



ARTS & CULTURE STRATEGY

VERSION 2.0 / SEPTEMBER 2016



**“WE WILL STRIVE TO BE A MORE VIBRANT AND INCLUSIVE
COMMUNITY THAT WILL PROMOTE, VALUE AND CELEBRATE
CREATIVITY, CULTURE AND HERITAGE.”**

[ARTS & CULTURE STRATEGY VISION]

INDEX

Executive Summary	4
Introduction	5
1. Strategic Vision and Values	
Connection to Wellington 2030	7
Connection to the Council Plan	8
State Context.....	8
Why is an Arts & Culture Strategy Important?	9-10
What will Success look like?	11
Core Values of this Strategy.....	11
2. Current Situation	
Arts and Culture in Wellington.....	13-16
Recurring Themes and Challenges.....	16
3. Themes and Strategies	
Developing Creative Communities.....	18
Creative Liveable Communities	19
Vibrant Places and Spaces	20
Inspired Governance	21
Collaborative Development	22
4. Methodology	
Methodology	24
Glossary of Terms.....	25

Arts and Cultural Services Australia director, Lynda Newton, was engaged as a cultural consultant by Wellington Shire Council to undertake community and internal consultation, analyse the findings, report on key themes and make recommendations for strategies.

EXECUTIVE SUMMARY

Wellington Arts and Culture Strategy adopts an integrated creative approach to position Wellington as a Creative Community and enhance the development and the sustainability of arts and culture within the Shire. It is recognised by Council that the role of arts and culture is vital in increasing the liveability and viability of our community.

There are four objectives that will provide future strategic direction for the Arts and Culture Strategy and these are directly linked to four pillars of Council's major strategy, Wellington 2030.

1. Creative Liveable Communities (W2030 Liveability)

This will be pursued by three strategies to increase access and participation, to develop awareness of cultural diversity and to celebrate our identity.

2. Vibrant Places and Spaces (W2030 Environment)

This objective will be enabled by planning and establishing arts and culture precincts, identifying creative clusters, enlivening public spaces and protecting our historical and cultural heritage.

3. Inspired Governance (W2030 Governance)

To ensure the success of the Creative Community concept, we will provide a whole of Council approach to the Arts & Culture Strategy, will champion arts and culture across Council, integrate communication and marketing of arts and culture and maximise resources.

4. Collaborative Development (W2030 Development)

The five key priorities in support of collaboration is the developing of local capability, advancing partnerships, encouraging integrated programming, seeking funding and support for arts and culture and developing sustainable cultural tourism.

The outcomes of Wellington Arts and Culture Strategy will increase liveability and wellbeing through advancing opportunities for increased participation in community life; improved aesthetic public spaces; enhanced support for local arts, cultural and heritage through collaborative development; and inspired community and Council governance.

INTRODUCTION

The Arts and Culture Strategy adopts an integrated creative approach to position Wellington as a Creative Community that respects and encourages diversity, creative dynamic thinkers and practitioners as well as emphasising the importance of creative place making to ensure well designed, aesthetically pleasing and accessible public spaces and facilities that result in opportunities for people to gather, meet and develop new social networks and partnerships.

The overall scope of this document is the:

- Creation of an Arts and Culture Strategy and framework template focusing on community values and the means by which these values can be expressed
- Identification of key themes, current trends, emerging high level directions and direction setting, plus priorities for the local community in the field of arts and culture
- Development of a strategic approach to the arts that provides opportunities to express the creative imagination, and encourage engagement, community cohesion, wellbeing and respect for difference.

In the development of the Arts and Culture Strategy community consultation took the form of background research; site visits; interviews with selected stakeholders; a public focus group as well as an invitation to stakeholders to submit written submissions. A community Reference Group was established to provide further guidance.

This is a strategic planning document for Council that is intended to provide the policy context and strategic direction in setting priorities, planning, developing, managing and supporting opportunities that enable a repositioning of Wellington as a Creative Community whilst fostering arts and culture across the Shire.

This paper includes the policy direction as well as context, background research and findings from the community consultations.



