

Nov 26/11/2018 SM/PerfEx

PerfEx Response to (Draft) Creative Arts Strategy Nov 2018

Dear Indi and Kath,

PerfEx welcomes a coherent strategy for the Arts in the Shire and the opportunity to give feedback on the draft submission. It hints at the emerging possibility there could be a strong and coherent Arts culture across the Shire with exciting future possibilities emerging in several places.

We also see a strong passion and enthusiasm for the Arts in the person of Indi Carmichael and welcome the additional staff of Julie (...) and we acknowledge in those appointments there is a notional value held by Council for the Arts which we have seen in increased Arts coordination of Council events and projects (such as library talks and displays, the Basil Sellers prize, etc).

The community of the Shire, and we will speak mainly of the Bay area as we are primarily linked there, shares with Council the awareness that Arts are an integral part of the vitality of the community, though many may not recognise their involvement or passion for them, yet attending school plays, exhibitions, music events, and being involved with Arts organisations such as the Bay Players are all integral to our community life.

We hope that that shared interest and commitment will develop and strengthen, that our input is taken on board and Council is able to show it has listened to the input given.

While we welcome many aspects of the Draft, we would like to offer input to reconsider some aspects – on a practical (editorial) level as well as in the details of the Strategy.

We welcome the indications in the draft of increased community engagement and look forward to increasing examples of this as it is well worth remembering that Council does not hold the Arts communities together; community interest does. Council, however, is an arm of the community that can focus and empower the community through government agency, initiatives and support.

(Please note: in transferring the PDF to an interactive/editable doc, some of the sequence of info that is in columns in the draft are reversed and I have not bothered re-formatting. When a word only draft is available it will be much easier).

Editorial comments:

To facilitate community feedback more effectively,

- Could **all** future DRAFT Council Strategies/Policies be issued in **Word format** (without pages of pictures that chew up ink, paper and time, and discourage ordinary and environmentally conscious people from printing it or responding to it at all)

- This seems to be a very rushed document, with inconsistencies in information, inappropriate layout (e.g. listings) and duplication
- One inconsistency of information, for instance, is:

Pursue funding for the completion of the Moruya Library and Basil Sellers Exhibition Centre.(p.6)

.....And in the next the funding has been received:

'Moruya Library and Basil Sellers Exhibition Centre. The project includes expansion of the existing library space and purpose built high quality exhibition space for local and professional creative arts experiences. Construction of milestone 1 and 2 commenced in June 2018. Further funding, received in August 2018, will enable the completion of milestones 3 and 4.'(p.26)

- We would therefore encourage re-editing of the document and reviewing the layout (one page is duplicated and several lists do not indent the sub-part of the heading (p.21, e.g. if Eurobodalla Fibre Textiles Artist Group (EFTAG) is listed in a column when it should be indented for the second line:

Eurobodalla Fibre Textiles

Artist Group (EFTAG) (also for several other groups)

- P.37 and p.38 are the same
- An enormous amount of blanket colour (read – 'printing ink') is used. In the context of care of the environment and community accessibility please consider making the strategies less expensive to print, or a simple low-ink-format being available
- **A fully formatted version gives the impression of a 'final' document and casts doubt on the willingness of Council to alter the document after community input**
- We would encourage clustering Actions in related groups, e.g. Indigenous Art; Basil Sellers; Batemans bay Arts, while retaining their priority listing. That way a more coherent picture of where the Council focus is for each project would be more comprehensible. (see table below*)

***Group same topic/project**

Priority	Action	Action number
H	Pursue funding for the completion of the Moruya Library and Basil Sellers Exhibition Centre.	1
H	Complete the Moruya Library and Basil Sellers Exhibition Centre project.	2
	Moruya Library and Basil Sellers Exhibition Centre. The project includes expansion of the existing library space and purpose built high quality exhibition space for local and professional creative arts experiences. Construction of milestone 1 and 2 commenced in June 2018. Further funding, received in August 2018, will enable the completion of milestones 3 and 4.	Current Council Creative Arts Infrastructure projects p.26
	2.1.2 Develop and promote the Moruya Library and Arts Centre Project. - Seek additional funding to implement remaining stages of the Moruya Library and Arts Centre Project. - Develop a plan for ongoing operations of the Moruya Arts and Exhibition Space, known as The Basil Sellers Exhibition Centre.	p.26 Key objectives

General comments

As a summary of our response to the draft strategy, which will influence community/council coordination and use of the Batemans Bay Arts/Aquatic Centre:

- We wonder what the purpose of this document is. It appears to be promoting the Council (over Community Arts and Artists). Is it a promo to support winning the grants needed to fund the BBArts/ Aquatic Centre? So we ask is Council's heart really in it?
- For instance, a Council prize on p.5 lauds the State-wide Basil Sellers Prize but does not mention the community-led National Prize which the Pastel Society awards, or the annual International Sculpture prize for Sculpture on the Clyde, both significant Arts events in the Bay and Shire
- The language is primarily passive, and that is a concern. i.e. on page 14 (Roles) the 'Leader' role is to 'listen and urge', rather than 'lead' or 'inspire' or 'initiate' or 'take a proactive role'
- P. 36 and 37. We would welcome a more proactive and committed, involved approach that identified input by Council that was not just advertising and promotion, i.e. funding, whether direct or for facilitating workshops, events, etc; and acknowledgement that that promotion would be in the community sphere, not just linked to the council website.
- **The Roles** appear quite skewed (our suggestions follow in the text of the Strategy) towards passive approaches

While we welcome the development of a Creative Arts strategy:

- We would have preferred a much more proactive tone to the document and more direct statements of commitment to the Arts scene in the Shire, especially in regards to p.14 (roles), for which we offer an alternative version (within the text)
- We are concerned there is no specific central concept of the nature of Arts in the community/Shire.
- We feel there is a need for an overarching statement about the connectedness of Arts and practitioners in the Shire across towns and places: Bega, Narooma, Moruya, The Botanic Gardens, The Bay – a 'string' that appears to be evolving – we really could become an Arts-respected Shire if this did eventuate
- There appears to be a strategy underlying this one to place Visual Arts in the focus at Moruya; workshop arts at the Botanic Gardens and a Performance Arts focus in Batemans Bay. This would have advantages in some ways, but needs further discussion with community Arts practitioners, particularly in the Bay
- During meetings to discuss this strategy there were questions regarding the level of community consultation, and so we welcomed the meetings at Narooma, Moruya and Batemans Bay. However, it was distressing to see no people from Moruya at the Moruya meeting, even though the main and current push is in Moruya with the BAS facility. Where is the reflection of that interest? The two other people present, from Narooma, had travelled up because of a deeply held concern in their community and Arts organisation that the Council was not working with all the Arts people but only a small faction and concerns re the unavailable contents of a MOU signed with the SOA there.

