –Texture and Brushes are located on the far left of the continuum. The St Arnaud Street Museum is most likely placed the far right.

Comments from the consultation and survey state that there are few activities taking place in the points along the continuum where community and council come together, (the blue shaded area) to develop new offerings, to provide skills based training or to seek external funding and grants.

The Continuum of Community Participation and Engagement

No Council involvement	Council assistance and approval	Council support for citizen project	Council initiated partnership with citizens	Council with Community consultation	Council only
					
Citizen initiated organised and funded	Citizens initiated and organised. Some assistance by council grants, funds physical assistance	Citizens initiated and organised. Some assistance by council admin support programing, grants, funds physical assistance	Council initiated. Council invites general community to implement project with specified council support.	Council initiated. Council invites skills based individuals/ creative to be part of project or organising body	Council initiated. Organised by Council officers. Community as audience. Funded by Council funds.

3.1. Theme 1 - PARTICIPATION

Increase participation in and collaboration of the arts in the Northern Grampians Shire

Includes building a stronger arts and cultural sector through professional development, partnerships and networking, identifying ways to improve volunteerism and support; acknowledging the private versus public balance of arts services; aim to maintain and promote independence of the sector, identify strategic engagement by the shire and promote arts based funding.

These strategies relate to ways in which Council can support capacity building activities that help to develop a sustainable creative sector. A commitment to developing human capital yields results in the growth of local creative industries and knowledge economies. It can also bring over time, substantial financial returns to the community.

DIRECTION	TIMEFRAME	RESPONSIBILITY
Promote the use of the Grampians Wimmera Arts Atlas a central hub of information for available facilities, cultural opportunities and partnerships within the Shire and the whole sector.	Short term	Council, community and arts groups, professional artist.
Encourage and initially facilitate the running of 'Art Salons'- informal get-togethers of artist and groups across the shire to share what is happening. Seek support from RAV to implement the first Salon, invite youth, aged and indigenous participants.	Short term	Council, community and arts groups, professional artist.
Promote funding opportunities to arts and cultural groups via the Arts Atlas	Short term	Council, community and arts groups, professional artist.
Provide training and information sessions on successful grant writing, project development/management and governance. Training expertise exists at the Stawell Neighbourhood House and a suite of low cost business courses are available through Business Vic.	Short term	Council
Invite Regional Arts Victoria to maintain contact with the shire and provide regional services into the Northern Grampians Shire. Consider hosting a Regional Cultural forum, draw on their online resources, promote membership benefits and funding.	Short term	Council, community and arts groups, professional artist.

Establish peak representative groups for each of the Council's key arts venues such as the Stawell Entertainment Centre and St Arnaud Town Hall to provide for promotion, collaboration on events, growth in utilisation, improvements and advocacy for grant funding	Short Term	Council, community and arts groups,
Continue to support the development of local regional arts networks- St Arnaud Arts Council, Stawell Regional Arts, The Grampians Artist Group (aka Grampians Arts Trail)	Medium term	Council
Ensure closer liaison between the arts sector, community development, tourism, youth, events and economic development teams within NGSC to identify potential collaborations.	Medium term	Council
Initiate the formation of a shire-wide Arts Advisory Group in partnership with Council. The group would aim to review the arts and culture activities, articulate shire wide priorities re training, funding, activation priorities and approaches.	Medium term	Council
Form closer and ongoing association and networks between creative and arts services offered in ARCC, HRCC and NGSC, to ultimately share and build audiences.	Long term	Council
Consider seeking funding to re-establish a dedicated arts officer role at Council to support the delivery of arts and cultural objectives	Long term	Council

3.2 Theme 2 - PROFILE

Improve the profile the arts

There are opportunities for a more coordinated approach to promotion and communication. This was highlighted through the consultations as a weakness and threat in the SWOT and mentioned by various people in the online surveys.

DIRECTION	TIMEFRAME	RESPONSIBILITY
Partner with RAV, ARCC, HRAA and HRCC to continue to build on and promote the Grampians Wimmera Arts Atlas.	Short term	Council
Maintain an up to date contact list of local artists, art organisations and business across the shire. Encourage Artist to transition into managing their details and profile in the Arts Atlas. The 'Arts Audit/Mapping' list garnered through this review provides a foundation point for contact)	Short term	Council
Transition from the Northern Grampians Shire's Community Events and Major Events listing on the shire's website to a functioning Arts Atlas	Short term	Council
Provide the role of administering and loading shire content to the Grampians Wimmera Arts Atlas to a designated shire staff member.	Short term	Council
Provide localised training to arts groups and artists across the shire so uptake, use and awareness of the Grampians Wimmera Arts Atlas is increased.	Short term	Council

Continue to support creative community celebrations, including local festivals and events, broker funding options for events that have traditionally not accessed funding before.	Short term	Council
Host a shire wide annual arts forum, including speakers, information sessions and showcase examples of great examples of what has worked elsewhere in towns and communities similar in size to NGSC' towns. Inspire people to think big and beyond.	Medium term	Council
Strengthen networks of existing local festivals and events to develop initiatives and strategies that improve sustainability through offering shire/tourism sector facilitated professional development opportunities.	Medium term	Council /Grampians Tourism
Take advantage of partnerships and offerings provided by arts and cultural organisations outside the shire. Bring additional resources and skills into the shire through urban based arts agencies that have a mandate or charter to provide rural and regional service provision.	Medium term	Council/other arts agencies- see resource list
Provide assistance to the Grampians Artist Group to grow their art trail as an independently conducted activity.	Medium term	Council /Grampians Artist Group
Review the St Arnaud Artist in Residency Program, partner and collaborate with St Arnaud community and St Arnaud Arts Council to consider the next iteration involving use of the Civic Precinct Arts Space and collaborations with existing local artists.	Medium term	Council / St Arnaud Community

3.3 Theme 3 - PLACE

Capitalise on the unique place where art is created

All groups consulted made reference to the natural environment, including parks, national parks and the rural landscape, some mentioned local history and the variety of venues and spaces available across the shire as important strengths about living in the Northern Grampians Shire.

Indigenous culture and natural beauty of the Grampians are central reasons tourists visit the region. Culture and lifestyle contribute as factors as to why people choose to live in the region.

The survey and consultations identified the need for additional communal spaces across the shire to display and promote creative outcomes. Not having access to affordable or suitable venues was raised by some groups. However across the shire there appears a great wealth of council owned venues and spaces that are made available to community groups at reasonable/generous rates. From the authors perspective more arts spaces is not really an issue, but how current underutilised secure spaces can be accessed, leased and promoted. (St Arnaud Street Museum, the Re-New Newcastle model- see Resource list in Appendix 7)

The key issue identified by the Halls Gap contingent was the desire to progress WAMA as a core community infrastructure development. The other key space is the art space at St Arnaud; this has been addressed in the St Arnaud Civic Precinct Plan.

