



SOUTH GIPPSLAND

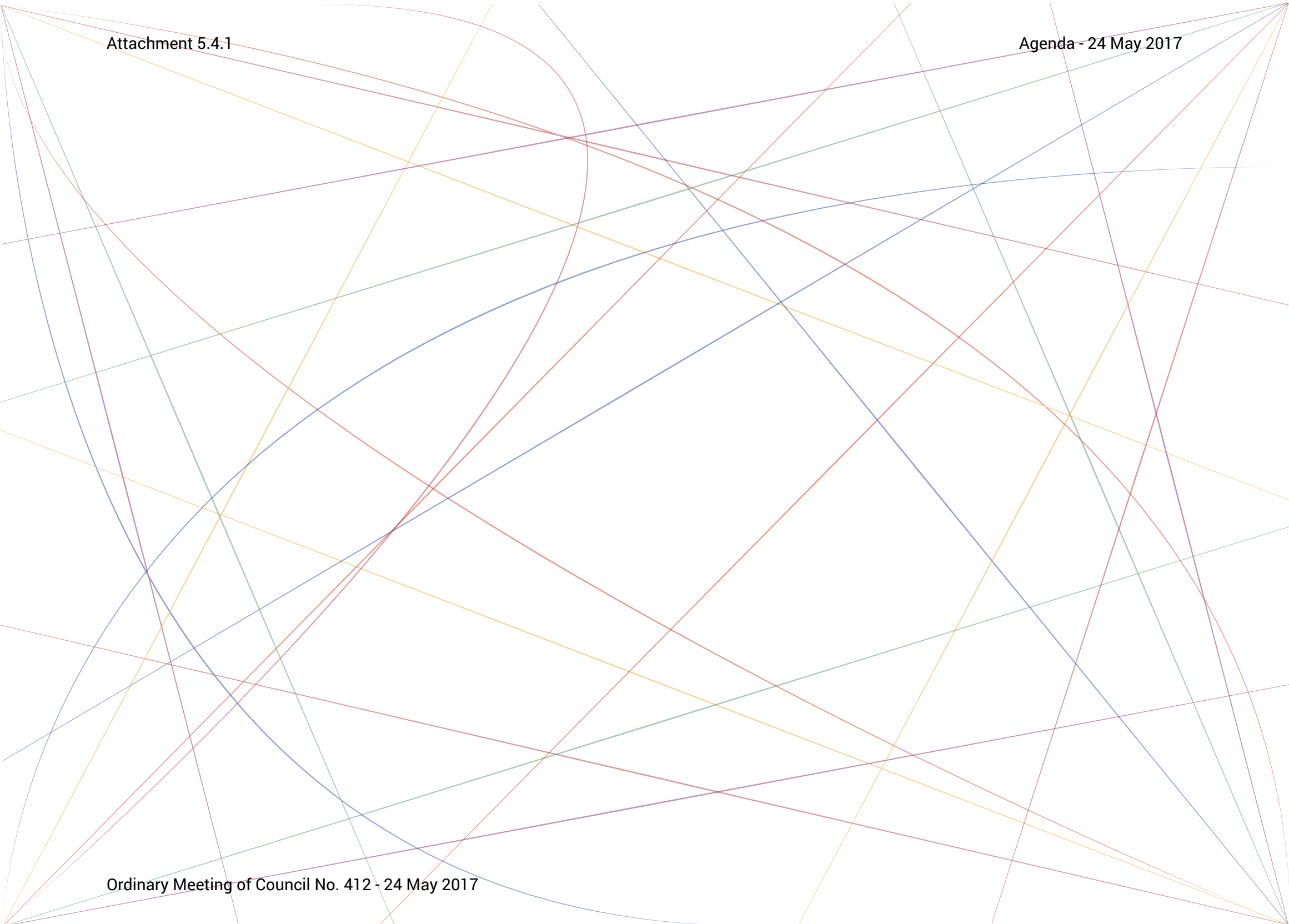
**ART, CULTURE
& CREATIVE INDUSTRY
STRATEGY 2017-2021**



Attachment 5.4.1

Agenda - 24 May 2017

Ordinary Meeting of Council No. 412 - 24 May 2017



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INTRODUCTION

South Gippsland Shire Council adopted a new Arts and Culture Policy in July 2016. This Policy states that South Gippsland is a region that recognises that the health, wellbeing and vitality of the community is improved by broad participation in arts and cultural activity. We also recognise that arts, culture and creative industry contributes to economic activity and has the potential to provide significant, sustainable and geographically dispersed growth to the South Gippsland economy.