- We welcome the creation of a dedicated Community Arts Officer and offsider. These positions and people have demonstrated not only council commitment to the Arts, but the Community Arts Officer (Indi Carmichael) has developed a range of events that have not only showcased many arts, but also has created events that encourage community and professional artists, performers and writers to get together and work across genres with very positive results.
- Her enthusiasm, passion and expertise has been a major generating force in Council sponsored Arts and raised the Arts profile across the Shire.
- We have concerns at the use of the 'gateway' language. Surely our Vision should be focussing on us as a destination, rather than a throughway? Why do we want to be a 'gateway' to another area (SERegion)? (p.5)
- If we are to be a Gateway to other regions should there not be some inclusion of liaison or coordination or collaboration with those regions and their activities, such as with Four Winds?
- The Measures of achievement (KPIs) are vague and mostly unmeasurable – they need to avoid language such as 'improve, increase, expand'. You can *improve* arts facilities just by adding an extra nail in a wall of hanging space – there needs to be quality and quantity parameters for measures
-
- We question a strategy that is put out mid-way between council elections, a) because it gives little time to complete the actions listed and, b) it raises the question of what the commitment of a new council to it will be after those next elections. At the Moruya meeting to discuss the draft, the document contents were discussed as a 5-10year plan, yet documents referred to in the draft strategy do not reflect that time period..... consequently some clarification seems in order as to what standing and time frame this document will have. At present it appears out of step with the other Council document timelines referred to (pp.25-26)
- As the council Delivery program 2017-21 does not include the BBay precinct (only the Bas centre), is the Bay to wait till after 2021 before the MacKay Park Arts precinct is given the go-ahead?
- We understand your enthusiasm for the Bas and what it will bring Moruya as it is actually becoming a concrete reality. However, this is a Shire-wide document and the title 'Regional' is used for the Batemans Bay Arts/Aquatic facility; yet in this document it is not given the emphasis that that position entails (as the implied primary and most significant Arts venue in the Shire) i.e. There is a heavy emphasis on the Basil Sellers complex and Prize (28 references) and Moruya (22 references, a total of 50 between them) compared to the planned 'Regional' facility in the Bay (14 references)
- Though Music is the most common link to the wider community (97% according to your figures) the South Coast Music Society, music venues; St Cecilia Scholarship, SEArts concerts are barely mentioned and deserve a higher profile. *Sing Australia* and the *USA choir* could be added to p.21
- We welcome the proposed allocation of definite funds for (indoor and outdoor) public Art – hopefully a meaningful and practical amount to acquire quality artworks, such as are seen in the Sculpture on the Clyde.
- The initiative of the 'possible inclusion of a Creative Arts award' is also welcome, but, like many of the measures, it does not show a commitment to ensuring this.

- In the Bay, our major Arts events have been initiated and maintained almost exclusively by community members and efforts. For instance: the Sculpture on Clyde and Walk is a community-led and organised event that provides the largest community based acquisitive prize in Australia, and is delivering another 3 sculptures this year to a town which is being redefined by such a community effort. The South Coast Music Society has been delivering concerts of National and International standard for over 20 years; while the St Cecilia scholarship, once again initiated by individuals in the community, has been operating since 1995. The Writers Festival, also, was generated by community individuals, as also the Pastel Society's National Pastel Exhibition. PerfEx in the past has run literature awards, and the South Coast History Society has also initiated a youth literature award with a \$500 prize
- It would be a welcome inclusion to see a commitment from Council to help Arts organisations in the community apply for funding and grants
- A commitment to list all Council funding of the Arts by event and a clear parameter of allocation would be welcomed – for instance to allow comparison of funding for the Sculpture on the Clyde and the Shakespeare in the Gardens, or the Writers' Festival or Bas exhibitions, etc...
- The shire demographic is made up of four main age groups, only two (vintage and school age) of whom are mentioned in the Strategy:
 - Youth (school age and younger)
 - Young adult (say late teenage to mid – thirties)
 - Adult (mid-thirties to retirement)
 - Vintage – retirement age and older (now nudging 40% in the Shire).

It would be useful to identify these demographic groups and specify means to engage and involve them. This would be essential for an ongoing engaged community. Each group has its own main way of being involved, for instance:

- Youth – exploring and learning to see the Arts as normal and valuable
- Young Adult – wanting to express themselves in the world and be recognised; diverse and innovative Arts
- Adult – refining their own arts expressions and supporting Arts widely; practical help in volunteering
- Vintage – make up a large section of the volunteer army, contributing their life skills (such as the almost 700-strong U3A organisation in Batemans Bay, with other Shire chapters with similar commitment to community vitality), and with established Arts backgrounds or possibly newly exploring the Arts
- There have been recurring concerns of Council lack of community liaison or listening and one more is reflected in this document (another was referred to at the Thursday meeting in the Bay). An MOU with the SOA Narooma is referred to (p.18). In the Wednesday Moruya meeting on the Draft Art strategy representatives of MACS Narooma were present and stated they were not involved in the MOU, had not been informed of it and had not seen its contents, even though they are the larger Arts body of the two. At that meeting MACS were assured the MOU was not binding to some future contract, yet on *p.29 we see a commitment to 'Implement the Memorandum of Understanding with the Narooma School of Arts & War Memorial Inc. (SoA).'* ... yet its contents still remain secret/ unavailable to MACS.
- There is a large and critically important number of volunteers that support the Arts in the Shire. In fact, Arts events in the Shire could not exist without them, yet this

document talks of '*creating*' a volunteer group. This is perceived as very council centric and dismissive.

- We would hope that the \$8000 specified for Arts acquisitions would not be localised to Council Chambers or the Basil Sellers venue, but made more available for the public than these venues allow.
- The word 'right' is problematic (p.6, action 9 and elsewhere) – we would prefer 'appropriate' and hope this would be defined by the users of the facility rather than the Council, who are not practitioners
- We also request that in reviewing existing hire fees in Action 9 on p6, we would like to see that attention will be given not only to the facility inclusions in considering hire fees but that there will be a community hire rate and a commercial rate as affordability is of high importance for community groups.
- The placement of PerfEx in your lists is problematic (p.21). PerfEx is not a Performing Arts organisation but stands for Performance Exhibition and is a working group dedicated to furthering and seeing to completion a quality performance/Arts space in the Bay. Would you please move us to either the Cultural Groups or a heading 'Arts Support Groups', where we would also expect to see the Chamber of Commerce listed, for instance
- On p.17, Our story seems to omit community artists and could possibly be rewritten as: "community and professional Arts practitioners, across a range of platforms, plus a wide range of Craft artisans"
- Mention and value on cultivating and encouraging emerging Artists, especially young adults, whether in the traditional arts or in the Electronic and techno-arts would be seen as a positive inclusion (e.g. music, cartoons, or projected imagery such as 'Vivid' for instance, or experimental theatre), as well as the already-mentioned 15-24 year olds (p.22).
- We notice on p.22 too, the low 'engagement/participation rate' with artists. It would be helpful to increase this level (14%)
- The NSW Aboriginal Arts and culture Policy is due to end this year (p.24) as is the SEArts Strategic Plan. Are there replacements?
- P.24: the current strategic directions would benefit from adding "involving community' in some form, as developing a passive, spectator culture does not support the vision for the BBAy facility and I am sure would not be appropriate for the Gardens, Narooma or Moruya plans.
- The Delivery Program on p.25 and p.26 talks about a period, half of which is nearly already over (2017-2021) and the Operational plan is for this year 2018. The actions planned do not seem to be doable in the coming month left of 2018. Only Moruya/Basil Sellers is mentioned (2.1.1 and 2.1.2). Where do the other projects fit????
- P.28. "council conducted a one-day arts focussed workshop. More than 40 practitioners attended'. Details please. Could you please refresh us on who attended, what Arts fields were represented and where it was?
- P.34, under measures, a verb (action) is needed in para 2: '*Purpose-built...*'
- P35. What does 'hierarchy of facilities' mean?