DIRECTION	TIMEFRAME	RESPONSIBILITY
Continue to advocate for the funding of WAMA	Short term - medium	Council / WAMA
Facilitate the establishment of the St Arnaud Art Space and ensure the terms of managing the space are developed in consultation with the St Arnaud Arts Council	Short term	Council /St Arnaud Arts Council
Promote more private arts and cultural events to take place in the regions outdoor spaces and amenities, like Ozact's live Shakespeare, outdoor or pool cinema.	Short term	Council /private arts companies
Support community generated "pop-up art" events or projects that could be expanded to foster activity across the Shire.	Short term	Council /community
Maximise the use of existing venues, facilities and infrastructure across the Shire for arts and cultural activities.	Short term	Council
Consider developing a Public Arts Strategy to assist in planning and developing place and cultural identity with public art in mind.	Medium term	Council
Continue to work with other community venues to promote and maximise partnership opportunities. i.e. schools and health services.	Medium term	Council
Collaborate with local businesses willing to invest in creative developments that result in beneficial social, cultural and financial outcomes for the shire and residents- i.e. Peter Canon's concept of converting a space into a soundstage to attract film makers to Stawell and the Grampians.	Medium/Long term	Council Eco Dev/ Grampians Tourism
Look for opportunities to capitalise or add value to the Grampians Peaks Trail through art.	Long Term	Council/Parks Vic, Tourism Vic

3.4 Forecast and Trends

In addition to the local impacts and drivers of progressing the arts in the NGS, there are wider and more significant issues that may have a bearing on the development and progression of arts and culture in the shire. These include:

Audience and Participation in the arts

The overall trend towards participation in social, community and creative pursuits is on the increase, this comes with the universal access of art making tools via the internet and access to sharing platforms like Instagram, Facebook and Wordpress. It has never been easier to make and show new work.

Participants can engage as practitioners, hobbyists, amateurs, semi-professionals and professionals. Increasingly the arts provide opportunities to seed small business in urban and regional areas.

Internet and Digital Technologies

The Australian Communications and Media Authority research, August 2014, indicates that regardless of where people live in Australia they are increasingly going on line and using the Internet more frequently. Mobile phone use shows the biggest increase, as a complementary service to home Internet connection. Across all regions Australians are diversifying their online activities. The diversification is being led in particular by growth in entertainment and blogging and online communities. This trend is most significant in reducing the tyranny of distance for more remote communities, and in many cases eliminates it, improving access for all.

Digital technologies are being increasingly used in all aspects of the creative process from ideation and design to exhibition and sales. Arts discovery services such as You Tube (sharing video), Flickr (sharing photos), Spotify (sharing music), Pandora (finding music), Kickstarter (micro-donations from fans to artists), and Etsy (an online marketplace, which started small and outside the non-profit arts have made more impact on the arts scene than any non-profit cultural organisation. Digitisation and online collections has put the riches of the arts and cultural world at the fingertips of a global audience.

Digital technology has changed the top-down nature of arts organisations audiences can become curators and even obscure, niche interests can find a community of individuals who share the passion. People do not wait to be told about what's on, they find out from each other. A participatory culture is becoming the norm.

Makers⁸

The 'maker culture' is a contemporary movement that includes traditional activities such as woodworking, metalworking and traditional arts and crafts as well as engineering oriented interests such as electronics, robotics and 3D printing. It emphasises learning-through-doing, in a social environment, emphasising informal, peer-led and shared learning motivated by fun and fulfilment.

Maker spaces, often called labs or studios, to emphasise the creative nature of the work undertaken there, are emerging as unique places to develop these interests. Often associated with libraries, museums and community centres, they are giving people of all ages' access to mentorship, programs and tools and encouraging self-expression and innovation. This is leading to an evolution of literally millions of people who are taking risks to start their own businesses dedicated to making and selling self-made products.

8: Gannawarra Arts and Culture Strategy

4. Conclusion

This report is written for the NGSC as the primary user and audience. This report acknowledges the need to establish an appropriate balance between Council being a supporter of cultural activities and providing the environment or resources for community organisations and individuals to stage activities.

People engaged in or interested in the development of the arts sector were the main participants in the consultation and survey process. Many suggestions have been put forward that reflect the outcomes from the community consultations, surveys and observations.

One of the core challenges of writing this document has been the limited resource available to council to deliver Arts and Cultural services. No commitment to funding has been allocated within the options presented in the three key themes.

Ideally Council would work alongside an Arts Advisory Group to navigate a way forward that draws on the research and background of this review and charts a course in line with community expectations and council resources.

There is a sense of positivity in the shire about directions for the future, the leadership role of council and its commitment of working collaboratively with its arts sector. This will determine the future development and progression of Arts and Culture in the Northern Grampians.

5. Definitions¹

ART

Art can be defined as an expression of a culture, reflecting or challenging the values contained within the community's culture. In our contemporary community, it is likely that artwork will reflect many influences including local, international, cultural, political or aesthetic concerns. The term art includes the visual, performing / live and literary arts.

Arts Victoria's Audience Atlas recognises ten art form categories: dance, festivals, music, theatre, museums, visual arts, commercial theatre, libraries, literature and multi-art form spaces.

ARTIST

An artist is often defined as a person who has specialist training within their field although not necessarily having a formal, academic qualification. An artist is a person involved in the creation of art and has a high level of interpretive, conceptual and creative skills.

A professional artist is often defined as an artist with an established reputation and professional standing through exhibitions and/or commissions and is recognised as an artist by their peers.

COMMUNITY ART

An important subset of the arts is the area known as community art or community cultural development. Arts Victoria state: "The arts can be a powerful catalyst in building strong communities. Communities that embrace diversity, creative expression and cultural activity are richer, stronger and better able to deal with social challenges. Communities can also provide fertile creative ground for artists. They are full of untold stories, collective memories and voices looking for expression. When the two get together the results can be profound."⁵

Community art arises from the involvement of skilled artists working with members of the community to empower them to fulfil cultural expression and a collective vision through an art form. In doing this, care and attention is paid to collective decision making processes. The process of understanding art making and the community building that goes hand in glove with community art projects is as valuable as the finished product. Therefore, community arts projects utilise the art form best suited to the desired outcome – e.g.: oral history, writing, theatre, circus skills, dance, music and mask making are just some of the many art forms available to the community.

CONTEMPORARY ART

Art that has been and continues to be created during our lifetimes.

CREATIVE INDUSTRIES

Creative industries are a significant and growing industry sector within the Australian economy. *"The creative industries are those industries whose economic value derives primarily from their cultural or 'expressive' function and usually defined as including: Advertising; Architecture; Arts and Antique Markets; Crafts; Design; Designer Fashion; Film, Video and Photography; Software, Computer Games and Electronic Publishing; Music and the Visual and Performing Arts; Publishing; Television and Radio"*⁶

Creative industries are a growth area in western developed countries. This indicates recognition of not just the creative act of inspiration, but the vast economy involved in the development, production, marketing and consumption of creative product.

This Strategy is based on the premise that these broader definitions of the arts, culture and creativity are more useful in considering where Council should invest for the benefit of its community in the next 3-5 years to support sustainable growth and to enhance the viability and vitality of regional towns.

¹ All definitions sourced from the Mt Alexander Shire Council Arts Strategy 2011-2015

CULTURE

Culture is a diverse and complex construction with multiple interpretations such as recognising the diversity and richness of contemporary society and that cultural heritage provides a vital link to a community's formative cultural influences.

"Culture consists of all distinctive, spiritual and material, intellectual and emotional features which characterise a society or social group." — United Nations Educational, Scientific and Cultural Organisation.

