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# Arts and Culture Strategy 2020-24



December 2020

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

## Introduction

The Arts and Culture Strategy 2020-24 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.

Council recognises that arts and culture enriches communities. Engaging in art and culture activities builds a sense of community pride and identity, inspires a sense of place, creates a culture of inclusion, celebrates diversity, promotes health and wellbeing and enhances the liveability of the shire. It assists in the economic development of the shire and helps drive visitation to the region. Gariwerd (Aboriginal name for Grampians) is a key destination, is culturally significant and has over 80% of Victoria's rock art sites.

The Strategy 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 2008-12. 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.

It also takes into consideration community consultation undertaken in August-September 2020 that provided valuable information through a variety of mediums.

The Arts and Culture Strategy 2020-24 supports the provision of the following Council 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

- Protect and preserve public arts and culture assets - maintain community assets and the NGSC Historical Assets Register
- Increase participation and access – supporting projects and activities that are inclusive, accessible and encourage participation for a wide range of community members.
- Support local creative talent – creating more opportunities to produce and present creative works.
- Deliver wider economic and social impacts – supporting local organisations, businesses and creatives to collaborate in the design and delivery of projects.
- Strengthen the creative industries – build capacity and support conditions for growth.

## **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 of the Arts and Culture Policy 2020-24.

### **Definitions:**

#### **Art**

Art is about imagination and the tangible and intangible products of creativity. The 'arts' include but are not limited to: painting; sculpture; crafts; photography; architecture; design; literature; performing arts; music; theatre; film; multi-media: digital art and dance.

#### **Culture**

Culture is our way of life and is evolving and shaped by global and local influences. Culture represents the shared values, beliefs and characteristics that define who we are as individuals and as a society. Culture recognises our multicultural and contemporary diversity in background, history, identity, language, cuisine, art and leisure.

#### **Public Art**

Public art is works of art in all mediums and styles that take place in, or are displayed in, public places or public domains of the Northern Grampians Shire to which the public has free and open access. This will include permanent works in outdoor places, artist designed street furniture, building elements, streetscapes, signage and gardens, ephemeral and temporary artworks including performance, projection and digital art. It refers to both community public art and art undertaken by professional artists.

#### **Community**

This refers to a group of people living in a particular area. It can also refer to a social unit of any size that shares common values.

## 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

- To support participation, inclusion and collaboration in arts and cultural activities to create connected communities.

### Outcomes (What we want to achieve)

- An inclusive creative community through **participation**.
- Connected reputable arts community by raising the **profile**.
- Activated town centres and rural communities.

### Strategy

Build a collaborative and connected community through arts and culture.

- Implementation of the Arts and Culture Strategy to support community arts and cultural projects 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.

Council has little significant arts infrastructure whereby diverse, accessible and coordinated arts and culture 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 culture 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 along with Council policy, the broader Council Plan, and community consultation undertaken on the draft version of this document, provides a foundation for this four year strategy.

## Strategy

Build a collaborative and connected community through arts and culture.

### Outcome One

- An 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, culture/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 support the increase in participation and access by creating more opportunities to produce, participate in and present creative works.
- 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 one project annually.
- Funded and acquitted small scale arts and culture projects (yearly measure, aim for increase year on year.)



## Strategy

Build a collaborative 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 through building capacity 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 raise community awareness and appreciation of the value of the arts.
- 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 may 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 collaborative and connected community through arts and culture.

### Outcome Three

- Activated town centres and rural communities.

### Initiatives and Actions

- To support the delivery 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.
- Support to protect and preserve public arts and culture assets - maintain community assets and the NGSC Historical Assets Register
- To encourage a public art component for new developments within the shire.
- To support communities to consider the arts and cultural opportunities in the future planning of their local communities and reflect these in their community plans.

### Performance Indicators

- Support a number of arts/culture projects per year delivered to venues and communities in smaller towns in the shire (target two activities annually).