Aside from the Strategy, we look forward to more involvement with SEArts and hope they will become more active in the north of the Shire as Moruya and Batemans Bay develop their Arts scenes and facilities.

See below for in-draft suggestions and changes

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October 2018

DRAFT

Acknowledgement of Country Eurobodalla Shire Council recognises Aboriginal people as the original inhabitants and custodians of all land and water in the Eurobodalla and respects their enduring cultural and spiritual connection to it.

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4.

Eurobodalla Creative Arts Action Strategy 5.

Executive summary

Creativity is at the heart of the Eurobodalla Creative Arts Strategy 2018 (The Strategy). It is expressed in how we support creativity and artistic expression, in the creative experiences and programs we provide, in the spaces and places we make, and the creative skills we bring to both education and the pursuit of industry development and positive economic outcomes.

The Strategy sets a clear vision for Eurobodalla to become known as **the creative gateway** (??? See comments above) to the South East Region, with significant growth in creative arts infrastructure, programming and audiences.

Eurobodalla has a rich creative and cultural life, with over 600 creative arts events per year, community music and arts festivals, three arts prizes (including the statewide Basil Sellers Art Prize (see note above re other competitions) and active arts organisations and arts practitioners, both recreational and professional.

Eurobodalla is currently enjoying significant creative arts infrastructure development, with the Basil Sellers Exhibition Centre under construction and the Batemans Bay Regional Aquatic, Arts and Leisure Centre entering the design phase. These facilities will be a game changers for our creative arts landscape, enabling our community to own and experience high quality, industry standard arts facilities, inclusions and programming opportunities.

Council has engaged with the community over a number of years and in a variety of ways to inform the development of the Strategy (**targeted consultation????**) and assess our creative assets, in the built and natural environment, and in our people, skills and programs.

Council will continue to work with the community, government, creative industries and the private sector to build the capacity of our creative arts in the making and expression of art in all its forms, in our diverse and inclusive arts activities, and in creating exciting and memorable audience experiences.

The Strategy sits under Council's Community Strategic Plan outcome, which is to achieve a community with celebrated creativity, culture and learning. (**Insert Our Story So Far here?**)

To realise our vision Council will focus on four strategic outcome areas. They are:

1. Places and spaces
2. Connections and collaboration
3. Creative capacity
4. Participation and access.

We will measure our progress against each of the strategic outcomes and track our success in achieving our creative arts vision for Eurobodalla and the region.

Strategy 2018

We suggest these are grouped as per project rather than H/M/O

Priority action list H = High

Action and number

H Pursue funding for the completion of the Moruya Library and Basil Sellers Exhibition Centre.

1

H Complete the Moruya Library and Basil Sellers Exhibition Centre project.

2

H Finalise the design of a purpose built, quality performing arts and associated creative arts facilities, as part of the Batemans Bay Regional Aquatic, Arts and Leisure Centre.

3

H Pursue funding for the completion of the Batemans Bay Regional Aquatic, Arts and Leisure Centre. (**Design and fund, but where is build in this list??? Only in the 'medium' category. Are these categories time affected?)**

4

H Implement the Public Art Policy and Public Art Code of Practice.

12

H Develop a Public Art Strategy in partnership with the Public Art Advisory committee.

13

H Investigate an annual capital allocation for public art as part of the operational plan.

14

H Develop a creative arts volunteer program to support Council run creative arts activities.

20

H Develop promotional material to showcase local creative arts to other levels of government, industry, business and external bodies.

26

H Develop an annual program for the Basil Sellers Exhibition Centre

34

H Develop and implement a marketing strategy for the Basil Sellers Exhibition Centre.

38

H Ensure that events, venues and programs include planning that supports participation by people of all abilities.

44

H Complete the Eurobodalla Regional Gardens re-development.

7

M Complete construction of a purpose built, quality performing arts and associated creative arts facilities, as part of the Batemans Bay Regional Aquatic, Arts and Leisure Centre.

5

M Review shire assets (Council and other) and develop a hierarchy of facilities (?) suitable for creative arts activities and events.

8

M Review existing facility hire fees, in line with identified hierarchy, to enable the **right appropriate and affordable** spaces for creative arts activities, **in consultation with the relevant Arts practitioners.**

9

M Manage ~~the~~ a (Council???) creative arts volunteer program. 21 (Action 20 says 'Develop' this program yet it is not in this list. How can you manage what is not yet created?)

M Encourage sustainable practice in community based creative arts' groups.

23

Priority action list H = High

M = Medium

L = Low

O = Ongoing

Legend:

2018 7.

Priority action list M (Medium): Action and Number

Actively engage business and the private sector to increase investment in the shire's creative arts infrastructure and programming.

24

Seek opportunities to showcase best practice creative arts programs and events.

28

Work with local educational providers to encourage the delivery of more creative arts at a primary, secondary and tertiary level. (Youth and young adult level? See notes on demographic involvement)

31

Develop an operational plan and annual creative arts program for the Batemans Bay Regional Aquatic, Arts and Leisure Centre.

35

Investigate annual arts seed funding opportunities and programs

37

Develop and implement a marketing strategy for the creative arts, facilities and programs included in the Batemans Bay Regional Aquatic, Arts and Leisure Centre.

39

Work in partnership with creative arts organisations and government to promote Eurobodalla creative arts externally **and internally to the Shire.**

42

Engage with the community to plan for creative arts' needs. (seems very LOW on the priority list for all the talk on community engagement)

43

Investigate funding options to support people from all walks of life to attend ticketed events and programs.

45

Investigate the inclusion of a creative arts award in the annual Eurobodalla Business Awards

Priority action list L (Low)

30

Work collaboratively to improve health **in the community** and **to** support healthy ageing through creative arts

33

Inspire local practitioners with the provision of Eurobodalla (Council provided?).art prize opportunities

29

Implement the Memorandum of Understanding with the Narooma School of Arts & War Memorial Inc. (SoA). (This is very contentious and does not seem to reflect liaison or agreement between several Narooma Arts bodies or the general community. An example of the need for more community-wide inclusion and more transparency? Surely Council should be striving to unite the communities under Arts rather than divide them?)

Priority action list O (ongoing)

6

Activate and promote facilities to the creative arts community.

10

Facilitate innovative use of facilities and spaces for creative arts programming and events.

11

Develop partnerships with external agencies and the private sector to develop public art, both permanent and ephemeral, at key locations and events.

15

Eurobodalla Creative Arts Strategy

8.

Action and number

Use creative arts to celebrate our local character and identity, including Aboriginal culture, in public spaces and facilities.

16

Facilitate opportunities to engage creative arts practitioners and groups.

17

Work with all areas of Council to promote and incorporate creative arts activities in the projects and services delivered, including tourism and events.

18

Actively participate in local and regional creative arts networks and planning **across the Shire**.