CULTURAL TOURISM

Cultural tourism is the phenomenon of people travelling specifically for the sake of either experiencing another culture or participating in cultural attractions. Cultural tourism has been defined as:

*"..that activity which enables people to experience the different ways of life of other people, thereby gaining at first hand an understanding of their customs, traditions, the physical environment, the intellectual ideas and those places of architectural, historic, archaeological or other cultural significance which remain from earlier times. Cultural tourism differs from recreational tourism in that it seeks to gain an understanding or appreciation of the nature of the place being visited."*⁷

LITERARY ARTS

Literary arts are those activities associated with storytelling and the written word, such as prose, poetry and play writing.

PARTNERSHIP

Partnerships need a shared agreement on what needs to change with an agreed understanding of what will happen if nothing is done. In partnership, a shared action plan for development and implementation is what will make a difference.

PERFORMING / LIVE ARTS

The performing and live arts are where the artist or artists use their own physicality and presence as expression. These art forms are practices driven by artists working across different formats, contexts and spaces to open up new and interactive engagements within the public realm. Some examples of this are theatre and opera, music, dance, reading and site-specific performances/installations.

PUBLIC ART

Public art can be defined as art created by professional artists and located outside of a typical gallery context in indoor and outdoor environments such as streets, parks, plazas or any public space accessible to the general public.

Public art is generally highly visible and accessible to the general public and can be situated within public areas of private development, as well as in publicly owned spaces. Public art may be permanently incorporated within the fabric, design, or fixtures of a building or place, or be a temporary project such as art installations and events.

VISUAL ARTS

Visual arts are generally considered to be those activities that involve the transformation of materials as a form of personal expression. This includes two-dimensional activities such as paintings, drawing and printmaking;

Three-dimensional activities such as sculpture and the wide range of craft mediums, and increasingly the use of computers to generate a range of digital art content.⁷

⁵ Strengthening Local Communities. Arts in Community Settings: The Evaluation of Two Community Support Funded Arts Programs. Arts Victoria 2006.

⁶ Australian Research Council. Professor Justin O'Connor. 2009

⁷ ICOMOS Charter for Cultural Tourism, Draft. National Centre for Culture and Recreation, Statistics of the Australia Bureau of Statistics. April 1997

Appendices

Appendix 1- SWOT Results

	STRENGTHS	WEAKNESSES
Stawell	<p>Passionate people. Diverse varied venues that are accessible. Strong volunteerism. NGSC staff as resources and supporters. Stawell is situated on the Western Hwy. Lots of locally talented people. Wide variety of activities takes place. Good climate, can do things outside</p>	<p>Passions are narrowly focussed. Maintaining volunteerism and avoiding burn out. Reduced participation for low socio eco groups. Hosting events at the same time or day. Limited public transport across/within shire. Limited public transport to the shire. Some organisations need strengthening. Complying with OHS reg's can seem prohibitive.</p>
Halls Gap	<p>Outside expertise/labour to run events. Youthful energy and fresh ideas. A very creative community. Access to multiple venues Natural beauty is a motivator for creativity Opportunity to access and share Indigenous cult A central meeting place with accommodation. Lots of things for locals and visitors to do.</p>	<p>Some people reluctant to try new things/ ideas. Frustration around the changed use of facilities. Lack of commitment from some business. Different motivations for being in Halls Gap. Often experience the same old things.</p>
St Arnaud	<p>Variety of talent IT workshops provided by library. Strong support for local activities as long as price is right. Great spirit in really small communities. Volunteers run lots of things. Fantastic facilities in the smaller areas.</p>	<p>Isolation. Lack of public transport. Lack of communication Not everyone is online. Lack of population. Small groups to visiting events. Some of the delivery of activity is tired or dated. Conservatism and resistance to change Lack of materials and resolve to make art.</p>

	OPPORTUNITIES	THREATS
Stawell	<p>Council can assist to seek funds to run events. Event collaboration that happen at same time. Improve communications between groups. Youth willingness and energy to participate. Flash mob and pop up events. Look to philanthropic organisations for \$.</p>	<p>ARCC, HRCC can pull audiences away from NGS. Parochialism Heavy focus and investment in sport by shire. Bypass of Stawell. Key drivers leaving the region, loss of expertise and interest. Lack of documentation of how things operate.</p>
Halls Gap	<p>More adventure bad and outdoor events. Capitalise on how young people volunteer, i.e. more specifically for shorter bursts of time. Accessible Bike Path all the way through town. Extension of the Arts Trail. Grampians Peak Trail and increased visitor numbers</p>	<p>Perceived lack of volunteers due to poor communication. Large mobile / transient population People get information lots of different ways, not just through one channel Lack of clear identity, what we do, who we are.</p>
St Arnaud	<p>Be more politically connected and take a stand on issues and opportunities we want. Crowd source funds for activities. Use library more as an information portal. NGSC consider new spaces for extra activities. St. A has lots of space and spaces to use. New leadership could do new things. Connect with NGSC youth council. Access formal volunteer networks to support activities.</p>	<p>Councils' diminishing finances. Participants limited finances. Young people leave for study and work, loss of this energy from region. Volunteers and community leaders are ageing.</p>

Appendix 2- Specific data results from Consultations- Vision for the arts

Stawell
<ul style="list-style-type: none"> Themes Inspirational, Beautification, social cohesion. Recognised Diverse and collated groups. A community of arts. Diversity Inclusive Collaborative with youth and others Community and supportive Vibrant, diverse arts sector, strengthened by collaboration and mutual support A strong active, inclusive creative cohesive arts community Environmentally friendly For community to recognise value of the arts and lose apathy in community
<ul style="list-style-type: none"> Facilities -Art Spaces and Open studios and use of vacant spaces Utilising the library more Recognising what the library has to offer
<ul style="list-style-type: none"> Promotion and Publicity for the arts See artists and artisans valued for contributions to the breadth of culture. Integrate the arts in a meaningful way in the community. Value the creative in our shire. Artist to be collated and promoted locally and regionally.
<ul style="list-style-type: none"> Community- Participation and Partnerships Encouragement of local artists. The WAMA project up and running and attracting lots of visitors More creativity, contemporary activities. Using the alternative vision and perceptions of creative in a positive and enriching way. Individual participation (across all age groups) both active and passive Enabling cooperation with 3 shires arts officers Arts Groups working together and communicating Create a strengthened arts community Something for everyone- age groups, interests, talents, and socio eco groups Cater for all age groups
<ul style="list-style-type: none"> Projects-How to create new projects and sustain activity Art exhibitions involving all local creative people Halls Gap/ Pomonal Arts festival Finding activity for techno –youth More art on offer
Halls Gap
<ul style="list-style-type: none"> Facilities -Art Spaces and Open studios and use of vacant spaces Approach local vacant businesses to supply gallery space. Local shopfront/ studios to exhibit a place for artists to work and teach. Open to both local people and tourists. An art space or gallery with an emphasis on local art- attracting city visitors
<ul style="list-style-type: none"> Promotion and Publicity for the arts Support 'local' talent Improve better promotion, communications and publicity Increased promotion and participation Focus on visual and performing arts Promote uniqueness of the smaller town and their cultural differences
<ul style="list-style-type: none"> Community- Participation and Partnerships Engage youth through music and dance Encourage concerts from outside to play here Volunteers to staff and organise events
<ul style="list-style-type: none"> Projects-How to create new projects and sustain activity Council run grant writing workshops Use of crowd sourcing to raise \$ Seek input from local regarding potential new arts projects