The vision for art, culture and creative activity in South Gippsland is

To be recognised as a region that:

- has a strong art and cultural identity, rich in diversity and opportunity,
- has an artistic and cultural practice that positively impacts on the health and wellbeing of its residents and visitors,
- cultivates and nurtures a vibrant, geographically diverse arts, culture and creative industry sector that delivers economic benefit to the region and contributes to, and creates engaged and connected communities.

To grow the arts, it is necessary to create a culture of inclusiveness, cross collaboration, creativity and innovation. This environment is built by a skilled arts community that can work across sectors, across ages and across art forms. We need to know, where we are, where we are going and how we are going to get there. This Strategy aims to create an environment that supports the foundation elements of success and gives us a map of how to build, expand and develop this foundation over the next four years.

For Council, the Arts, Culture and Creative Industry Strategy will assist in providing clear direction when considering collaborative investment opportunities for arts, culture and creative industry with the community, other municipalities, other levels of government, the philanthropic sector and commercial operators. The Strategy aims to provide an action plan for embedding the diverse range of arts and cultural activity in the community and support new and expanded economic activity in the arts, culture and creative industry sector, State and Federal Arts organisations and local and industry network groups.

The Strategy is organised around 7 major themes that have emerged during extensive consultation with the arts and broader community. Each theme is linked to a goal with actions designed to facilitate reaching this goal and achieving the outlined benefits for the South Gippsland community.

ABBREVIATIONS

AC&CI	Art, Culture & Creative Industry
SG	South Gippsland
SGAA	South Gippsland Arts Alliance
SGAN	South Gippsland Arts Network
Council	Refers to South Gippsland Shire Council
Gippsland	The six local government areas of; Bass Coast, Baw Baw, East Gippsland, Latrobe City, Wellington)
SECON	South Eastern Cultural Officers Network (South Gippsland, Bass Coast, Baw Baw, Casey, Cardinia, Yarra Ranges)
CG	Creative Gippsland (Bass Coast, Baw Baw, South Gippsland, Wellington, Latrobe City, East Gippsland)
RAV	Regional Arts Victoria
CV	Creative Victoria
PCRT	Prom Coast Regional Tourism

REFERENCES

Creative State - State Government (Victoria)
 SGSC - Arts & Culture Policy
 SGSC - Municipal Health & Wellbeing Plan
 SGSC - Active Ageing Plan
 SGSC - Youth Policy

IMPLEMENTATION

Actions with an asterix (*) are planned to be implemented during the Strategy's first year.

7 Themes





ADVOCACY & PARTNERSHIP

Goal

South Gippsland Shire Council and the Arts, Culture and Creative Industry Sector will create a strategic plan for art, culture and creative industry in South Gippsland. Strong partnerships between art, culture and creative industry sectors and the broader civic and commercial sector create sustainable arts, culture and creative activity in South Gippsland

Benefit

Artistic and cultural activity, trends and existing information are widely disseminated across South Gippsland and beyond. Opportunities for collaborative projects and new partnerships are expanded and programming and promotion of unique or companion activity is enhanced. Strategy alignment identifies potential partnerships and further economic development.