19

Promote community based creative arts events, programs and services via the Arts Exchange newsletter and other formats, where appropriate. **(No funding mentioned)**

22

Maintain relationships with all levels of government, external agencies and funding bodies.

25

Seek opportunities to support, facilitate and partner for delivery of creative arts professional **(and community? This is a broadly non- professional Arts environment. Let's be inclusive and not have a 'hierarchy' of support but rather one that reflects the makeup of the Arts community)** development. **27**

Encourage the appreciation and development of Aboriginal arts and cultural heritage and its expression.

32

Pursue funding and investment in the creative arts. **(Use it? Fund practitioners/events?)**

36

Implement marketing strategies for programs, venues and events across the shire.

40

Monitor local and visitor audience attendance and feedback for quality improvement.

41

Seek opportunities to develop and showcase local Aboriginal creative arts and arts practitioners.

46

Seek opportunities to engage arts practitioners, programs and events from diverse backgrounds as part of annual programming.

47

H = High

M = Medium

L = Low

O = Ongoing

Legend:

Creative Arts Strategy 250ec1t8ion title 9.

10.

2018

11.

Vision

During the next decade, Eurobodalla will become known as the creative gateway to the south east region **(what, sending them elsewhere?) and experience significant growth in creative arts infrastructure, events and programming.**

Council is committed and ambitious in its pursuit of quality arts infrastructure and strategic creative arts programming. We will actively seek opportunities to integrate creativity into many aspects of community life and encourage community members and visitors to participate and be engaged.

What will achieving the vision look like?

We will have places and spaces that are appropriate, **inviting** and affordable, catering to arts practitioners, both professional and community based, **who work in a range of mediums** (moved phrase) **and who celebrate** our creative life and identity.

We will enjoy stronger, more dynamic collaborative relationships that connect and enhance the creative and economic opportunities of our community.

We will see more skilled practitioners, better resources and thriving creative industries.

We will provide more inclusive, accessible and diverse creative arts experiences and venues for our community and visitors.

Eurobodalla Creative Arts Strategy

As we work towards our creative future we recognise the ways in which Council can support creative arts and contribute to our aspirations.

Alternative content and headings:

Our role

p. 14 CREATIVE ARTS STRATEGY 2018. KN/SM

As we work towards our creative future we recognise **and commit to** the ways in which Council can support creative arts and contribute to the aspirations of our community.

LEADER

Show a strong and focussed commitment to the Arts in their many forms as an integral and valuable part of our Community fabric

ADVOCATE

Champion the role creativity and the arts play in building a strong and healthy community.

CONNECTOR

Identify and connect commercial, government and other sources to encourage innovation and maximise investment across a broad range.

TRUSTED PARTNER

Consult with and listen to our community while urging innovative approaches to the development of our distinctive personality and identity.

CUSTODIAN

~~Share responsibility for providing~~ **Assume care of our creative histories, and provide access to collections and places through partnerships with our community and creative organisations. ('share resp with' is same as partnerships)**

HOST PRODUCER (since they do not produce themselves)

Invest in and plan for conditions in which our local creative sector can flourish, and create opportunities for collaborations and partnerships through an accessible and committed approach towards the arts community.

~~**Custodian** In partnership with community and creative organisations, we share responsibility for providing access to and caring for our collective creative histories, collections and places.~~

~~**Connector** Identify and connect commercial, government and others to encourage innovation and maximise investment from a broad range of sources.~~

~~**Trusted partner** An approachable, open and committed approach creates opportunities for collaborations and partnerships.~~

~~**Advocate** Champion the role creativity and the arts play in building a strong and healthy community.~~

~~**Leader** Listen to our community and urge innovative approaches to the development of our distinctive personality and identity.~~

~~**Producer** Invest in and plan for conditions in which our local creative sector and community can flourish.~~

~~**Host** Create and maintain the right environment for creative engagement.~~

~~14.~~

~~**Trusted (sorry, but the Council is not yet 'trusted') partner advocate connector**~~

~~**producer (Council is not a practitioner)**~~

~~leader~~

~~custodian~~

~~Eurobodalla Creative Arts Strategy 2018 15.~~

~~16.~~

2018 17.

Defining creative arts and culture

Creative arts refers to the creation, study or appreciation of work that falls under the core art categories of visual art, performing art, music or literature.

Creative industries refers to businesses that produce art or support the production of art in the creative art categories.

Culture refers to the ideas, customs, social behaviours and heritage of the community.

Our story so far (move to Executive summary)

There is a long history of creative arts in our community, including Aboriginal art and cultural activities, arts and crafts, professional arts practitioners across a range of platforms and formats, festivals and events.

Council began a more structured, strategic journey in relation to creative arts development in 2005, with the preparation of the Eurobodalla Shire Cultural Plan 2006 – 2010. At that time Council's role was identified as creating 'greater awareness of the cultural impacts of Council decisions and activities and primarily to a facilitation role in the delivery of cultural services'.

The Cultural Plan 2006-2010 planted the seed for the strategic growth of creative arts and industries. Under this plan, and in subsequent years we accomplished an extraordinary and diverse range of initiatives in the creative arts arena.

Council created a dedicated Community Arts Officer position on a part-time basis in 2007.

This position has since become the full time Coordinator, Creative Arts Development; and is still the only such dedicated local government Arts position in south east NSW.

The Coordinator provides support to local arts practitioners, promotes community generated programs and events, administers and coordinates a range of programs, including support for festivals and major arts events, and contributes professional expertise to planning and the development of creative arts infrastructure.

In 2010 Council commissioned the preparation of the Situation Analysis, Arts and Cultural Infrastructure Report, which investigated the shire's then arts and cultural activities, the facilities used, the aspirations of the people and groups using them and future infrastructure requirements.

More recently, a new arts acquisition budget of \$8,000 has been included in the Operational Plan 2018-19, and a part time Arts Officer position has been created to spearhead arts programming, primarily for the new Basil Sellers Exhibition Centre.

In addition, Council is entering the design phase for the Batemans Bay Regional Aquatic, Arts and Leisure Centre, which will include performing arts, gallery and creative spaces.

Eurobodalla Creative Arts Strategy

18.

Council Arts and Cultural highlights – a snapshot

- The regional biennial Basil Sellers Art Prize
- 90 yearly exhibitions, floor talks and workshops through the Eurobodalla Libraries
- Shakespeare in the Gardens
- Weekly Arts Exchange Newsletter
- ReVive Art Prize
- Refurbishment and fit out of shire facilities for creative arts use
- Annual Open Studios Program
- Underground Youth Photography Exhibition
- Creative Dance Program
- Annual Little Sellers Art Prize
- Annual Mayor's Writing Competition
- Quarterly Arts Networking Mornings
- RENEW Eurobodalla
- Art20 Art Prize
- The support of community initiated festivals including River of Art, Granite Town, Narooma Oyster Festival (Arts?????) and Sculpture on Clyde.
- A Memorandum of Understanding (MOU) with South East Arts with continued collaborative events including Masked and Youf Tube (contentious and not community endorsed)
- Development of MOU with Narooma School of Arts & War Memorial Hall Inc. (SoA) (contentious and not community endorsed)
- Development of regional arts facilities.