1

STRATEGIC VISION AND VALUES

STRATEGIC VISION AND VALUES

Connection to Wellington 2030

During 2008 Wellington Shire Council completed a number of workshops, surveys, and stakeholder forums as part of the comprehensive research process that was undertaken for development of a long term strategic vision for the municipality. This major strategy, titled Wellington 2030, was adopted by Council.

Wellington 2030 is positioned around nine specific themes or pillars; these are natural environment, economy, transport and roads, population, development, wellbeing and safety, culture, liveability and Council. It is recognised that each of these themes support one another.

In November 2009 Council undertook a review of its organisation structure to ensure alignment with Wellington 2030. Through this process it became clear that one of the most pressing issues that we share in common with the rest of the world is that of sustainability. In recognition that sustainability impacts on all the activities of Council this theme is now the major foundation stone on which the organisation is

built. This theme replaces that of population growth as it is recognised that if the fundamental issues of sustainability, supported by the four key pillars of liveability, environment, development and governance are addressed, this will make the Wellington Shire a desirable place in which to live and facilitate population growth.

Table 1 (shown right) identifies Culture as a core component of Liveability. The following vision concerning culture has been adopted by Council:

“Wellington 2030 Cultural Vision Wellington is a vibrant, inclusive and creative community that promotes, values and celebrates its culture and heritage.

Developed in 2008 the Wellington 2030 document encapsulates the community’s aspirations for its future. This Arts and Culture Strategy has been developed to provide informed strategic direction regarding arts and culture. This strategy outlines the arts and cultural policy direction in relation to the four key themes which are liveability, environment, development and governance.



STRATEGIC VISION AND VALUES

Connection to the Council Plan

The Council Plan 2013 - 2017 is informed by the overarching Wellington 2030 strategic vision providing strategic direction. The Council Plan addresses the 2030 goals and the four key pillars through a number of strategies.

The Council Vision is:

People want to live in Wellington Shire because of its liveability, environment and vibrant economy.

The Arts and Culture Strategy aims to reflect the values, directions and priorities of Wellington 2030 and the Council Plan 2013–2017 and provide a clear strategic direction to enable this to happen.

State Context

Local government operates and functions under a number of state government legislative requirements and plans.

Wellington Shire Council has a current triennial regional partnership agreement with the State Government's Creative Victoria to support arts and cultural services and activities that will contribute to the liveability of the region. Creative Victoria's Regional Partnership Program is reinforced by the relevant arts and cultural policies adopted by both partners. It reflects the view that Local and State Government's are complementary partners in the development of arts and culture at the local level. It is acknowledged that Local Government has primary responsibility for the planning, development and operation of local arts and cultural facilities and programs.

The document 'Creative State' is the Victorian Government's four year arts policy framework.

The five focus areas are:

- Backing creative talent
- Strengthening the creative industries ecosystem
- Delivering wider economic and social impact
- Increasing participation and access
- Building international engagement

The Department of Transport, Planning and Local Infrastructure works with the Wellington Shire Council to support the delivery of public library services across the municipality. The underpinning justification of this partnership is the recognition that all individuals need to have access to the information and ideas which will satisfy their personal needs, and are an important foundation for our democratic way of life.

STRATEGIC VISION AND VALUES

Why is an Arts & Culture Strategy important?

Arts and culture play a vital role in increasing liveability and in developing sustainable communities that are cohesive and contribute to lifestyle and business environments.

Arts and culture contribute directly to 'liveability', in particular through vibrant and diverse activities such as cultural events and celebrations. (The Role of Arts and Culture in Liveability and Competitiveness, Arts Victoria, 2008)

Liveability is one of nine key pillars of Wellington 2030 and the Council. By further developing arts and cultural activity through increased local participation and engagement, increased networking opportunities, greater partnership development and by celebrating our cultural and historical achievements this will strengthen our community cultural life.

Culture is a broad term used to describe particular ways of life, whether for a group of people or a time. A way of life can be known as a 'culture' if it is collectively understood to be representations of customs, traditions, beliefs or values shared by a group or prevailing during a period. (Australia Council for the Arts Scoping Study 2006).

