



# ARTS AND CULTURE ACTION PLAN 2022-24



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

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

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



# About

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

## **PARTICIPATION |**

An inclusive creative community through participation

## **PROFILE |**

Connected reputable arts community by raising the profile

## **PLACE |**

Activated town centres and rural communities

To continue the implementation of the Arts and Culture Strategy and Policy (2020), council has developed this Arts and Culture Action Plan 2022-24.

This Action Plan will run from 2022 to December 2024, extending the length of the action plan from one year to almost three years. The longer outlook in actions is needed to develop, support and implement arts and culture in the shire.

The Action Plan will end in December 2024 at the same time as the current Arts and Culture Strategy. This will allow for six months of review and evaluation in anticipation of a new Arts and Culture Strategy alongside the 2025-29 Council Plan.

# What we've achieved

## Projects/Actions 2021-22

### NGSC website Arts and Culture

#### Deliverable

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

#### Timeline

July 2021 - Dec 2021



July 2021 - Dec 2021



July 2021 - Dec 2021



July 2021 - Dec 2021



July 2021 - Dec 2021



### Protect and preserve public arts and culture assets

- Display NGSC Historical Assets Register on website

Sept 2021- May 2022



#### Comments

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

- See **Action 2.5**

# What we've achieved

## Projects/Actions 2021-22

**Promote awareness and appreciation of the arts including performing arts**

## Deliverable

- An arts and culture media and communications campaign to promote the value of creative activities and measure the engagement

## Timeline

**July 2021 - July 2022**



## Comments

- Focus on community media and comms  
Focus on Community ([ngshire.vic.gov.au](http://ngshire.vic.gov.au))

**Communicate to community the process of getting major projects advocated for by council**

- Identify and support major projects that require council advocacy for funding

**July 2021 - July 2022**



- Grampians Brushes + Textures

**Boost grass roots participation in the arts with consideration to accessibility, diversity, inclusion and equality**

- Identify opportunities for projects with groups and artists and support

**July 2021 - July 2022**



- Grampians Gatherings - Celebrating Arts, Culture & Community

**Spaces for creativity**

- Activate new and existing spaces for arts and culture activities

**Sept 2021- July 2022**



- Pop Up Parks in Stawell and Halls Gap

**Partnerships and collaboration**

- Support through grant funding a new collaborative project undertaken as part of a new partnership between artists, groups or organisations

**Sept 2021- July 2022**



- Grampians Gatherings - Celebrating Arts, Culture & Community

**Improve access to local funding**

- Fund and acquit the entire NGSC arts and culture grants funding allocation

**Sept 2021- July 2022**



- Arts and Culture Grants allocated

# Major Projects in progress

## Grampians Gatherings

May/June 2022

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

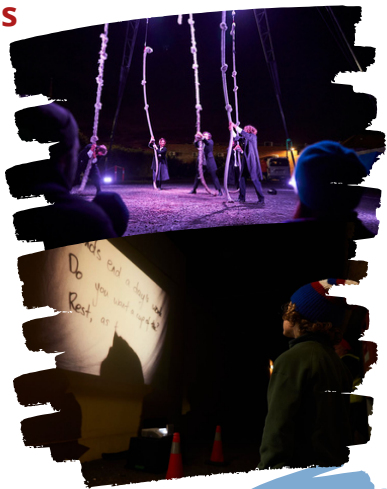
## Stella Young Memorial

November 2022

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

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

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



# Community Engagement - Phase 1

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

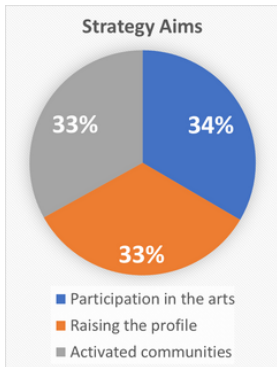
61 people participated through:

- Online Stakeholder Workshop
- St Arnaud Expo
- Stawell Pop Up Park Drop-in
- Working Group Meeting
- Community Survey

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



# Phase 1 Engagement - What we heard



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

41 community surveys were completed.

## Key themes emerged.

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

# Action Plan 2022-24

## Council and community roles

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

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

The following pages details Council's actions for 2022-24. They have been developed to align with the aims of the Arts and Culture Strategy (2020) and tested through Phase 1 of engagement.

## Participation

### Rationale

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

### Outcome

An inclusive creative community through participation.

### Commitment

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



# 1. Participation

## Actions 2022-24

## Detail

## Potential Project Partners

## Timing

### 1.1 Partner with neighbouring councils to identify opportunities for collaboration

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

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

Ongoing

### 1.2 Partner with key community groups and organisations within the shire

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

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

Year 1

Ongoing

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

- Identify and support opportunities to connect diverse community groups (e.g. Culturally and Linguistically Diverse) and increase participation in arts and culture activities across the shire.
- Develop and deliver inclusive engagement guidelines for arts and culture projects and programs.
- Deliver the Stella Young Memorial

- Local migrant groups
- Neighbourhood House
- LGBTI+ Network
- Rainbow Alliance

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

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

- Regional Arts Victoria
- Neighbouring councils
- State Government

Ongoing

# Profile

## Rationale

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

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

## Outcome

A connected reputable arts community through raising the profile.

## Commitment

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



## 2. Profile

### Actions 2022-24

#### 2.1 Continue to **Deliver** the Arts and Culture website and Community Directory

- Support groups to access council's Community Directory
- Build awareness in the Community Directory as a key resource in community led collaboration

### Potential Project Partners

- Local community groups
- Local artists and creatives

### Timing

Ongoing

#### 2.2 **Advocate** for a stronger RAV presence throughout the shire

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

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

Ongoing

#### 2.3 Develop and **Deliver** an Arts and Culture Audit

- Better understand the diversity of artists and arts forms in the shire and identify growth opportunities

Ongoing

#### 2.4 **Advocate** for further integration into broader regional offerings and attractions

- Explore opportunities to be involved in the Silo Art Trail

#### 2.5 **Deliver** an Arts and Culture Asset Management Plan to protect, preserve, promote public arts and culture assets

- Display NGSC Historical Assets Register on website

- Stawell Historical Society

## Place

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

### Outcome

Activated town centres and rural communities.

### Commitment

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



## 3. Place

### Actions 2022-24

#### 3.1 Partner with community groups to activate spaces

- Explore opportunities to activate new and existing spaces. Potential spaces include the Old Gallery space on Western Highway.
- Support groups to activate existing spaces. Potential opportunity could be a monthly art meet-up at Stawell Pop Up Park, to display art, interact and share ideas. Another could be supporting the Raillery Hub to host 'Pizza on the Platform'.

#### 3.2 Partner with community groups to identify and develop arts and culture 'hubs' within communities

- Support increased community use of the facilities at the Raillery Hub, St Arnaud.
- Support increased community use of an arts hub in Stawell (location TBC).

### Potential Project Partners

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

### Timing

Year 1  
Ongoing

Year 2

Year 2

Year 1  
Ongoing



# Measuring our impact



## Community Updates

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

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

## Timeline

As required  
As required

Every 6 months  
until Dec 2024

## Annual Review

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

FY2023  
FY2024

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

## Strategy and Action Plan evaluation

After the Strategy and Action Plan concludes in December 2024, the overall outcomes and measurements will be evaluated. This will involve a combination of qualitative and quantitative data, and will include consolidated data from Annual Reports, feedback from the community and interviews with key stakeholders such as the Arts and Culture Action Plan Working Group members.

Jan 2025 - June 2025