The Eurobodalla is home to both professional arts practitioners and recreational artists and arts organisations. Artists in Eurobodalla present in excess of 600 creative arts events per year aimed at local audiences and seasonal tourists. These take the form of exhibitions, floor talks, workshops, artist retreats, performances and concerts, underlining the appetite for creative participation within the community.

At present a range of locations and venues are used for key events, including community halls, clubs, pubs, libraries, community theatres, school halls, spaces, parks and private premises.

The construction of the purpose built Basil Sellers Exhibition Centre and the Batemans Bay Regional Aquatic, Arts and Leisure Centre will enable a significant increase in the range and quality of creative arts that can be provided.

This may be further augmented with funding for the development of the Narooma School of Arts site in Narooma, with an Arts Centre and community spaces planned by the management committee for the site. (contentious and not community endorsed)

Eurobodalla is host to a number of arts and music events, including the River of Art, Granite Town Music Festival, Sculpture on Clyde, the Batemans Bay Writers Festival, **The South Coast Music Society Concerts** and the ~~Narooma Oyster Festival~~ (or specify its art connection), **St Cecilia Music scholarships**, **CABBI gallery at Mogo**, generally run by volunteer committees made up of local community and business people. In most instances, our local festivals operate from year to year, with a mixture of grants, sponsorship and attendance fees supporting each event.

There are a number of major regional **Council-sponsored** art prizes, including the Basil Sellers Art Prize and ReVive Art Prize, plus several National and International community-led prizes: **Pastel Society National competition; the Digressionists; the International Sculpture on the Clyde; plus sponsored arts scholarships.**

Eurobodalla has established markets in Batemans Bay, Moruya and Narooma that provide a platform for local makers and draw interest from around the region.

YES!!!! The Eurobodalla creative arts community, both recreational and professional, has reached a pivotal point. There is now real momentum to take creative arts as an industry and expression of community and civic life to 'the next level', growing audiences, developing quality infrastructure, increasing skills and opportunities, developing real sustainability in arts programming and annual events, and enriching creative education and expression. (Let's recognise, appreciate, inspire, support, build on, showcase....)

Through our arts activities and achievements we find ourselves endowed with the power to provoke change, grow and unite our communities, improve quality of life, be connected with heritage, identity and family,

improve social discourse, bring joy and inspiration, solve problems, as well as having significant potential for economic growth.

The Creative Arts Strategic Strategy 2018 will move us forward.

Eurobodalla Creative Arts Strategy 2018 19.

Eurobodalla Creative Arts Strategy 2018 21.

Music

Eurobodalla Live Music

South Coast Music Society

Deep River Choir

Slightly Bent Choir

Granite Town

Acapellago Singing Group

St Cecilia's Music Scholarship

Montague Choristers

Performing Arts

PERFEX (not a Performing Arts group – we are a working group to see the creation of a quality Performing Arts and Exhibition space in the Bay, hence Perf(orming)Ex(hibitions). Inclusion of Chamber of Commerce and other supporting community Groups? E.g. Lions/Rotary?

Bay Theatre Players

Red Door Theatre Company

Moruya Film Club

Visual Arts

Narooma Film Society

Creative Arts Batemans Bay Inc

South Coast Pastel Society

Eurobodalla Fibre Textiles

Artist Group (EFTAG)

Artisans Nest

The Eurobodalla Embroiderers

Montague Arts and Craft Society

Eurobodalla Photographic Group

Art Central

Mogo Collective

Bee Bee Knitting Club

Narooma and District Camera Club

Tuross Head Floral Art and Garden

Group

Eurobodalla Spinners and Weavers

Splinters

Woodies (hosted by the Original Gold

Rush Colony)

River of Art

Sculpture on Clyde

SoArt

Our creative landscape - a snapshot

Literature

Batemans Bay Writers festival

Narooma Writers Club

Eurobodalla Branch Australian

Federation of Writers

South Coast History Society

Cultural Groups

Batemans Bay

Historical Society

Moruya Historical

Society

22

98% of Australians engage with the arts and more people recognise the positive impact of the arts. Online and live arts experiences are important to Australians

7 million Australians experienced First Nations arts last year (double the number from 2009)

Music is the most popular art form, with 97% of Australians listening to recorded music and more than half attending live music

Younger Australians (aged 15-24) create and experience the arts at the highest rates

One in four Australians give time or money to the arts

80% of Australians agree that Indigenous arts are an important part of Australia's culture

70% of Australians agree that artists should have complete freedom of expression

73% of Australians agree that the arts are an important way to get a different perspective on a topic or issue

75% of Australians agree that arts reflect Australia's cultural diversity

81% of Australians engage with the Arts online

64% believe that the arts impact their understanding of other people and cultures and allow them to connect with others

Almost half of NSW residents attend arts festivals, and are more likely to attend multi-form arts festivals compared to other Australians

14% of NSW residents were involved in community arts and cultural development activities that actively engaged community members in art creation and collaboration with professional artists (2016)

86% of Australians aged over 15 acknowledged the significant positive impacts of the arts

60% of Australians believe the arts have a big impact on their sense of wellbeing and happiness (52% in 2013)

69% of Australians believe the arts have a big impact on their ability to express themselves (61% in 2013)

67% of Australians believe the arts have a big impact on their ability to think creatively and develop new ideas (59% in 2013)

74% of Australians agree that the arts make for a richer and more meaningful life

76% of Australians feel proud when Australian artists do well overseas

75% of Australians agree that the arts should be an important part of the education of every Australian

Participation and attitudes in the arts

Source- Connecting Australians: The National Arts Participation Survey 2017 www.australiacouncil.gov.au
2018 23.

98% of Australians engage with the arts and more people recognise the positive impact of the arts...

Eurobodalla Creative Arts Strategy

24. (out of sequence here from draft doc)

The wider strategic context

Australian

The Australian Department of Communication and the Arts support arts and cultural development in regional and remote communities to help overcome the obstacles presented by distance and population size.

Currently there are four streams of support for regional arts. They are:

Regional Arts Fund

The Regional Arts Fund is an Australian Government program that supports sustainable cultural development in regional and remote communities in Australia. The program is managed by Regional Arts Australia and organisations in each state and territory.

Festivals Australia

Festivals Australia supports community participation in, and access to, the arts and aims to support partnerships and collaboration across the sector.

Visions of Australia

The Visions of Australia regional exhibition touring program supports audience access to Australian arts and cultural material, with a particular focus on tours to regional and remote Australia.

National Regional Programs - touring

The Australia Council delivers National Regional Programs to support tours by performing artists, musicians and exhibitions.

The National Regional Programs aim to give all Australians the chance to experience the arts and increase arts audiences across Australia.

There is a particular focus on regional and remote communities.

The National Regional Programs include:

- Playing Australia: Regional Performing Arts Touring Fund
- Contemporary Touring Initiative
- Contemporary Music Touring Program.

The Strategy has been informed by national, state and regional trends and directions, Council's corporate documents and stakeholder consultation.

The Strategy acknowledges the strategic planning framework made up of South East Arts, Regional Arts NSW, Arts NSW, The Australia Council for the Arts and the Federal Department of Communications and the Arts.