St Arnaud
<ul style="list-style-type: none"> • <u>Themes</u> Relaxation. Participation for all Something for everyone For anyone who chooses, to experience themselves as an artist
<ul style="list-style-type: none"> • <u>Facilities -Art Spaces and Open studios and use of vacant spaces</u> Permanent cultural space for exhibitions, theatre and for various groups to use. An arts and culture centre- a place for people to express their art form Permanent space to display and promote art in St Arnaud Permanent space for art exhibitions or other aspects of culture and art A shire run gallery, plus a purpose made venue for annual art shows Creative art centre for small country town incorporating all types of art
<ul style="list-style-type: none"> • <u>Promotion and Publicity for the arts</u> Increase in local artist's recognition
<ul style="list-style-type: none"> • <u>Community- Participation and Partnerships</u> All arts groups working well and supported by good governance More artists contribution and working together, teaching, learning
<ul style="list-style-type: none"> • <u>Projects-How to create new projects and sustain activity</u> Increase in visual art More music opportunities St Arnaud needs overarching arts body to preside over the sector, perform cinema and events

Appendix 3- Specific data results from Consultations- One big Idea

Stawell
<ul style="list-style-type: none"> • <u>Facilities -Art Spaces and Open studios and use of vacant spaces</u> Improve the town hall for the performing arts- peak user reference group, seating/ sound, lighting, priority for the arts use Dedicated arts and culture centre with dedicated staff
<ul style="list-style-type: none"> • <u>Promotion and Publicity for the arts</u> Arts Officer possibly cooperation between Ararat and Pyrenees
<ul style="list-style-type: none"> • <u>Community- Participation and Partnerships</u> Collaborative effort between the arts groups in NGSC area Introduce good old music to youth
<ul style="list-style-type: none"> • <u>Projects-How to create new projects and sustain activity</u> An iconic event like the Alice Springs Beanie festival that could come to Stawell in conjunction with the Winter Woolies festival in July Bring really bi performing arts event to the Northern Grampians, like at Hanging Rock Big acts coming to the Grampians Annual Performing Arts Festival with workshops- set building, singing, dancing, acting, mime, music making. Festival of Doing. Xmas Festival that combines Farmers market, Carols, lighting the Xmas tree, Parade and shopping night Public human chess board

Halls Gap
<ul style="list-style-type: none"> • <u>Facilities -Art Spaces and Open studios and use of vacant spaces</u> WAMA going ahead Sculptural bike trail Build a strong and inclusive arts trail to link all artists over the greater Grampians region Sculpture Trail Creative arts space for Hall Gap for artist in residence and monthly/ bimonthly exhibitions

<ul style="list-style-type: none"> • <u>Promotion and Publicity for the arts</u> Promote indigenous culture of the region Promote and market what we do well and what we already have
<ul style="list-style-type: none"> • <u>Projects-How to create new projects and sustain activity</u> Pop up gallery or Art Gallery Focus on contemporary art Indigenous cultural events more organised and available

St Arnaud
<ul style="list-style-type: none"> • <u>Facilities -Art Spaces and Open studios and use of vacant spaces</u> Street frontage Gallery space Art Gallery Public art in outdoor space Gallery/ Exhibition space available to various groups Art Gallery and artist's studio An art-space for artists to exhibit and have workshops Sculpture Garden or ephemeral art exhibit
<ul style="list-style-type: none"> • <u>Promotion and Publicity for the arts</u> Good publicity to get outsiders to visit the town Attract more tourists interest in art by catering for their interest Run a competition to change the name of the town –St Arnaud
<ul style="list-style-type: none"> • <u>Community- Participation and Partnerships</u> Cultural performances for schools
<ul style="list-style-type: none"> • <u>Projects-How to create new projects and sustain activity</u> Consistent live performances. Art Classes Annual Music festival More musical events Temporary Outdoor artworks that can be displayed and shown for short periods of time Art Workshops Combine existing festivals- possibly change to an autumn event An art project in collaboration with artists living in and around St Arnaud

Appendix 4- Detailed survey responses to value questions

Ideas of how Art and Culture can further contribute to the social and community wellbeing
Increase participation in and collaboration of the arts
Training/ support/ mentoring/ skill development <ul style="list-style-type: none"> • We need our tafe back and running.
Consider access and equity to the arts, including income, geographic distance <ul style="list-style-type: none"> • And I believe in the great value for children right through to the aged, and that marginalised or minority groups, need to be included as much as people who don't identify as interested in art and culture • Ensuring performances can be resourced to travel to small more distant communities. Presenting shows and running workshops with professional artists when they are in town or passing through from presenting shows in other towns • Not many opportunities available in Marnoo - when activities have been held a large group can attend that may not otherwise be able to.
Strengthening skills for artists to commercialise/ collaborate and create new options to show and share work <ul style="list-style-type: none"> • Artists are usually struggling to pay for equipment and supplies.

Leadership, partnerships and enabling the sector <ul style="list-style-type: none"> • A more nurturing attitude to the Arts from local council • NGSC support and assistance for Community Groups • I see almost no contribution to the arts from the shire offices • Better communication between shire staff and volunteers using the Halls Gap Community Hall
Cooperation and coordination across the sector <ul style="list-style-type: none"> • Better coordination and collaboration between arts groups, • A more coordinated approach across the shire • Demonstrate the value of the Arts -to have an equal footing and value and sporting groups in our community
Improve the profile of the arts
Knowing about what's on and promotion <ul style="list-style-type: none"> • At the minute I know of no hobby or arts and craft classes that are run locally. I have heard of painting classes in Ararat, although I don't know who teaches them, and of expensive classes run in Halls Gap. There are also the Deep Lead ladies, but they do not hold lessons. It would be great if we had a group that held classes once a month with differing arts and crafts • As much as events need be held the community needs to be encouraged to patron them
<ul style="list-style-type: none"> • More outlets for local artists to showcase their work in town.
<ul style="list-style-type: none"> • I would love to see opportunity to support local emerging and student artists within Halls Gap, Pomonal and surrounds. • Need performance/gallery space, arts grants, an arts and culture committee supported by Council, better promotion of events, engagement with schools, a focus outside of Stawell and a need to sell the idea to the community of how the arts can promote tourism and support local business
Capitalise on the unique place where art is created
Nature based art experiences <ul style="list-style-type: none"> • Raising awareness of our environment. • Promoting in children a sense of curiosity and respect for the connectedness between art, science and nature. - particularly relevant in our increasingly urbanised society
Original projects that can only be seen or delivered here. Invest in the unique character of the shires villages <ul style="list-style-type: none"> • Developing home grown projects. • 'Pop-up' galleries using shipping containers that can be relocatable around the area would be a great way to get the people and communities to come and interact with local artists. This could take place on weekends where lots of tourists are also visiting. The container 'galleries' could be placed in the main park in Hall's Gap or the small parkland next to the old CFA shed in Pomonal or just about anywhere were people are going to be • I believe sculpture should be more common in small towns especially promotion
Venues and Spaces- WAMA <ul style="list-style-type: none"> • I am working with WAMA wildlife art museum of Australia. We would love to have a building in which to house this collection • I am looking forward WAMA being established • A strong case for a Museum or Gallery dedicated to indigenous flora and fauna housed in the Grampians area, with a focus on wildlife art as the proposed project WAMA Wildlife Art Museum of Australia would realise • A profiling of Australia's contribution to the natural sciences showcasing the work of outstanding wild life and natural history artists and nurturing a learning experience for current and future generations. • An increased focus on re- discovery of man and his natural physical surroundings
Permanent art space <ul style="list-style-type: none"> • The availability of a free or low cost arts space for classes and exhibition space would be welcome • A permanent gallery with local art for sale to make the most of travelling baby boomers and Melbourne holiday makers This would have the added benefit of making locals proud of their town and their local talent • Currently no dedicated location to showcase art exhibitions on a permanent basis. • Provision of a community arts centre would be a great asset to all local artists as a meeting place and a display area . Tourists love to purchase locally produced items of all types • A purpose provided gallery for artists/crafts in St Arnaud. No further funds spent on visiting artists who do not contribute to the permanency of the art community. We have one opportunity yearly to display our work and that is not enough. We have access to a professional picture framer in St