Council is by its very nature dynamic and evolving in response to the interests, needs and people who live it. Council is in a key position to influence the evolution of the Wellington culture, including its artistic expression, through this strategy.

Moreover, developing an Arts and Culture Strategy confirms the commitment of Council to:

- Freedom of expression including artistic, creative and cultural expression
- Taking part in public life including engagement and participation in arts and cultural activities
- Cultural rights including cultural and historical heritage and respect for cultural diversity.

Important statistical research on arts and culture can be found in A Statistical Overview - Arts and Culture in Victoria. This report was produced by the National Centre for Culture and Recreation Statistics of the Australian Bureau of Statistics (ABS) with information in the report also drawn from the Statistics Working Group of the Cultural Ministers Council and other sources.

STRATEGIC VISION AND VALUES

The following statistics demonstrate the impact of the arts in our society:

- 82% of all Victorians aged 15 years or over attend a cultural venue or an arts event at least once a year
- In 2009, 32% of children in Victoria aged 5-14 years were actively engaged in playing an instrument, singing, dancing or acting
- Victorian arts and cultural industries supplied an estimated \$7.8 billion worth of goods and services in 2001-02
- 21% of Victorians had some involvement (paid or unpaid) in culture and leisure activities in 2007
- In 2009 there were 938,000 international cultural visitors to Victoria
- 52,400 people in Victoria undertook volunteer work in an arts or heritage organisation during 2006, equating to 1.4% of the total population
- Cultural visitors represent 61% of all international visitors to the state
- The average length of stay for cultural visitors to Victoria was 26.8 nights.

Source: http://www.arts.vic.gov.au/Research_and_Resources/Cultural_Data/A_Statistical_Overview

The Libraries Building Communities - a research report prepared for the Library Board of Victoria in 2005 demonstrated that public libraries make a vital contribution to the social, cultural, economic and educational development of communities. Public libraries assist in building safer, stronger sustainable communities and improve the quality of life for residents.

Source: http://www2.slv.vic.gov.au/about/information/publications/policies_reports/plu_lbc.html

STRATEGIC VISION AND VALUES

What will Success look like?

- Wellington will be recognized as a Creative Community
- Greater recognition and support for artists and creative industries in Wellington
- Enhanced sustainability for creative communities
- Strengthened partnerships and collaborations to deliver creative activity
- Increased engagement and participation in arts and culture
- Increased number and quality of arts and cultural events, festivals and programs
- Greater recognition and support for the preservation of the Shire's heritage
- Increased creative outreach programming across the Shire
- Improved patronage at local art galleries, libraries, museums and performing art venues across the Shire
- Greater prevalence of art in public places throughout the Shire
- Increased funding to maximize resources and creative activities.

Core Values of this Strategy

Wellington Shire Council is committed to upholding the human rights principles as outlined in the Charter of Human Rights and Responsibilities Act 2006 (Vic). The Charter includes a range of principles that apply to public authorities including local government.

Three have particular currency to the Wellington Arts and Culture Strategy:

- “Freedom of expression” includes artistic and cultural expression and innovation
- “Taking part in public life” includes engagement and participation in arts and cultural activities
- “Cultural rights” include cultural and historical heritage and respect for cultural diversity.

Wellington Shire Council recognises that human rights are accompanied by responsibilities. All Councillors, Council Officers and Contractors are required to ensure their interactions (including decision making and communication):

- Recognise and protect the freedom of all persons
- Promote equality amongst all persons
- Promote and encourage respect for all persons
- Recognise and protect the dignity of all persons.

2

CURRENT
SITUATION

CURRENT SITUATION

Arts and Culture in Wellington

Wellington has a vibrant arts and cultural community.

When compared with regional Victoria, Wellington Shire had higher proportions of its residential population employed in the Advertising Services (12%), Architectural Services (10%), Creative Artists, Musicians, Writers and Performers (9%), Free-to-Air Television Broadcasting (7%) and Radio Broadcasting industries (6%). However, compared with the Victorian average in 2006, there were fewer residents employed in Newspaper Publishing and other specialised design services.