ENHANCING LOCAL PARTNERSHIPS

Actions

- Support the establishment of the SGAA to advocate on behalf of the sector.*
- Provide annual report on status of Arts, Culture & Creative Industry Strategy to SGSC, SGAA & SGAN*
- Publicise SGAN quarterly meeting outcomes*
- Establish & disseminate annual meeting schedule for SGAN*
- Establish connection between Arts, Culture & Creative Industry sector to ensure exchange of ideas & identification of opportunities.
- Strengthen relationship with regional historic groups / networks
- Develop partnership with education providers, schools, TAFE, lifelong learning groups & community houses
- Explore possibility of including local history in local primary school curriculum

LEVERAGING SUPPORT

Actions

- Advocate for further (external) funding for art, culture & creative industry at a State & Federal level*
- Advocate to external bodies on behalf of South Gippsland Arts, Culture & Creative Industry Sector as appropriate
- Maintain working relationship with Statewide Arts bodies*

BROADENING THE CONNECTIONS

Actions

- Maintain active participation in CG & SECON*
- Explore potential joint funding applications with other arts focused organisations where appropriate
- Provide report from CG & SECON to SGAA
- Explore possibility of developing an arts mentoring program between local artists & secondary students from South Gippsland Secondary Schools

ENCOURAGING A WHOLE OF COUNCIL APPROACH

Actions

- Advance a whole of Council approach to the delivery of art & culture*
- Deliver annual workshop / forum on the value of arts to a range of Council teams
- Ensure the AC&CI Strategy is continuously reviewed & aligned with relevant Council Strategies



BUILDING CAPACITY

Goal

The Arts, Culture and Creative Industry sector is dynamic, capable and well resourced.

Benefit

Organisations are confident in their ability to produce creative activity and source funding and resources. Individual business and creative industry networks promote local activity directly to other regions. South Gippsland community and commercial art and cultural organisations are supported to attract new volunteers and external funds.

DEVELOPING A SOUND BASE

Actions

- Research and document the Arts, Culture & Creative Industry ecosystem across Gippsland in order to identify existing relationships and potential opportunities*
- Develop an online library of useful tools, resources, links & funding opportunities*

SKILLING THE SECTOR

Actions

- Implement a wide ranging & sequential skill development program for the art, culture & creative industry sector*
- Deliver training in business management for artists
- Assist community arts organisations to develop business plans
- Work with local galleries & tourism department to promote the work of local artists, social history & natural heritage sites
- Explore how to support emerging & established Festivals through an accreditation program and marketing



EMERGING CREATIVE INDUSTRIES

Goal

Council recognises the breadth of art, culture and creative industry that contributes to the economic and social wellbeing of the region, state and nation. The Creative Industry sector is supported through a focus on collaboration and the innovative use of facilities.

Benefit

Economic development and street activation in towns is encouraged by establishing new creative industry and promoting existing business. Vacant or underutilised space is activated leading to the reinvigoration of main street spaces. New business is attracted to South Gippsland locations increasing employment and retention.

STRENGTHENING RELATIONSHIPS

Actions

- Develop Creative Industries Network Group
- Establish register of commercial creative industry business based in South Gippsland*
- Develop relationships with key organisations in the emerging creative industry sector*
- Establish regular forums in specific creative industry fields

DEVELOPING INNOVATIVE SPACES

Actions

- Investigate underutilised Council facilities for potential use as business incubator spaces for creative industry
- Investigate opportunities for temporary creative space, for works creation & sale activity across South Gippsland
- Develop proposal/s for co-location / co-working spaces for creative industry



FUNDING & RESOURCES

Goal

The Arts, Culture and Creative Industries sector in South Gippsland is able to access a wide range of funding opportunities and resources in order to test, develop and realise ideas.

Benefit

Strategic allocation of resources supports creative activity. Grant allocations from Council enhance and create artistic and cultural activity. A broader funding mix supports new work. Public funding helps ensure that artists and companies can offer participants continued access to free or low cost exhibitions, events and performances.

USING COUNCIL FUNDS EFFECTIVELY

Actions

- Support the Arts Sector to apply for Council Community Grant funds*
- Investigate the establishment of a South Gippsland Arts Fund to support cultural activity
- Investigate the opportunity for Council to provide microloans for specific creative activity

ENCOURAGING EXTERNAL INVESTMENT

Actions

- Develop & promote a register of funding & resourcing opportunities for arts & cultural activity
- Provide advice & support to the community seeking & applying for grants & other resources*
- Investigate corporate / commercial sponsorship opportunities for creative activity



PARTICIPATION

Goal

All community members are able to participate in arts and cultural activities. Social cohesion, connectedness, reduction of isolation and overall community wellbeing is enhanced through participation in artistic, cultural and creative activity.