Arnaud, and we rely upon each other for support. With a gallery the amount of art work and framing would increase and add another venue for visitors to call in and spend more time in town
Comments general Contributes significantly in the areas of education, tourism, leisure, family, cultural and arts awareness and appreciation and can bring local jobs to the area to keep it alive Art is the basis for humanity to look at itself and contemplate its worth. Without art we are just animals blindly fooling in the dark Regular events are difficult to fund
How cultural and arts activities could contribute to our shire's identity
Increase participation in and collaboration of the arts
Training/ support/ mentoring/ skill development
Consider access and equity to the arts, including income, geographic distance <ul style="list-style-type: none"> I live in St Arnaud. This is a culturally and economically disadvantaged community with an ageing population, limited skills base and poor intellectual capital Unless some creative innovation and serious new ideas and attractions become available, the town will continue to offer few options for locals or visitors. More art opportunities for lower income people. Provision of a gallery space with easy access for the public. Delivering arts that engages lots of members of the community, not just those who see themselves as artists or 'arts' people. Need more pop up activities. More holiday programs for kids
Strengthening skills for artists/events to commercialise/ collaborate and create new options to show and share work <ul style="list-style-type: none"> Promotion of local art and opportunity to show their work Could look at additional events/festivals to complement those that already exist.
Leadership, partnerships and enabling the sector <ul style="list-style-type: none"> Individuals and groups strongly contribute within the shire however I don't feel the shire contributes very much, perhaps with the exception of the support of WAMA It would be great to see more of the younger population turn up to cultural events offered some, but not all, of what we offer is tired and dated, has not had a good strategic look or had some reinvigoration for a while
Cooperation and coordination across the sector <ul style="list-style-type: none"> By recognising existing art scene, facilitating more participation for local artists to work with visiting artists, encouraging teaching artists to give classes, maybe focusing on the shire's identity. The Grampians has an incredible array of artists. Its currently under promoted and utilised.
Improve the profile of the arts
Knowing about what's on and promotion <ul style="list-style-type: none"> If there are no activities there can be no contribution.
Capitalise on the unique place where art is created
Nature based art experiences <ul style="list-style-type: none"> Much more could be made of the artistic inspiration of the Grampians, a place to be creative The provision of a facility that showcases the connection between nature, art and science.
Original projects that can only be seen or delivered here. Invest in the unique character of the shires villages <ul style="list-style-type: none"> Both Halls Gap and Pomonal communities would love to have some kind or combined 'fringe' festival, or something for local contemporary artists to have a platform for showcasing their abilities and creativity There is currently no real outlet around that promotes and utilises this group of people I think relevant sculpture walks Our local area has a lot of artists, but you really need to go out of town to participate in anything involving the arts, other than theatre. I am currently doing a university class designing a sculpture for our local area. In this class we also have to study local public artworks. The only ones I found were historical pieces/machinery to do with mining or the RSL, or commemorative statues. I was disappointed not to find any works by independent artists I would love to see local artists featured as creators of the street art. I would like to see young people engaged in street art. I think it would be greatly beneficial for NG shire funds to be allocated to St Arnaud to boost our local economy and tourist potential.

<ul style="list-style-type: none"> St Arnaud is a historic town with excellent unheard stories to tell, there is potential to encourage caravaners to stay longer, go on historic tours of town, tour a gallery etc. There are lost opportunities by not having more opportunities for them to spend their money and time in St Arnaud.
Venues and Spaces- WAMA <ul style="list-style-type: none"> Yes most certainly as I stated earlier the sooner WAMA is up and running the better
Permanent art space <ul style="list-style-type: none"> A gallery!
Comments general The cultural landscape appears rather barren and dull. Art events are little more than hobby events The cultural and arts activities in Stawell are few and far between, but well attended and enjoyed when they do happen - builds a sense of community

Cultural and arts activities provide key attractions for visitors to the shire and can contribute to the economic viability of the shire
Increase participation in and collaboration of the arts
Training/ support/ mentoring/ skill development
Consider access and equity to the arts, including income, geographic distance <ul style="list-style-type: none"> I think the range of activities are too narrow and should be diversified over different demographics to help introduce techno-obsessed younger people to arts and cultural events. Always room for more activities, again, particularly in the smaller towns.
Strengthening skills for artists/events to commercialise/ collaborate and create new options to show and share work <ul style="list-style-type: none"> Active support of artists with funding or studio spaces. Cultural and arts events can create a high number of bed nights for local accommodation suppliers. It is important that the shire make it as easy as possible for the organisers of these, who are often unpaid volunteers Again looking for additional events that could encourage locals and visitors to engage in arts and cultural events across the shire. Cultural tourism is not something that seems to be on the agenda
Leadership, partnerships and enabling the sector <ul style="list-style-type: none"> Maybe some big picture planning, promotion and cohesion of events that exist and spaces that could be filled with a 'big' activity. ie present a well known musician, a big community partnership arts project or a week end of arts workshops to support events/artists that are ongoing in the community. There needs to be a blend of what we enjoy and participate in as a community and also what attracts visitors to our shire. At present we try to be everything to everyone, and perhaps miss the involvement or attraction of our own people along the way
Cooperation and coordination across the sector <ul style="list-style-type: none"> More opportunities for involvement with community art projects where we have some control over concept and execution The visiting writers are wonderful and the library does a fantastic job at making it an enjoyable outing. The recent friends of the library art show opening was full of people enjoying the art and community. Local live music was a bonus.
Improve the profile of the arts
Knowing about what's on and promotion. <ul style="list-style-type: none"> Better promotion of events Highlights that immediately come to mind are James McMurtrie's studio which I realise is outside of the shire. Is the shire even aware of some of the brilliant artists residing in the community, such as Inaluxe studio? Social media communications specific to local arts - done properly I like the idea of the street art. However, how many local people turn up for openings and do they feel relaxed and welcomed? I have never seen any kids there. Bringing in new ideas is good , maybe a bit more written explanation of the art works in show could help us understand them better More thought needs to be put into keeping them in town overnight not just as a toilet stop on their way somewhere. We have excellent bush areas around town where it could cheaply be set up for them to stay for free and do day trips into town to spend their saved cash. These opportunities need to be clearly indicated to tourists, maybe on a sign as they come into town with the activities