The Strategy has been informed by the following strategic plans developed by these regional, state and national arts bodies:

- Australian Council for the Arts 2015. Arts Nation: an overview of Australian Arts
- National Arts and Disability Strategy 2009
- Create in NSW: Arts and Cultural Policy Framework, 2012 – 2022
- NSW Aboriginal Arts and Cultural Strategy 2015 – 2018
- South East Arts Strategic Plan 2016 – 18.

The current strategic directions for the support, promotion and provision of creative arts in the region, state and country can be distilled to the following focus areas:

- Accessibility to the arts
- Professional development of arts practitioners
- Arts business sustainability
- Cultivating and promoting the social and economic value of the arts
- Aboriginal arts and culture celebration and development
- Arts, health and enriching daily life
- Arts and cultural tourism.

The planning and policy landscape

2018 25

Regional

Regional Arts

Regional Arts NSW is the peak body for arts and cultural development in regional NSW with the role of building the capacity of existing Regional Arts Boards to deliver programs to the majority of regional NSW and represent the sector at a state and national level.

South East Arts supports arts and cultural development in the South East region of NSW by creating strategic initiatives and projects across all art forms, providing advice and delivering cultural services for the communities, artists and Councils of Bega Valley, Bombala, Cooma-Monaro, Eurobodalla and Snowy River.

Eurobodalla

Community Strategic Plan –

One Community 2017 – 2021

The Community Strategic Plan is a whole of community plan and is prepared on behalf of the community by Council. Its purpose is to identify the community's main priorities and aspirations for the future, and to provide strategies for achieving these goals.

The Community Strategic Plan describes what we need to do to take Eurobodalla forward into the future and to be one community. The Strategy has a vision to be friendly, responsible, thriving and proud. This vision is at the heart of what we need to do together to achieve the future our community desires.

Council's Creative Arts Services fall primarily within Outcome Area 2 of the Community Strategic Plan.

Celebrated creativity, culture and learning

The Delivery Program 2017-21 sets out activities that Council will complete in a four year period which is aligned to a Council term, along with measures to track our progress in achieving the activities.

The Operational Plan 2017-18 shows the actions, projects and capital works Council will deliver in the year and the activities that will help Council to achieve its long term outcomes, in this case, celebrated creativity, culture and learning.

State

The NSW Government is currently investing significantly in regional infrastructure. This has provided opportunities unlike ever before where Council is well placed to have a number of local projects for creative arts infrastructure considered.

Create NSW is the NSW Government's new arts and cultural driver, which brings together arts, screen and culture functions in a new integrated entity. Create NSW was established on 1 April 2017 and has responsibility for many of the functions previously undertaken by Arts NSW and Screen NSW.

The new entity forms part of the Arts and Culture Division within the Department of Planning and Environment and is responsible for furthering the Government's vision for NSW to be known for its bold and exciting arts and culture that engages the community and reflects the state's rich diversity.

Create NSW has established a 10 year strategic framework that focuses on increased Access or audiences, organisational Strength and artistic Excellence across Western Sydney, Regional NSW and metropolitan Sydney. Further information available at www.create.nsw.gov.au

Arts can assist in responding to local issues and politics, environment, older people, refugees.

Eurobodalla Creative Arts Strategy

26.

Let's look at the arts as being about connection (and transparency!).

Public Art Advisory Committee

The Public Art Advisory Committee provides expert cultural and artistic advice and guidance to Council and staff on planning public art and related matters. It comprises of skills based community representatives, a Councillor and Council officers who have specialist knowledge or interest in public art.

Policies and Codes of Practice relating to creative arts services and information regarding the Public Art Advisory Committee can be found on Council's website www.esc.nsw.gov.au

Current Council Creative Arts Infrastructure projects

1. Moruya Library and Basil Sellers Exhibition Centre. The project includes expansion of the existing library space and purpose built high quality exhibition space for local and professional creative arts experiences.

Construction of milestone 1 and 2 commenced in June 2018. Further funding, received in August 2018, will enable the completion of milestones 3 and 4.

2. The Batemans Bay Regional Aquatic, Arts and Leisure Centre. The project includes plans for a performing arts theatre, gallery, dance and music facilities and a range of creative spaces.

The design phase commenced in September 2018.

3. Eurobodalla Regional Botanic Gardens redevelopment. The project will include a multipurpose function space, with exhibition quality lighting and fittings, artist workshop space and facilities to accommodate an Artist in residence program.

Creative Arts Infrastructure MoU

4. Memorandum of Understanding (MoU) with the Narooma School of Arts & War Memorial Hall Inc. (SoA) signed in July 2018 will ensure collaborative creative arts infrastructure planning. SoA have plans to develop existing infrastructure at the Narooma SoA site, as well as develop additional creative arts infrastructure, depending on funding. **(contentious and not community endorsed)**

P.26

The key objective for creative arts in the Delivery Program 2017 -21 is to: (obviously this is quite out of date – how to align with present situation?)

Support and encourage the expression of our vibrant creative arts sector.

2.1.1 Develop and promote creative arts activities and industries.

- Collaborate with strategic partners for creative arts infrastructure and sector development.
- Provide opportunities for the community to participate in creative arts.
- Coordinate the Public Art Advisory Committee and associated projects.
- Investigate opportunities to further grow the Basil Sellers Art Prize.
- Implement the Creative Arts Strategy.

2.1.2 Develop and promote the Moruya Library and Arts Centre Project.

- Seek additional funding to implement remaining stages of the Moruya Library and Arts Centre Project.
- Develop a plan for ongoing operations of the Moruya Arts and Exhibition Space, known as The Basil Sellers Exhibition Centre.

Creative arts policy

The delivery of Council services are governed by Council policies and codes of practice.

The Eurobodalla Shire Council's Creative Arts Policy (revised 2017) is designed to position the role of arts and creativity as instrumental to engaging communities, cultivating new industries, celebrating, promoting and developing the Eurobodalla's distinctive characteristics, economy and reputation as a strong and vibrant community.

The following policies and codes of practice relate to the delivery of Creative Arts Services:

- Creative Arts Services Policy (adopted 2017)
- Public Art Policy (adopted 2017)
- Public Art Code of Practice (adopted 2017)
- Art Acquisitions Policy (draft 2018)
- Art Acquisitions Code of Practice (draft 2018).

Eurobodalla Creative Arts Strategy 2018 27.

28.

Our Strategy responds to our community

Council began a strategic examination of the local creative arts environment with two key planning processes; in 2005 with the development of the Cultural Plan 2006-2010 and in 2010, with the preparation of the Situation Analysis, Arts and Cultural Infrastructure Report. The report identified the key issues of:

- Facilities (hard infrastructure)- including consideration of purpose built accessible facilities and a hierarchy of facilities across the shire.
- Resources (soft infrastructure) - including appropriate skills development, opportunities to attract visiting artists and touring product and limited funding for the arts coming into the shire.

Further targeted engagement has occurred over a number of years, including surveys at events and activities, meetings with community and arts groups, arts practitioners and business owners, and feedback and community involvement with creative infrastructure and programming proposals. We value community opinions.

