
DRAFT

Arts + Culture Strategy 2020-24



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Northern Grampians Shire Council
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Northern Grampians Shire Council Arts and Culture Strategy 2020-2024

Acknowledgement of Traditional Owners

The Northern Grampians Shire Council respectfully acknowledges the Traditional Owners of the land, the Djab Wurrung, Jardwadjali and Dja Dja Wurrung and pays respect to their Elders, past, present and emerging.

A significant local site, Gariwerd (Aboriginal name for Grampians) is pivotal to many ancient stories by Aboriginal communities in South-Western Victoria.

The region has the largest number of rock art sites in Southern Australia and over 80% of Victoria's rock art sites.

Introduction

This, the first Arts and Culture strategy of the Northern Grampians Shire Council, recognises the contribution of our creative community and identifies key action areas to expand social, economic and wellbeing outcomes through the development of arts and culture locally. It is informed by the Northern Grampians Shire Council Arts and Culture Audit and Opportunities Report 2016 which was a review of Council's Arts and Culture Strategy (2008-2012). The report consulted with 85 participants from across the Shire which included stakeholders from various community service providers, community groups, council representatives, locals arts organisations, arts based businesses and practicing artists. It identified three emergent themes.

- Increase **participation** in and collaboration of the arts in the Northern Grampians Shire.
- Improve the **profile** of the arts.
- Capitalise on the unique **place** where art is created.

With consideration to the above findings, the Arts and Culture Strategy 2020 supports the provision of the following strategic objectives:

Council Plan 2017- 21

Enhance Lifestyles and Community

- Develop spaces that encourage activity and participation
- Develop events and programs that encourage participation in community life
- Deliver projects that are inviting and what the community is seeking

Boost Economic Growth

- Provide support to existing business to assist with long term sustainability

Municipal Health and Wellbeing Plan 2017-21

- Community connection, access for all, inclusion, and improving mental wellbeing

Arts and Culture Policy 2020 - 24

- Support local creative talent – creating more opportunities to produce and present great work
- Strengthen the creative industries ecosystem – building capability and conditions for growth
- Deliver wider economic and social impacts – stimulating innovation and wider creative impact
- Increase participation and access – engaging more local residents in cultural and creative endeavours
- Protect and preserve public arts and cultural assets - maintain the community assets within the Shire

Retail Action Plan 2018-21

- This references the development of Arts and Culture Strategy

It also aims to provide guidelines for the provision of public art through the Public Art Guidelines as outlined in **Section 2.0**.

1.0. Arts and Culture Strategy

Vision

Northern Grampians Shire Council is an inclusive and connected community that has a vibrant arts sector that both enhances the liveability of the shire, and enhances the potential for economic investment through professional services and tourism. Well known as a place of natural beauty, the local landscape supports our creative communities. Local precincts and places are spaces within which arts and cultural activities are an integral part of the health and wellness of our community.

Objective

- Connected communities

Outcomes (What we want to achieve)

- A vibrant, inclusive creative community.
- Connected well known arts community.
- Thriving town centres and rural communities.

Strategies

Build a vibrant and connected community through arts and culture.

- Implementation of the Arts and Culture Strategy to guide Councils program and activities.

Northern Grampians Shire Council - Quietly Creative

Northern Grampians Shire has a high proportion of privately owned and run arts based businesses and there are a large number of professional artists living and working in the shire. While an enormous amount of arts and cultural activity takes place right across the shire, much of this is localised and run by volunteers.

Northern Grampians Shire Council has little significant arts infrastructure whereby diverse, accessible and coordinated Arts and Cultural programming can be channelled, for example, a Regional Gallery or Regional Performing Arts Centre. As a consequence, a high level of private and community driven arts activity appears to compensate for this.

There is great opportunity for increased council support and participation in Arts and Cultural activities through linking in with existing activities, promoting new ones and building capacity within the creative community. Combined with the unique natural environment and the established tourism industry found in the Northern Grampians Shire there is enormous potential for growth in this area.

Community feedback from the Arts and Culture Audit and Opportunities Report 2016 is summarised in terms of a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis which, along with Council policy and the broader Council Plan, provides a foundation for this four year strategy.

Strategy

Build a vibrant and connected community through arts and culture.

Outcome One

- A vibrant, inclusive creative community through **participation**

Initiatives and Actions

- To consult with the Community to identify and scope the needs and opportunities for new or improved community 'creative' space(s)/places, cultural/arts services or facilities.
- To provide opportunities for our creative communities to participate in inspiring projects with comprehensive planning, consistent communication and allocated resources.
- To increase participation and access by creating opportunities for local creative talent to produce and present great work.
- To formulate a project specific Public Art Panel as required for community projects.
- To build relationships with all sections of the Arts and Culture community within the shire. Facilitate stronger partnerships and relationships between various art groups in the shire.
- To establish a funding stream to facilitate small scale arts and culture projects within the community.

Indicators

- Number of community opportunities to participate in arts and culture activities (yearly measure, aim for increase year on year.)
- Establish community priority projects and complete 1 annually.
- Funded and acquitted small scale arts and culture projects (yearly measure, aim for increase year on year.)



Strategy

Build a vibrant and connected community through arts and culture.

Outcome Two

- Connected reputable arts community by raising the **profile**.

Initiatives and Actions

- To promote the Northern Grampians Shire website as a central hub of information for available facilities, funding opportunities, cultural opportunities and partnerships. Maintain an up to date contact list of local artists, art organisations and businesses across the shire. Encourage artists to transition into managing their details and profile on the NGSC website.
- To strengthen the creative industries ecosystem through building capability and conditions for growth. This includes providing training, information sessions/workshops on successful grant writing, project management/ development and governance. Build capacity in the business of art which includes digital marketing and communications.
- To deliver wider economic and social impacts through stimulating innovation and wider creative impact. This includes establishing relationships with professional organisations outside the Shire to build the profile of the arts in the shire and the capacity of artists. These include Regional Arts Victoria (RAV), HRAA and Grampians Tourism.
- To facilitate a wider understanding of process and remuneration for arts projects.

Indicators

- Number of visual and/or mixed media art exhibitions presented in Council facilities (Target 1-2 per year)
- Collaborate with external organisations including Grampians Tourism to align with campaigns and build the reputation of contemporary arts and creativity.



Strategy

Build a vibrant and connected community of arts and culture.

Outcome Three

- Thriving town centres and rural communities.

Initiatives and Actions

- To develop and deliver a program of Arts and Culture activities to venues in the smaller towns in partnership with local committees and communities.
- To promote Northern Grampians Shire Council's arts and culture activities and build opportunities to capitalise on and further develop the visitor economy. This includes continuing to advocate for the funding of larger scale local projects.
- To protect and preserve public arts and cultural assets. This includes maintaining the community assets within the Shire.
- To encourage a public art component for new developments within the shire.

Performance Indicators

- Assist a number of Arts/Culture events and activities per year delivered to venues and communities in smaller towns in NGSC (target 3 activities annually).