chosen by ability to add money to local economy or keep the tourist in town overnight, you can't expect them all to go to the visitors centre and trawl through acres of pamphlets and wineries aren't top of the list for everyone who's driving.
Capitalise on the unique place where art is created
Nature based art experiences <ul style="list-style-type: none"> A sculptural walk or trail is also an idea people of Halls gap and Pomonal have invested interest in, along with Parks Victoria. There has been ideas of 'connecting' Halls Gap with Pomonal and the National Park with a sculptural trail
Original projects that can only be seen or delivered here. Invest in the unique character of the shires villages <ul style="list-style-type: none"> Public art would be a great start. It is one of the most beautiful areas in Victoria and very under-developed in terms of tourism. i do believe in the above statement and I feel that we should be doing more to enhance this, especially in Stawell, rather than just being a convenient gateway to Halls Gap
Venues and Spaces- (inc WAMA) <ul style="list-style-type: none"> Gallery space for solo/group exhibitions for local contemporary artists are hard to find there's nothing really in Hall's Gap and Pomonal, especially given that there's a lot of local creative people who don't have the space/resources to promote their work locally I totally believe this statement, however i don't believe it actually is happening here....yet I will say it again the sooner WAMA is up and running the better Certainly when WAMA is up and running. It will be a huge boost to our local area Independent economic and social impact studies indicate that WAMA would contribute A\$29 million /per annum in additional economic activity
Permanent art space <ul style="list-style-type: none"> A GALLERY!
Comments general <ul style="list-style-type: none"> Certainly improvements could be made. The arts enrich people's lives, offer attractions to visit and improve the overall prosperity of the entire community. I agree, arts activities could attract visitors, but aren't any, so there's no contribution Overall answer - The Arts - and especially literacy - not only build our community but give us our identity and tell our story into the future, for the future

Are you satisfied with Council's support for cultural and art activities?
Increase participation in and collaboration of the arts
Training/ support/ mentoring/ skill development <ul style="list-style-type: none"> There doesn't seem to be much of a focus on Arts and Cultural activities around the area. I know that many local artists have great ideas- including myself, but don't have the knowledge or resources to make an idea into a reality. It's unfortunate because there are many creative people who live locally who would embrace these opportunities. I would like to see more grass root help for the art scene in the form of good venues for studio and exhibition space. Have any of the local professional artists been given the opportunity to apply for participation in the street art project?
Consider access and equity to the arts, including income, geographic distance <ul style="list-style-type: none"> Does not provide enough opportunities for youth and Adults I get the distinct feeling that Halls Gap and Stawell are spending priorities
Strengthening skills for artists/events to commercialise/ collaborate and create new options to show and share work <ul style="list-style-type: none"> We have had some support for running events, although not always at an amount significant enough to enable them to be ongoing Involved in arts trail but feel let down after 2015 event (Sept 2015)
Leadership, partnerships and enabling the sector <ul style="list-style-type: none"> I've not been made aware of any council support for cultural and arts activities. I congratulate Council for supporting the current Artist in Residence program, but much more is needed. \$\$, Promotion, use of Council facilities and staff are required Constant review and work needed for council to use its existing roles/resources to best benefit arts in our community. The distance and scope of the shire is a challenge ie St Arnaud's needs are different to Halls Gap. Council can and should foster growth in this area It has been heading in the right direction over the last couple of years.

- Verbal support is fine. There has been some simplification of the paperwork involved, which is an improvement, but it still could be better
- Having the previous arts and culture strategy conclude in 2012 it has taken the shire a long time to undertake a review and develop a new strategy. Council could adopt a valuable role in co-ordinating activities in the shire if they have the will to do so. This would be helpful in attracting \$1 for \$1 funding opportunities to stage a range of events

Appendix 5- Online Survey Sample

CULTURAL AND ARTS ORGANISATIONS SURVEY

Northern Grampians Shire is preparing a new Arts and Cultural Strategy to guide planning and to support arts/cultural activities over the next three years. We are looking for local input to develop this Strategy. We invite you to respond to this survey by 30 Sept and/or attend one of three public workshops in September.

SECTION 1: ABOUT YOU

1.1 Could you please tell us your home postcode?

1.2 How long have you lived in the shire?

- Up to 12 months ☐
- 1 – 5 years ☐
- 6 – 10 years ☐
- 10 years+ ☐
- Don't live in area ☐

1.3 Gender

I identify as _____

1.4 Age group: [please select your age group]

15– 19 20–24 25-29 30–34 35-39 40–44 45-49 50–54 55-59 60-64 65-69 70-74 75-79 80-84 85+

1.5 Which best describes your current employment status?

- Full time employed ☐
- Part time employed ☐
- Student ☐
- Retired ☐
- Other ☐

1.6 Which best describes your current involvement in the arts? PLEASE check one box only.

- I am professional or practicing artist ☐
- I am an arts worker (i.e. theatre tech, usher, arts consultant, event manager) ☐
- I am a member of a committee for an arts group/ venue/ event ☐
- I am a member of an arts group or an arts organisation ☐
- I enjoy arts as a creative outlet, recreation or hobby ☐
- I am an arts student- i.e. music, film, visual arts ☐
- I am an arts teacher ☐
- I am not interested in the arts ☐
- Other, please describe: _____ ☐

SECTION 2: PARTICIPATION IN CULTURE AND ARTS ACTIVITIES

Cultural and arts activities can be defined in many different ways. For the purposes of this survey, culture and the arts includes:

- performing arts (such as musicals, theatre, dance, comedy, live music);

- visual arts (such as gallery exhibitions, sculpture);
- literary arts (such as reading, book launches and publishing);
- media arts (such as cinema movies, local radio, multimedia);
- heritage activities (such as museums, historical activities or family history activities);
- festivals (such as the Grampians Jazz Festival).

2.1 How often do you attend galleries, performances and other arts events?

Regularly (at least once a month) ☐

Occasionally (few times a year) ☐

Rarely (once every few years) ☐

Never ☐

If "never", please comment on why not:

Comment: Please proceed to section 3

2.2 In the last month have you participated in any of the following activities?

Playing a musical instrument ☐

Creative writing ☐

Singing ☐

Painting or drawing ☐

Other types of performing. (e.g. acting or dancing) ☐

Other art or craft activities ☐

Arts promotion ☐

2.3 What arts activities are you involved in within the Northern Grampians Shire?

None ☐ Theatre ☐ Dance ☐

Music/singing ☐ Painting ☐ Sculpture ☐

Craft ☐ Reading ☐ Visiting the library ☐

Radio/sound ☐ Film/video/TV ☐ Multimedia/ computer ☐

Writing/Stories/ Poetry ☐ Other (please specify).....

2.4 What arts activities are you involved in outside the Northern Grampians Shire?

None ☐ Theatre ☐ Dance ☐

Music/singing ☐ Painting ☐ Sculpture ☐

Craft ☐ Reading ☐ Visiting the library ☐

Radio/sound ☐ Film/video/TV ☐ Multimedia/ computer ☐

Writing/Stories/ Poetry ☐ Other (please specify).....

2.5 If you participate in arts activities outside of the NGS, where do you attend these activities?

Melbourne ☐ Adelaide ☐ Geelong ☐ Bendigo ☐

Ballarat Ararat ☐ Horsham ☐ Other (please specify).....

2.6 If you travel outside the shire for cultural and arts activities is it because?

activities are not available locally ☐

local activities are not of a suitable standard ☐

venues are not available locally ☐

local venues not of a suitable standard ☐

Other

2.7 How far are you prepared to travel for cultural and arts activities on a regular basis?

15 minutes or less ☐ 30 minutes ☐ 45 minutes ☐ 1 hr or more ☐

2.8 What are the local cultural and arts facilities you visit? [you may tick more than one]

Railway Station Gallery ☐

Town Hall, public halls or small hall events ☐

Brambuk Cultural Centre ☐

Pleasant Creek Court House Museum ☐

Stawell Gift Hall of Fame Museum ☐

Private Galleries and Studios ☐

The Bible Museum, St Arnaud ☐

St Arnaud Historical Society ☐

Navarre Historical Society ☐

Halls Gap Historical Society ☐

Other.....