In 2016 Council undertook a community wellbeing phone survey, with 433 **.(out of some 39,000 population! Not a statistically relevant survey)** randomly selected local people participating. Key results in relation to creative arts include:

- 86% of residents reported that they had participated in arts and cultural events in the past 12 months.
- 60% reported that they had attended a festival and/or community event in the past 12 months.
- In response to the question, 'What activities would you like to be able to do?', 30% of respondents stated dissatisfaction with arts (and other) local offerings. Within that cohort, key creative arts activities that people would like more of included music festivals, live theatre and concerts, ballroom dancing, dance classes, local art galleries, more cultural events and more performing arts groups.

In 2016 Council undertook a customer satisfaction survey in relation to Council services, with 436 randomly selected local participants. **.(out of some 39,000 population! Not a statistically relevant survey)**

The mean score for satisfaction with Council's provision of arts and cultural programs and services such as exhibitions, community festivals and public art, was 3.66 out of 5 (within 0.15 of the local government benchmark). This result is better than the 3.16 satisfaction mean score reported in the same customer satisfaction survey, conducted in 2012.

This increase in satisfaction is in part attributable to the increased number of Council generated creative arts programs scheduled annually, and the growth in community and business generated arts and music events during that period. Council will continue to build on this area of strength going forward, with key actions in place.

The review and development of Council's Delivery Program 2017-21 included a Citizens' Jury deliberative consultation process, conducted by a not-for-profit research organisation. The Citizens' Jury process was undertaken in 2016 and brought together broadly representative, random samples of everyday people who were given time, access to information and the support needed to explore issues.

Key outcomes from this engagement included a desire for Council to maintain the current arts services and spaces it provides and investigate opportunities to expand; improve communication and promotion of the arts; work to ensure the vitality of the live performance industry; improve accessibility and affordability of venues for creative arts and engage more regularly with artists and creative arts organisations.

In late 2016 Council conducted a one day arts focused workshop. More than 40 arts practitioners attended to undertake a SWOT analysis, identify key issues for consideration, and to explore what arts and creative culture mean to us all.

Council has used feedback, ideas and information from these various engagement processes to inform the development of the Strategy.

Ongoing engagement and collaboration with the community will continue to occur as we implement the Strategy and achieve the vision for creative arts.

Eurobodalla Creative Arts Action Strategy 2018 29.

Connect integrate

30.

Engaged and informed partnerships and networks

Volunteer networks and community support

Public art integrated into our civic life

Places and spaces

Connection and collaboration

Participation and access

Audience development

Accessible venues and programs

Identify and support creative use of Purpose built, creative spaces and facilities arts infrastructure across the shire and region

Inclusive and diverse creative arts

Strong industry, business and government support and engagement

Grow and celebrate our creative industries and local skilled practitioners

Key themes and issues running through all formal and informal engagements, linked with strategic arts aim and objectives (national, state, regional) can be grouped under the following headings:

Places and spaces

- Purpose built, creative arts infrastructure provided across the shire and region
- Identify and support creative use of spaces and facilities
- Public art integrated into our civic life.

Connection and collaboration

- Engaged and informed partnerships and networks
- Volunteer networks and community support
- Strong industry, business and government support and engagement.

Creative capacity

- Grow and celebrate our creative industries and local skilled practitioners
- Develop skills, exposure and opportunities for key target groups
- Resourcing our creative community.

Participation and access

- Audience development
- Accessible venues and programs
- Inclusive and diverse creative arts.

Key themes for action

Develop skills, exposure and opportunities for key target groups

Resourcing our creative arts Creative Capacity

Eurobodalla Creative Arts Strategy 2018 31.

32.

The Strategy sits under the Council's Community Strategic Plan and seeks to assist in implementing the outcome regarding Creative Arts, which is to achieve a community with celebrated creativity, culture and learning.

The Strategy will be implemented with reference to Council and the wider national, state and regional creative arts planning, policy and funding environment.

The Strategy has been developed with a clear vision supported by four key Strategic Outcome areas. They are:

1. Places and spaces

2. Connection and collaboration

3. Creative capacity

4. Participation and access.

This structure links back to Council's Community Strategic Plan and Delivery Program. Each strategic outcome includes focus areas with the following structure:

- Focus Area
- What the vision will look like when we achieve our strategic outcome
- Specific actions to support achievement of the focus area and overall strategic outcome
- Measures.

How the Strategy works

Eurobodalla Creative Arts Strategy 2018 2018 33.

Purpose built, creative arts infrastructure provided across the shire and region

Action

1. Pursue funding for the completion of the Moruya Library and Basil Sellers Exhibition Centre.
2. Complete the Moruya Library and Basil Sellers Exhibition Centre project.

We will have places and spaces that are appropriate and affordable, catering to arts practitioners who work in a range of mediums, both professional and community based, celebrating our creative life and identity.

1.

3. Finalise the design of a purpose built, quality performing arts and associated creative arts facilities, as part of the Batemans Bay Regional Aquatic, Arts and Leisure Centre.
4. Pursue funding for the completion of the Batemans Bay Regional Aquatic, Arts and Leisure Centre, Batemans Bay.
5. Complete construction of purpose built, quality performing arts and associated creative arts facilities, as part of the Batemans Bay Regional Aquatic, Arts and Leisure Centre.
6. Implement the Memorandum of Understanding with the Narooma School of Arts & War Memorial Hall Inc. (SoA). (contentious, content not open to public and not community endorsed)
7. Complete the Eurobodalla Regional Botanic Gardens re-development.

Measures

- Moruya Library and Basil Sellers Exhibition Centre capital works completed.
- Purpose built, quality performing arts and associated creative arts facilities, as part of the Regional Aquatic, Arts and Leisure Centre, Batemans Bay, will be designed to meet industry benchmarks and professional requirements.
- Construction completed of the purpose built, quality performing arts and associated creative arts facilities, as part of the Batemans Bay Regional Aquatic, Arts and Leisure Centre completed.
- Memorandum of Understanding with the Narooma School of Arts & War Memorial Hall Inc. (SoA) implemented effectively. (contentious, content not open to public and not community endorsed)
- Eurobodalla Regional Botanic Gardens redevelopment completed.

34.**Identify and support creative use of spaces and facilities****Action**

8. Review shire assets (Council and other) and develop a hierarchy of facilities suitable for creative arts activities and events.
9. Review existing facility hire fees, in line with identified hierarchy, to enable the right appropriate spaces for creative arts activities in consultation with arts practitioners.
10. Activate and promote facilities to the creative arts community.
11. Facilitate innovative use of facilities and spaces for creative arts programming and events.

Measures

- Review of shire assets (Council and other) completed.
- Hierarchy (??) of facilities suitable for creative arts finalised and promoted.
- Review of facility hire fees, in line with identified hierarchy, completed. (and then?)
- Creative arts programming and events occur at a range of locations and spaces (vague at best).

Public art integrated into our civic life**Action**

12. Implement the Public Art Policy and Public Art Code of Practice.
13. Develop a Public Art Strategy in partnership with the Public Art Advisory Committee.
14. Investigate an annual capital allocation for public art as part of the operational plan.
15. Develop partnerships with external agencies and the private sector to develop public art, both permanent and ephemeral, at key locations and events.
16. Use (vague) creative arts to celebrate our local character and identity, including Aboriginal culture, in public spaces and facilities.

Measures

- The Public Art Policy and Public Art Code of Practice are implemented effectively (community endorsed?).
- The Public Art Strategy is completed and adopted.