The Shire has several community committees that provide advice on arts, culture, youth, disability and indigenous issues. These are: Wellington Entertainment Centre Advisory Group, Gippsland Art Gallery Advisory Group,

Wellington Youth Services Network, Wellington Youth Council and Access and Inclusion Advisory Group. There is also Ramahyuck Aboriginal Corporation and East Gippsland Aboriginal Arts Corporation (that services both Wellington Shire and East Gippsland Shire).

Wellington Shire Libraries, Esso BHP Billiton Wellington Entertainment Centre and the Gippsland Art Gallery play an important role in the cultural life of residents and visitors, and are owned and operated by the Wellington Shire Council.

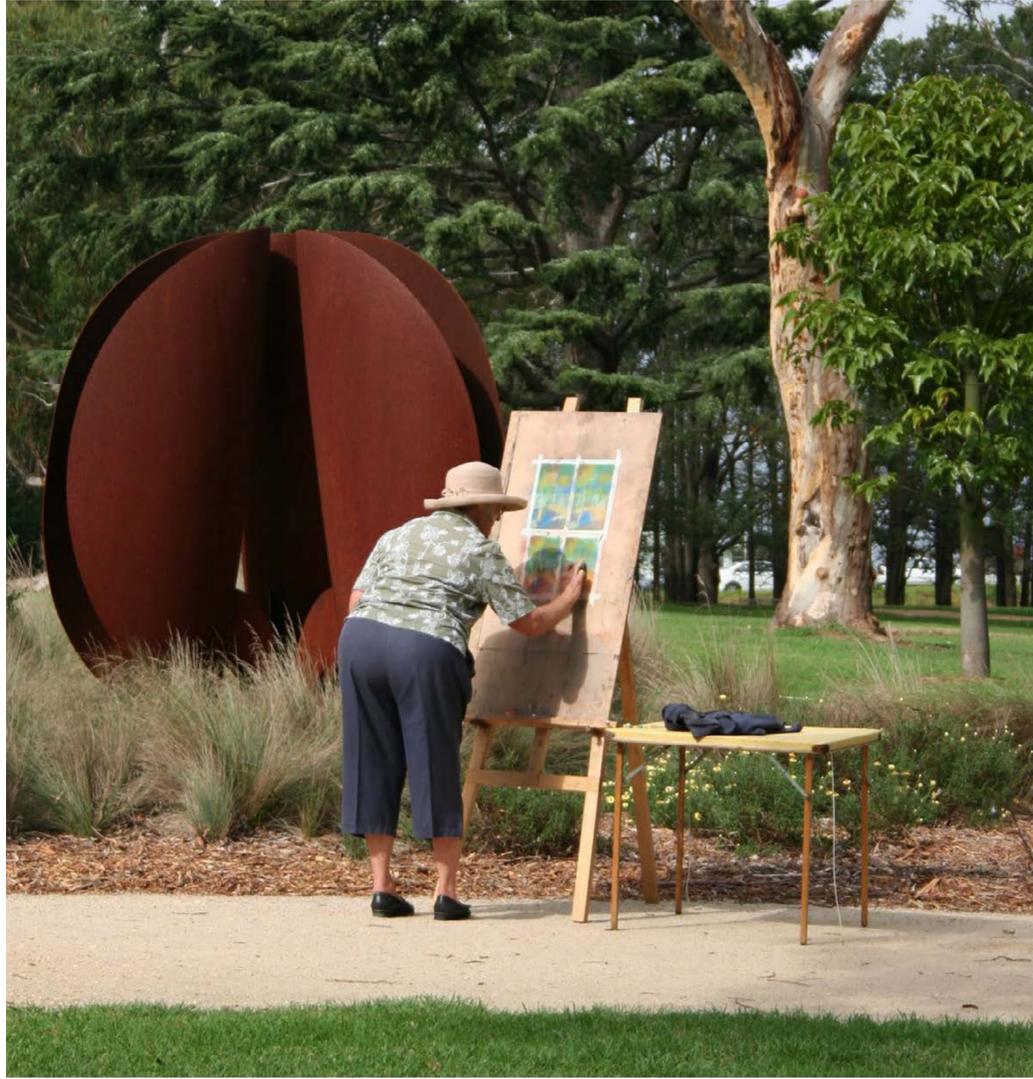
Esso BHP Billiton Wellington Entertainment Centre is highly valued by the community and has an annual attendance of approximately 20,000. The Entertainment Centre provides an annual program of performing arts, a public program, membership program

and a program which underwrites local companies as well as providing marketing, technical and venue costs.