Benefit

Increased arts, culture and creative activity reduces social isolation and increases community wellbeing. Smaller communities can be supported to thrive through the provision of artistic and cultural activities.

ENCOURAGING PARTICIPATION

Actions

- Identify barriers to participation*
- Encourage participation in art, culture & creative activity across all community sectors*
- Establish & strengthen working relationships with key stakeholders in the heritage sector
- Provide support for community festivals, events & activities that support social cohesion
- Explore partnership opportunities across other community sectors: education, health, justice & youth
- Explore how to support live music, theatre & performance events in smaller communities

EXPLORING OUR INDIGENOUS CULTURE & HERITAGE

Actions

- Establish a cultural partnership with the Indigenous community
- Incorporate Indigenous art, culture & creative activity in a Reconciliation Action Plan

USING ART, CULTURE & CREATIVE ACTIVITY TO BUILD RESILIENCE

Actions

- Explore ways to build resilience in communities through the arts: before, during & after emergencies
- Develop working relationship with the Creative Recovery Network



PLACES & SPACES

Goal

Artists across all art forms are able to present their work in a wide range of places. South Gippsland is well managed and new works are supported. Our towns are supported to develop their own unique cultural identity.

Benefit

Activation of streets and public space increases visitation and builds confidence in small local business, increased activity in streets and public spaces promotes social cohesion.

WORKING WITH PUBLIC ART

Actions

- Create a register of existing public art in South Gippsland
- Develop public art management plans for existing & future public art works
- Develop plan for new public art commissions

DEVELOPING PLACES TO PERFORM & EXHIBIT

Actions

- Create an online register of existing public & commercial performance & exhibition spaces across South Gippsland
- Work with community halls and commercial premises to assess their potential for performance & exhibitions
- Identify further facilities & spaces that may be suitable for public performance & exhibitions
- Create Art Facilities / Creative Space Master Plan which identifies priority projects for the period 2020 - 2025
- Develop register of funding sources for facility infrastructure & equipment upgrades

DEVELOPING A UNIQUE IDENTITY

Actions

- Revitalise main streets of towns through public art, cultural activities & events
- Identify the unique heritage, cultural & creative facilities and activities in each town
- Consider identifying locations / towns as peak areas for particular art forms or activities
- Consider developing unique historic visual narratives for a number of different towns



PROMOTION

Goal

Cultural Tourism is encouraged and supported. South Gippsland's arts, culture and heritage is celebrated and promoted clearly and effectively.

Benefit

Local and visiting population access reliable information on a range of creative arts events and organisations leading to growth in participation and increased economic benefit.

CLARIFYING OUR MESSAGE

Actions

- Create Public Relations Strategy for Arts, Culture & Creative Industries across South Gippsland
- Create merchandising / marketing strategy for art, craft & creative activity created in South Gippsland

GETTING IT OUT THERE

Actions

- Develop online platform, which includes mobile application for: promotion of creative activity, an online presence for South Gippsland Arts Network & the Arts, Culture & Creative Industry Strategy, tools & resources
- Produce South Gippsland Arts Brochure to effectively utilise electronic & print media
- Establish strong working relationships with appropriate print & online media outlets
- Explore ways in which new, emerging & established artists can showcase their talents through video, website exposure & other electronic & print media

ENCOURAGING CULTURAL TOURISM

Actions

- Promote art, culture & creative activity through the Visitor Information Centres
- Encourage the integration of art, culture & creative activity into tourism venues, wineries, restaurants & cafés
- Work with a wide range of art, culture & creative groups to develop their capacity to deliver cultural tourism products
- Identify local events / festivals that could be further supported by Council to develop significantly
- Identify potential events, festivals, conferences & activities from across the State that could be supported to operate in South Gippsland

Images

Patricia Hill, Leadlight

Ann Parry, 'Grass'

Arty Gras - Mirboo North

Meg Viney-Bell, 'Puparia'

Anne Roussac-Hoyne, 'Yanakie Ochre'

Bob Hickman, 'Road Runner'

Gallery, South Gippsland

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South Gippsland Arts Network

Regional Arts Victoria

Cultural Development Network

Prom Country Regional Tourism



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