- Annual capital budget allocation investigated, (vague) in line with the Public Art Strategy.
- Public art, both permanent and ephemeral, installed.
- Local character and identity, including Aboriginal culture, celebrated creatively(vague) in our public spaces and facilities.

Places of practice for youth, more arts infrastructure, visual and performing arts space for both participants and audiences

2018 35.

36.

Engaged and informed creative partnerships and networks

Action

17. Facilitate opportunities to engage creative arts practitioners and groups **effectively and productively**.
18. Work with all areas of Council to promote and incorporate creative arts activities in the projects and services delivered, including tourism and events.
19. Actively participate in local and regional creative arts networks and planning.

Connection collaboration

We will enjoy stronger, more dynamic collaborative relationships that connect and enhance the creative and economic opportunities of our community. (YES!!)

Measures

- Local creative arts practitioners and groups are **encouraged to be creatively** engaged with Council. (vague)
- Creative arts consideration incorporated into Council's Project Management Guide and projects, including tourism and events.
- Evidence(vague) of **productive** participation in local and regional creative arts networking and planning.

Volunteer networks and community support (funded?)

Action

20. Develop a creative arts volunteer program to support Council run creative arts activities.
21. **Support and** Manage the **Council** creative arts volunteer program.
22. Promote community based creative arts events, programs and services via the Arts Exchange newsletter and other formats, where appropriate.
23. Encourage sustainable practice in community based creative arts groups.

Measures

- Creative arts volunteer program developed, with clear policies and procedures in place.
- Creative arts volunteer program managed effectively. (vague)
- Community based creative arts events, programs and services promoted. (vague – well that's one ad and achieved!)
- More community based arts groups are sustainable (vague).

2.

Eurobodalla Creative Arts Strategy 2018 37.

Strong industry, business and government support and engagement

Action

24. Actively engage business and the private sector to increase investment in the shire's creative arts infrastructure and programming.
25. Maintain relationships with all levels of government, external agencies and funding bodies.
26. Develop promotional material to showcase local creative arts to other levels of government, industry, business and external bodies.

Measures

- Creative Arts industry information sessions provided to local business.
- Funding secured annually for creative arts programming, infrastructure or activities.
- Promotional material developed and distributed.
 - **Funding provided to quality community initiatives which enhance the Arts reputation of the Shire**
 - **Relationships of trust and engagement current and visible across key community organisations**

38. (Repeated)**Strong industry, business and government support and engagement****Action**

~~24. Actively engage business and the private sector to increase investment in the shire's creative arts infrastructure and programming.~~

~~25. Maintain relationships with all levels of government, external agencies and funding bodies.~~

~~26. Develop promotional material to showcase local creative arts to other levels of government, industry, business and external bodies.~~

Measures

~~• Creative Arts industry information sessions provided to local business.~~

~~• Funding secured annually for creative arts programming, infrastructure or activities.~~

~~• Promotional material developed and distributed.~~

Eurobodalla Creative Arts Strategy 2018 **39.**

Towns connected by nature, spirit of life and beauty, diversity. Let's look at the arts as being about connection.**40.****Grow and celebrate our creative industries and local skilled practitioners****Action**

27. Seek opportunities to support, facilitate and partner for delivery of creative arts professional development.

28. Seek opportunities to showcase best practice creative arts programs and events.

29. Inspire local practitioners with the provision of Eurobodalla art prize opportunities.

30. Investigate the inclusion of a creative arts award in the annual Eurobodalla Business Awards.

Measures

• Creative arts professional development annual program delivered.

• Best practice creative arts programs and events identified and showcased locally.

• Local (Council?) art prizes resourced and delivered.

• A creative arts industry award, as part of the Eurobodalla Business Awards is investigated. (Vague)

We will see more skilled practitioners, better resources and thriving creative industries.**Creative capacity****3.****Develop skills, exposure and opportunities for key target groups****Action**

31. Work with local educational providers to encourage the delivery of more creative arts at a primary, secondary and tertiary level. (Young adults:20-35ish? They need to be involved, in ways they are interested)

32. Encourage the appreciation and development of Aboriginal arts and cultural heritage and its expression. (How to engage the Aboriginal community in mainstream discussion and arts?)

33. Work collaboratively to improve health and support healthy ageing through creative arts.

Measures

• Creative arts program delivered by local primary, secondary and tertiary education providers.

• Programs delivered that **effectively** showcase and develop local Aboriginal art and artists.

• **Effective** Programs delivered that target health with new networks and participants identified.

Resourcing our creative arts**Action**

34. Develop an annual program for the Basil Sellers Exhibition Centre.

35. Develop an operational plan and annual creative arts program for the Batemans Bay Regional Aquatic, Arts and Leisure Centre.

36. Pursue funding and investment in the creative arts.

37. Investigate annual arts seed funding opportunities and programs.

Measures

- Business plan and annual program for the Basil Sellers Exhibition Centre completed.
- Business plan and annual program for the creative arts components of the Batemans Bay Regional Aquatic, Arts and Leisure Centre completed.
- Funding and investment in creative arts pursued annually.

Eurobodalla Creative Arts Action Strategy 2018 41.

42.

Audience development

Action (all these in consultation with the relevant Arts bodies)

38. Develop and implement a marketing strategy for the Basil Sellers Exhibition Centre.

39. Develop and implement a marketing strategy for the creative arts facilities and programs included in the Batemans Bay Regional Aquatic, Arts and Leisure Centre.

40. Implement marketing strategies for programs, venues and events across the shire.

41. Monitor local and visitor audience attendance and feedback for quality improvement.

We will provide more inclusive, accessible and diverse creative arts experiences and venues for our community and visitors.

Participation

4.

42. Work in partnership with creative arts organisations and government to promote Eurobodalla creative arts externally.

43. Engage with the community to plan for creative arts needs **and vision**.

Measures

- Marketing strategy for the Basil Sellers Exhibition Centre completed and implemented.
- Marketing strategy for the Batemans Bay performing and creative arts, as part of the Regional Aquatic, Arts and Leisure Centre, Batemans Bay, completed and implemented.
- Marketing of venues is in place.
- Eurobodalla creative arts is promoted locally and to visitor markets.
- Audience attendance and feedback data monitored and analysed effectively
- Increase in audience participation (**vague**).

2018 Accessible venues and programs (libraries?)

Action

44. Ensure that events, venues and programs include planning that supports participation by people of all abilities **and ages**.

45. Investigate funding options to support people from all walks of life to attend ticketed events and programs.

Measures

- Increase in events, venues and programs that support participation by people with all abilities.
- Funding options to support people from all walks of life to attend ticketed events and programs investigated.

Inclusive and diverse creative arts

Action

46. Seek opportunities to develop and showcase local Aboriginal creative arts and arts practitioners.

47. Seek opportunities to engage arts practitioners, programs and events from diverse backgrounds as part of annual programming.

Measures

- Local Aboriginal arts practitioners and Aboriginal creative arts developed and showcased.
- Annual programming includes a diverse range of arts practitioners, programs and events, in line with planning priorities.

Places of practice for youth, more arts infrastructure, visual and performing arts space for both participants and audiences.

Eurobodalla Creative Arts Strategy 43.

44.

Eurobodalla Creative Arts Action Strategy 2018 45.