The intimate atmosphere of the Entertainment Centre is coupled with the 400 seat tiered John Leslie Theatre. The large stage also features an orchestra pit which enables the performance of a variety of shows such as eisteddfods, operas, and stand-up comedy.

Meeting room facilities for personal or commercial activities extends the versatility of the Entertainment Centre. These are complemented by a modern café and qualified staff to meet all catering, technical, ticketing and visitor needs.

With a unique architectural design, the Entertainment Centre has met with industry acclaim and received major



CURRENT SITUATION



architectural awards including joint winner of the Royal Australian Institute of Architects Victorian Chapter 2004 Awards in the Regional Prize category.

The Wellington Shire Library is a highly used and appreciated service offered throughout the Shire with a total annual public attendance of over 190,000 visits per year. The Shire's library branches serve as a culturally and socially inclusive community hub, where people of all ages with different social-economic and diverse backgrounds enjoy visiting. The branches are actively engaged with their local communities and provide public events and programmes including visiting and local writers, illustrators, performers and guest speakers to involve residents in the literary arts.

The libraries provide a safe and welcoming environment for all to enjoy a diverse range of children's programs, storytime and rhyme-time sessions, junior holiday

activities, young reader development programs, local history and family history resources, recreational, informational, reference and learning materials.

The Shire maintains six public libraries, plus an outreach service. Library branches are at Heyfield, Maffra, Rosedale, Sale, Stratford and Yarram. The outreach service visits Briagolong, Cowwarr, Golden Beach, Gormandale and Loch Sport on a weekly basis.

Many of the branch libraries form key elements of multi-purpose community centres. Rosedale Library is a popular service sharing a modern architecturally designed building with community health, kindergarten, elderly citizens and neighbourhood house. Heyfield Library is situated within the Heyfield Hub combined with a public hall and meeting rooms. Sale Community Library is a joint-use facility run in partnership with the Sale College. Yarram Library is situated within the

Yarram District Hub with a council service centre, an integrated early years services facility and meeting rooms.

The Wellington Shire Library is committed to making available historical and cultural records to the local residents and visitors to the area. Through its extensive local history resources including books, genealogical databases and archived newspapers, the library service aims to make access and preservation of this area's heritage one of its key responsibilities.

The branch libraries provide written, multimedia, visual and audio resources to the community, through its' book, document, magazine and photographic collections to ensure the library is a significant keeper of the cultural history of the Shire. Wellington Shire Library branches serve as a culturally and socially inclusive community hub, where people of all ages with different social-economic and diverse backgrounds enjoy visiting.

CURRENT SITUATION

The Art Gallery hosts and curates an impressive range of exhibitions (including those sourced via the National Touring Exhibitions Program), artists' talks, life drawing classes and an extensive education program which allows for access to the collection, temporary exhibitions, resources and specialist staff and aims to develop meaningful and relevant learning experiences for students.

The Art Gallery's collection focuses primarily on works depicting the land and natural environment of Gippsland. The collection consists of paintings, works on paper, ceramics, sculpture, textiles, woodwork and metalwork, and includes artists of both national and international significance. The Art Gallery is also the custodian of the Victoria State Craft Collection - Wood Collection and works from the Construction and Building Industry Superannuation (CBUS) Collection.

The biennial John Leslie Art Prize is coordinated by the Art Gallery and is open to artists living and working in Australia. This prize is made possible by the generous sponsorship of the Patron of the Gippsland Art Gallery, John Leslie O.B.E., the prize presents an opportunity for artists to win the \$20,000 non-acquisitive award for painting on land-related themes.

As well as the main gallery in Sale, there is also the Maffra Exhibition Space, a small site

managed by the Gippsland Art Gallery and located next to the Maffra Library. The Exhibition Space is used primarily for the display of art and craft with an emphasis on Gippsland based artists. Historical items may also be displayed in the space which is ideal for small installations.