SECTION 3: VALUES OF CULTURE AND ARTS ACTIVITIES

Please consider the following statements.

3.1 I believe that cultural and arts activities currently contribute to social and community wellbeing

Strongly agree ☐ Agree ☐ Don't know ☐ Disagree ☐ Strongly disagree ☐

This is an area where some improvements could be made. Yes ☐ No ☐

Comment

3.2 I believe that cultural and arts activities currently contribute to our shire's identity

Strongly agree ☐ Agree ☐ Don't know ☐ Disagree ☐ Strongly disagree ☐

This is an area where some improvements could be made. Yes ☐ No ☐

Comment

3.3 I believe that cultural and arts activities provide key attractions for visitors to the shire and currently contribute to the economic viability of the shire

Strongly agree ☐ Agree ☐ Don't know ☐ Disagree ☐ Strongly disagree ☐

This is an area where some improvements could be made. Yes ☐ No ☐

3.4 Are you satisfied with Council's support for cultural and arts activities?

very satisfied ☐

satisfied ☐

dissatisfied ☐

very dissatisfied ☐

Comments:..

3.5 How do you currently find out about exhibitions, performances, festivals and events related to the arts?

3.6 What would you like to see supported or provided in relation to arts and culture in the shire?

3.7 What is the best thing about the arts in the Northern Grampians Shire?

SECTION 4 FURTHER CONSULTATION

4.1 As the Arts and Cultural Strategy /Plan progresses, Council will be asking for additional community feedback on the Plan. Would you be interested in any of the following? (Please tick as many as applicable)

- Participating in a focus group discussion ☐
- Participating in more detailed consultation and feedback ☐
- Being informed about the Arts Policy Review process ☐

Would you like to stay informed? Please provide your contact details below

(OPTIONAL):

Name:

Address:

Town: _____

Post code: _____

Thank you for taking the time to complete this survey.

The information provided by you will remain confidential and only be used by Council for the purposes of developing the Arts and Culture Policy and associated activities.

PLEASE COMPLETE AND RETURN THE SURVEY BY THE 30/09/2015:

PLEASE MAIL COMPLETED FORM TO:

NGSC Arts and Culture Survey, email: chamdorf@rav.net.au

Appendix 6 - Alignment to Council and or other Regional policies

Local Councils, State Government and regional development organisations have over recent years, adopted a highly co-ordinated approach to local and regional economic, social and infrastructure planning. This includes local strategy, regional growth plans and collective identification of priority regional projects. It is important that local plans and projects align to regional plans and policy to support government and other sources of funding and investment. Due to its geographic location, NGSC sits within the Wimmera Southern Mallee (WSM) region, but is also influenced closely by the Central Highlands region to the east.²

NORTHERN GRAMPIANS SHIRE COUNCIL - COUNCIL PLAN 2013 TO 2017

The Northern Grampians Shire Council - Council Plan 2013 - 2017 identifies the following objectives to be achieved in four years' time:

1. Improved the social and economic viability of the shire.
2. Delivered targeted projects and core services.

Council Plan

SOCIAL, COMMUNITY AND ENVIRONMENT STRATEGY

We will provide safe and usable assets and services to improve the quality of life for residents by:

- Providing access to arts and cultural programs and events

WSM REGIONAL GROWTH PLAN ALIGNMENT

The WSM Regional Growth Plan provides the rationale and framework for regional growth and development based on land use direction and strategies over the next 30 years and identifies: Environmental, economic, community and cultural resources or regional significance that should be preserved, maintained or developed; and

Relevant principles

Growth should be encouraged throughout the region to create a network of integrated and prosperous settlements.

The region's assets should be used to facilitate the diversification of the economy and ensure a resilient community.

The development of distinct settlements should be supported to create healthy, attractive and liveable communities.

² Northern Grampians Shire Council Great Western Future Plan

Appendix 7 - Funding and Resource Listing

Arts and Cultural Grants and Funding opportunities-

Regional Arts Victoria

<http://www.rav.net.au>

Providing project support for new works engaging and strengthening local capacities in rural and remote communities across Victoria.

Regional Development Victoria

<http://www.rdv.vic.gov.au/community-programs>

Putting Locals First Program (PLFP) helps regional communities devise and deliver service and infrastructure responses to local priorities. The PLFP supports stronger and more sustainable regional communities by building their capacity to drive development in their region.

Australia Council for the Arts

www.arts.gov.au

The Australia Council is the Federal arts funding and advisory body. Arts Minister Mitch Fifield MP recently announced return of \$8 million annually to the Australian Council general budget, as well as establishment of a new funding initiative, Catalyst –Australian Arts and Culture Fund.

Creative Victoria

http://www.creative.vic.gov.au/Funding/Arts_Programs

The Victorian state body providing direct support for cultural initiatives designed to stimulate high quality diverse arts activity, strengthen Victoria as a centre for artistic excellence, and ensure all Victorians have opportunities to enjoy and participate in the arts.

VicHealth Foundation

<http://www.vichealth.vic.gov.au/Funding-Opportunities>

Partnering with organisations using creative approaches to health promotion.

Note: This short article is adapted from a report Featured on the Regional Arts Victoria website.

Screen Australia

<http://www.screenaustralia.gov.au>

talent@screenaustralia.gov.au

Talent Escalator Internship Program Providing support for industry internships, production placements, international workshop attendance and other development activities.

No Deadline

QuickstART No Interest Loan Scheme For Artists

[emailto:info@foresters.org.au](mailto:info@foresters.org.au)

Commercial no interest loan scheme for individual artists, groups, and creative practitioners, created by Positive Solutions and Brian Tucker Accounting

No Deadline

Performers' Trust Foundation

<http://www.pcca.com.au>

Supporting music and the performing arts by covering tuition, travel costs, accommodation, venue and PA hire.

No Deadline

Film Victoria

<http://www.film.vic.gov.au>

travel@film.vic.gov.au

International Festivals Program. Enabling producers and directors to advance their profile and forge international relationships.

No closing date

Talent Escalator Program

www.screenaustralia.gov.au

development@screenaustralia.com.au

Assisting writers, script editors, producers, directors, development executives, and animators with professional development costs involving a significant domestic or international internship opportunity

No Deadline

2016 Ian Potter Cultural Trust

<http://www.ianpotterculturaltrust.org.au>

Supporting emerging and early-career artists to take up overseas opportunities from May 2016.

Deadline: 27 January

Copyright Agency Career Fund

<http://www.copyright.com.au>

Supporting structured learning, mentorship and residencies for individuals working in publishing and the visual arts.

Deadline: 3 March

Festivals Australia Grant (ozco)

Ph: 02 9215 9176 e: t.kita@australia.council.gov.au

FRRR Small Grant to Rural Communities

smallgrants@frrr.org.au

Mail to: PO Box 41, Bendigo, VIC, 3552

1800 170 020

Besen Family Foundation

[\(Granting Guidelines\)](#)

Arts Funding Resources and Publications**Multicultural Arts Victoria**

<http://www.multiculturalarts.com.au>

New YouTube videos:

Common Ground Inter-faith spoken word program documented in a video series. Visible 10 Work by musicians participating in the MAV Music Mentoring Program.

