



ARTS & CULTURE POLICY

Policy Number	C03	Directorate	Sustainable Communities & Infrastructure
Council Agenda Item No.	E.5	Department	Sustainable Communities
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Revision Date	2019/20	Secondary Author	Arts & Culture Working Party

POLICY OBJECTIVE

Council strives to strengthen South Gippsland’s position as a recognised 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 and geographically diverse arts, culture and creative industry sector that delivers economic benefit to the region and contributes to, and creates engaged and connected communities.

The objective of the *Arts & Culture Policy* is to provide a platform for a diverse range of arts and cultural activity to be embedded in community activity, and to support new and expanded economic activity in the arts sector across South Gippsland including cultural tourism opportunities.

This Policy articulates Council’s commitment to supporting a culturally vibrant Shire and outlines principles and objectives for Council’s art and cultural services, programs, and facilities.

This Policy assists Council in:

- Allocating sufficient resources, both capital and personnel, to support enhancement of current provision and development of new activity within the art, culture, and creative industries.
- Supporting the development of more equitable opportunity to access funding between physical recreation activity, and arts and cultural development.
- Providing clear direction when Council considers collaborative investment opportunities for arts, culture, and creative industry with the community, other municipalities, other levels of government, the philanthropic sector, and commercial operators.
- Supporting increased range of spaces suitable for exhibition and performance through the development of multipurpose buildings and community spaces, and the enhanced capacity of existing spaces to cater for arts and cultural activity.

LEGISLATIVE PROVISIONS

Not applicable.

COUNCIL POLICY

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DEFINITIONS

Arts and cultural activity includes the production, presentation, and appreciation of a wide range of activities including all visual arts, performance art, music, moving image, and literature art forms, including their related production, presentation, educational, and appreciation activities.

Arts and cultural activity in South Gippsland is considered inclusive of all community members and aims to engage communities into the future.

POLICY STATEMENT

Council recognises that the health, wellbeing, and vitality of the community are improved by broad participation in arts and cultural related activity. Council also recognises that arts, culture, and creative industry activity contributes effectively to economic activity and has the potential to provide significant sustainable and geographically dispersed growth to the South Gippsland economy.

Council understands that the creation of Public Art plays a significant role in enhancing the built environment of the municipality for local residents and the business sector and acts as an attractor of visitors to the area.

Council acknowledges that there is significant opportunity to develop collaborative arts and cultural projects with South Gippsland community organisations, the commercial sector, and organisations outside South Gippsland.

Council will play an important role in advocating within the municipality and to external sources on behalf of the arts and cultural sector for increased resources.

Consistent with Council's [C34 Youth Policy 2013](#) and [Active Ageing Plan 2012 - 2016](#), Council actively supports youth engagement with the community and the development of a community that respects and values the experience of older people, and acknowledges the benefit of supporting these sectors of our community to create, participate in, and contribute to arts and cultural activity.

Council will support arts and cultural activity through allocation of staff time, access to Council promotional resources, advocacy, and access to Council managed infrastructure and equipment, specific project funds such as community grants and community infrastructure allocations.

Council will create opportunities for the arts and cultural sector to work with the recreation sector and civic sector when planning community infrastructure enhancements.

Council will continue to maintain, and when appropriate, place on public exhibition a collection of art work created by South Gippsland based artists.



RISK ASSESSMENT

This Policy provides guidance / direction to Council when:

- Allocating resources to support arts and cultural activity; and
- When seeking to partner with local and external organisation.

IMPLEMENTATION STATEMENT

Council will implement this Policy through the development and regular revision of an *Arts and Creative Industries Strategy*, which will consider:

- Supporting the development of an independent Arts Alliance (Peak Body) which can provide advice to Council, the South Gippsland community, and external organisations, and lobby on behalf of the sector.
- Supporting the continuation of a Council facilitated *South Gippsland Arts Network* as a communication and engagement tool for the sector and Council.
- ~~Development of a proposal that will enable the establishment of a permanent Arts Officer role to work with the arts, culture, and creative industries to attract funding, promote activities, and develop participation and engagement in creative activities in South Gippsland.~~
- Development of a plan to support more equitable funding between physical recreation activity and arts and cultural development.
- Identification and engagement of Council teams that can make a specific contribution to implement of aspects of this Policy.
- Participation with neighbouring municipalities on joint projects that support art and cultural activity and creative industries.
- Participation with the broader recreation and civic community of South Gippsland on joint projects that support arts and cultural activity.
- Collaboration with the tourism sector to develop and promote cultural tourism opportunities.
- Collaboration with the broader emerging creative industries cluster to promote innovation within the creative industry sector.
- Expansion and maintenance of public art across South Gippsland, with consideration to the development of a Policy on developer contributions for public art.
- ~~Development of an *Arts Facilities and Venues Plan*, consistent with Council's [Social Community Infrastructure Blueprint](#) to improve access to spaces for~~



exhibition, presentation and skills development for the arts and cultural sector across the whole municipality.

- Establishment of an annual South Gippsland Arts Prize

This Policy will be reviewed on a 4 year cycle.

LINKAGES AND PARTNERSHIPS

Council will further support the implementation of this Policy by maintaining active links with:

- South Gippsland community arts sector.
- Professional arts practitioners based in South Gippsland.
- South Gippsland Arts Councils and Arts Collectives.
- Local Theatre companies.
- Community and private art galleries and studios.
- Music organisations and groups.
- South Gippsland community halls.
- Music and drama venues - both community managed and commercially owned.
- Community festival organisers.
- Regional Arts Victoria.
- Creative Victoria (Victorian State Government).
- Regional Arts Australia.
- Creative Gippsland (the collective of the 6 Gippsland municipalities).
- South East Cultural Officers network (South Gippsland, Bass Coast, Baw Baw, Cardinia, Casey, and Yarra Valley municipalities).