“WELLINGTON HAS A VAST ARRAY OF ARTS AND CULTURAL ORGANISATIONS, GROUPS AND SPACES.”

Annual attendance at the Art Gallery including the Education program is approximately 19,400.

Wellington has a vast array of arts and cultural organisations, groups and spaces. These include but are not limited to: Australian Wildlife Art Galleries, Avon Gallery, Boisdale Stables Committee, Cowwarr Art Space, Stratford Court Theatre, Creative Gippsland, Gippsland Singers Network, Gippsland Regional Arts Sale, Gippsland Woodcraft Group, Groundwork Youth Theatre, Maffra Dramatic Society, Sale City Band, Maffra Municipal Band, Sale Art Group, Sale Lace Makers, Sale RSL Pipe Band, Sale Theatre Company, Regent Theatre, Spinners Weavers, Knitters & Crotchetier Group, Arthouse Gippsland, Stratford Singers, Raised Voices choir, Foothills Music, The Big Gallery, The First Tuesday Blues Club, Warren Curry Studios, Yarram Courthouse Gallery, Yarram District Schools Cultural Committee, Young Voices Community Choir and Young Spirits Aboriginal dance group.

Local history societies and museums

CURRENT SITUATION

participate in community development and the achievement of richer and more creative communities. Their heritage collections are a valuable information resource for the whole community. Heritage collections at Port Albert and Maffra are of national significance. These organisations play an important role in strengthening the identity and the cultural capacity of their regions.

There are many historical groups and museums within the Shire and these include: Gippsland Armed Forces Museum, Gippsland Vehicle Collection, Heyfield Family History Group, Heyfield Museum, Dargo Museum, Maffra Sugar Beet Museum, Maffra & District Historical Society, Gippsland Regional Maritime Museum at Port Albert, Rosedale & District Historical Society, Sale & District Family History Group, Sale Historical Society, Sale Museum, Stratford Historical Society, Stratford Museum, Tarraville Living History Museum, Yarram & District Historical Society, Yarram Genealogy Group and Wellington Shire Heritage Network.

Community celebration is alive and varied across the Shire. Some community cultural events include Creative Gippsland Festival, Glenmaggie Scottish Folk Festival, Foothills Family Music Festival, Heyfield Camp Oven Festival, Maffra Mardi Gras, Shakespeare on the River Festival, Tarra Festival and Heyfield Vintage Rally.

Community arts activity is integral to Wellington's cultural life. Annually there are a range of community arts projects undertaken across the Shire.

All of these activities contribute to a unique, thriving arts and cultural community within Wellington Shire. Positive outcomes arise through an extensive array of social, health and mental health benefits that increase the community's sense of pride and involvement.

Recurring Themes and Challenges

Many issues and suggested proposals arose from the internal and external consultation process and a community priority rating scheme was used to ensure the process genuinely reflected the needs of the community.

A short summary of the findings from the community feedback is provided here:

- Improve recognition of arts and culture
- Increase awareness and communication
- Support the delivery of events
- Increase awareness of Wellington's heritage & Aboriginal culture
- Ensure provision of appropriate cultural infrastructure
- Increase cultural development
- Support cultural tourism
- Contribute towards a visually vibrant Wellington

3

THEMES AND STRATEGIES



THEMES AND STRATEGIES

Developing Creative Communities

The Creative City is a concept developed by Charles Landry in the late 1980s and has since become a global movement reflecting a new planning paradigm for cities or towns. It supports an integrated planning and policy making approach that utilises creative thinking and people as part of that process.

A Creative City approach is relevant to the underlying principles of this Strategy which advocates a whole of council approach to position Wellington as a Creative Community. To realise this will entail collaborations across the organisation and with a range of community partners and government.

A Creative Community is one that respects and encourages diversity, creative dynamic thinkers and practitioners as well as emphasising the importance of creative

place making to ensure well designed, aesthetically pleasing and accessible public spaces and facilities that result in opportunities for people to gather, meet and develop new social networks and partnerships.