ReMastered Myths Intercultural collaborations and eclectic new music captured on video.

Expert Arts eNewsletter

<http://www.creative.vic.gov.au>

Learn about free and low-cost monthly events focused on empowering the arts sector

I'll Show You Mine

<http://www.illshowyoumineaus.wordpress.com>

Blog showcasing contributions By Australian artists and producers about the arts industry, funding and sustainability.

CareerLounge

<http://www.careerlounge.com.au>

Build your portfolio and network with young people and industry pros.

The Big Ink

<http://www.thebigink.com.au>

submissions@thebigink.com.au

Showcasing writers, designers, bloggers, photographers

No Deadline

Small Is Beautiful Microbudget Case Study

<http://www.smallbeautifulmovie.com/blog/microbudget-documentary-casestudy>

Producer Chris Kamen sharing his experience developing the microbudget documentary Small Is Beautiful.

The Secrets of Culture

Publication by D. Paul Schafer arguing that the current economic age must give way to a new age of culture placing priority on people and the natural environment.

Creative Economy and Culture: Challenges and Futures for the Creative Industries

Publication by John Hartley, Wen Wen and Henry Siling Li.

Youth Arts Toolkit from Arts USA

For developing and strengthening existing art programs for at-risk youth.

Australian Performing Arts Market / APAM

<http://www.performingartsmarket.com.au>

Brisbane 22 – 26 February

7th World Summit on Arts and Culture

Longest running international gathering of professionals and practitioners involved in cultural policy and arts funding.

Valletta, Malta

18 – 21 October

Creating Cities by Marcus Westbury

How a failed idea to start a bar morphed into Renew Newcastle. A local story of how identifying and fixing smallscale problems grew into a larger set of ideas and 'why-to' strategy with applications in cities and towns around the world.

Report on Australian Actors' Wellbeing

<http://www.senseconnexion.com>

Webinar of preliminary report of research by Dr. Mark Seton

Arts Resources and Support Services**Arts Access Victoria**

222 Bank Street South Melbourne 3205

9699-8299

info@artsaccess.com.au

Delivering opportunities for arts and culture participation for people with disabilities.

Art Education Australia

150 Palmerston Street Carlton 3053

93546-5188

enquiries@arteducation.org.au

Supporting art educators, students, researchers, and others with an interest in visual arts education.

Arts Hub Australia

<http://www.artshub.com.au>

Find jobs, see what's on, and read news in the arts.

Arts Law Centre of Australia

<http://www.artslaw.com.au>

Low-cost specialist legal advice and services, including advocacy, publications, and education.

Auspicious Arts Incubator

228 Bank St Sth Melb

8682-0470

<http://www.auspiciousincubator.com.au>

Supporting independent artists and arts practices through mentorships developing sustainable creative businesses.

Australian Art PrizePlanner

<http://www.art-prizes.com.au>

On-line calendar of upcoming awards and competitions.

Ausdance Victoria

45 Moreland Street Footscray 3011
9689-2055

Supporting the dance sector with training, education and curriculum development, advocacy, and programming.

Australia Council

372 Elizabeth Street Surrey Hills NSW 2010
1800-226-912
(02)9215-9000
mail@australiacouncil.gov.au

The Australian government's arts funding and advisory body, providing funding, research, and audience development.

Australian Performing Rights Association / Australasian Mechanical Copyright Owners Society

16 Mountain Street Ultimo NSW 2007
(02)9935-7900
apra@apra.com.au

Supporting the music sector with advocacy, promotion, and ensuring royalties on work that is played, performed, or reproduced.

Craft Victoria

31 Flinders Lane Melbourne 3000
9650-7775
craftvic@craftvic.org.au

Fostering creativity, experimentation, and professionalism in contemporary craft and design through exhibition and retail opportunities, advocacy, programming, professional development, and promotional support.

Creative Victoria

Level 31 121 Exhibition St. Melbourne 3100
8683-3100
artsvic@dpc.vic.gov.au

State government body responsible for the arts; policy advice, funding and opportunities for Victorian artists, and overseeing the state's cultural facilities and collections.

Cultural Development Network

Level 2 17 - 23 Lygon St.
RMIT Building 96
PO Box 48 Carlton South
Melbourne 0417 038 824
admin@culturaldevelopment.net.au

Independent non-profit linking individual practitioners, community organisations, and government around issues of cultural vitality through networking, projects, advocacy, and discourse.

Culture Victoria

<http://cv.vic.gov.au>

Online educational resource for those interested in Victoria's stories, collections, and places.

Heritage Victoria- Department of Planning and Community Development

Level 4 55 Collins Street Melbourne 3000
8644-8800
heritage.victoria@dpcd.vic.gov.au

Victorian government's principle non-indigenous heritage agency; identifying, interpreting, protecting, and advising about Victoria's cultural heritage resources and administering Victorian Heritage Grants.

Koorie Heritage Trust

295 King Street Melbourne 3000
8622-2600 info@koorieheritagetrust.com

Community non-profit that preserves, protects, and promotes the living culture of the Aboriginal people of southeastern Australia.

Multicultural Arts Victoria (MAV)

South Melbourne Town

Hall Level 1

208 - 220 Bank Street South Melbourne 3205

9188-3681 office@multiculturalarts.com.au

Victoria's peak organisation supporting cultural diversity in the arts

Creative Partnerships Australia

<http://www.creativepartnershipsaustralia.org.au>

Level 2 405 Collins Street Melbourne 3000

9616-0300

info@creativepartnershipsaustralia.org.au

A resource hub for the facilitation of business partnerships, social investment, and philanthropy for the cultural and creative sectors.

Museums Australia (Victoria)

PO Box 385 Carlton South 3053

8341-7344

Regional freecall 1800 680 082

<http://www.mavic.asn.au>

Victorian office of the national Museums Australia, supporting professional development opportunities for staff, volunteers, independent contractors, and others interested in museums.

Music Victoria

Level 3 233 Sydney Road Brunswick 3056

9380-1566

info@musicvictoria.com.au

Contemporary music industry peak body supporting all genres through advocacy, promotion, and professional

Development opportunities.

National Association for the Visual Arts (NAVA)

Level 1 43 – 51 Cowper

Wharf Road Woolloomooloo NSW 2011

(02)9368-1900

nava@visualarts.net.au

Australia's peak body for the visual arts, craft, and design sector, working through advocacy and service provision including research, funding, education.

Public Galleries Association of Victoria

Ian Potter Centre

NGV Victoria

Federation Square Melbourne 3000

8662-1585

anne.robertson@pgav.ngv.vic.gov.au

Membership organisation supporting public galleries across Victoria through networking, advocacy, education, promotion, and administration of the Robert Salzer Foundation grant program.

Regional Arts Victoria

Level 3 370 Lt. Bourke St. Melbourne 3000

1800-819-803 (country Victoria only)

9644-1800

enquiry@rav.net.au

Victoria's peak agency resourcing and supporting Contemporary and innovative regional cultural practice through research, funding, advocacy, and personnel.

Reverse Art Truck

17 Greenwood Avenue Ringwood 3134

9879-1264

info@reversearttruck.com.au

Member organisation providing recycled materials for the wider community, artists, crafters, and art educators.