In essence, planning and policy making need to provide for both hard and soft infrastructure and be considered at the initial planning stage to maximise potential. Hard infrastructure includes such things as facilities, roads, public seating, walking paths, built and natural environments whilst soft infrastructure includes integrated approaches to programming, networking and partnership development as well as prospects for cross fertilisation of ideas, art forms and businesses.

The Arts and Culture Strategy works

towards developing creative, liveable communities by drawing on the research and experience of the Creative City concept and community consultation data. This information aligns directly with four of the Wellington 2030 themes which are:

- Creative Liveable Communities
- Vibrant Places and Spaces
- Collaborative Development
- Inspired Governance

Specific strategies have been highlighted under each of these themes. These strategies will guide the prioritising of actions that will be undertaken to support and enhance the creativity of communities across the Shire.



THEMES AND STRATEGIES

Creative Liveable Communities

A creative liveable community is one where we feel welcome, participate and contribute to both the physical place and a community of people. It is vibrant, diverse, tolerant and engaged. Others too, are enticed by vibrancy and vitality and this strengthens community sustainability.

Liveability embraces factors including the character of a place, quality of life, sustainability, and various social, economic, environmental and cultural attributes. The combination of factors that make a town an attractive place to live include tangible features such as public spaces, facilities, health and education services, or effective waste disposal; and intangible features, including a 'sense of place', a distinctive local identity, and well-established social networks. (Arts Victoria 2008)

Wellington Shire encompasses a vast

geographic area taking in more than thirty distinct towns. Each town enjoys a unique identity and culture that has evolved over time in response to the local population's interests, abilities and capacity. One of the points of distinction for each town is the direction and focus of its arts and culture activity. This strategy allows for those existing differences to be nourished and flourish, to further strengthen each location's identity. It provides opportunities to enhance those activities that have evolved organically through the local population's commitment and dedication over an extended period of time.

Access and participation underpins this theme and there is evidence to show that one way of achieving this is to develop a meaningful cultural development program. This program needs to build on past successes/projects and also reflect

the changing needs of the community. Participation is further increased by recognising the importance of volunteering to assist with the viability and sustainability of existing organisations, groups, local festivals and community initiatives. Supporting community initiatives will also increase participation.

Celebrating our identity is fun and educational while building tolerance and community capacity in tangible and intangible ways. Many opportunities exist to raise awareness of Aboriginal culture and heritage in Wellington. Important to this strategy is providing art based programs that provide a milieu where cultural identity and cultural legacy can be exchanged and connected with the broader community to increase tolerance and reduce race-based discrimination or stereotypes.

CREATIVE LIVEABLE COMMUNITIES HAS THREE STRATEGIES:

- 1 **INCREASING ACCESS AND PARTICIPATION**
- 2 **DEVELOPING AWARENESS OF CULTURAL DIVERSITY**
- 3 **CELEBRATING OUR IDENTITY**

THEMES AND STRATEGIES

Vibrant Places and Spaces

Aesthetic, vibrant places and spaces that meet community needs are fundamental in developing a Creative Community. This type of place making gives equal attention to both hard and soft infrastructure to maximise visual and social benefits.

Sale CBD Precinct Plan and Sale, Wurruk and Longford Structure Plans are relevant documents for the implementation of this theme, Vibrant Places and Spaces. As is the Small Cultural Facilities Review (2010) which provides excellent support documentation for assisting in the identification of clusters and the needs of small town communities.

Council will provide support to communities to attain a sustainable level of local infrastructure and undertake initiatives that reflect the needs of communities and identify, develop and extend existing creative clusters in smaller towns.

Developing existing clusters will provide much needed multi-tenanted infrastructure for professional and emerging artists, creative industries and community groups. These clusters generate energy through networking and collaboration and by economizing on core business costs through shared equipment and resources. They provide affordable access and attract new creative people into the area.

Activity clusters also provide sustainable work environments for creative people and industries. The flow on effect is a likely increase in cultural tourism as consolidated clusters of activities throughout the Shire provide focal points for visitors through targeted marketing campaigns.

More permanent and ephemeral public art is central to enlivening public places and spaces.

Examples could include:

- Pavement art
- Removable art shop umbrellas and cafe tables
- Removable art banners in shopping strips
- Rotating window art - art in the street program
- Music and readings in cafes and restaurants
- Art projections on buildings

Cultural and historical heritage is critical to understanding our identity and for our young people to gain awareness and appreciation of how the past has and is shaping the future. The protection and awareness of our culture and historical heritage will be enhanced by Council encouragement and support for historical societies and museums.

VIBRANT PLACES AND SPACES HAS FOUR STRATEGIES:

1 PLANNING AND ESTABLISHING ARTS AND CULTURE PRECINCTS

2 IDENTIFYING CREATIVE CLUSTERS

3 ENLIVENING PUBLIC SPACES

4 PROTECTING CULTURAL AND HISTORICAL HERITAGE

THEMES AND STRATEGIES

Inspired Governance

To embrace the Creative Community concept fully it is fundamental that governance and leadership are innovative and inspired. The Wellington Shire Council is well placed to take a leadership and advocacy role to position the municipality as a Creative Community.

This will be achieved by putting into effect a high level, integrated, collaborative approach to developing Wellington as Creative Community. This can be done by:

- Implementing cross disciplinary project teams which incorporate artists and creative thinkers for major planning projects including new and refurbishment projects of public and commercial developments.
- Developing integrated and cohesive planning processes between the Arts,

Heritage, Environment, Business and Tourism sectors.

- Supporting combined marketing and incentives during festival times between galleries, restaurants, historically significant venues, businesses relevant to a festival theme and local farmers' markets to attract visitors.

An effective and integrated multifaceted communication and marketing campaign is essential to ensure that residents and visitors know about current and up and coming activities.

The Council website could provide easy access information on arts, culture and local history. Consideration could be given to the development of an online Arts Directory which would provide greater access, promotion and usability for the community

and businesses alike. The website should include more historical information and list significant historical buildings and sites, including aboriginal heritage.

By strengthening our appreciation and promotion of what is locally made and produced we will attract international, interstate and intrastate visitors, thus increasing cultural tourism to the region.

The consultation that has been undertaken to date has provided many ideas about how Wellington Shire Council can work with communities towards the development of more creative communities. Through this process, six key groups have been identified as requiring specific focus to ensure they are aware of and can participate in the range of creative opportunities that will be expanded on in the Arts and Culture Action Plan.

INSPIRED GOVERNANCE HAS FOUR STRATEGIES:

- 1 ADVANCING A WHOLE OF COUNCIL APPROACH TO THE ARTS AND CULTURE STRATEGY**
- 2 CHAMPIONING ARTS AND CULTURE ACROSS COUNCIL**
- 3 INTEGRATED COMMUNICATION AND MARKETING OF ARTS AND CULTURE**
- 4 MAXIMISING RESOURCES**

THEMES AND STRATEGIES

Collaborative Development

Collaborative Development considers strategies for strengthening local capacity, advancing partnerships and integrated planning within the arts, cultural and creative industries as well as sustainable cultural tourism.

Central to fostering a Creative Community is forging partnerships that work. Partnerships have value in promoting cultural development and awareness and are integral to maximising cultural participation.

This can be achieved by strengthening partnerships, or collaborations with existing structures such as community centres, halls, museums and schools to reinforce the core values of the Arts and Culture Strategy which are:

- “Freedom of expression” includes artistic and cultural expression and innovation
- “Taking part in public life” includes engagement and participation in arts and cultural activities
- “Cultural rights” include cultural and historical heritage and respect for cultural diversity.

Cultural Tourism is important in growing visitor numbers in Wellington. By identifying Wellington’s unique story this will assist in developing a campaign which includes people; self directed cultural tours and destinations; a suite of exclusively branded promotional material including online information.

Successful Cultural Tourism is about identifying what we have and who we are, and then facilitating a multi-faceted campaign to inform and promote these local attractions.

COLLABORATIVE DEVELOPMENT HAS FIVE STRATEGIES:

- 1 DEVELOPING LOCAL CAPABILITY**
- 2 ADVANCING PARTNERSHIPS**
- 3 ENCOURAGING INTEGRATED PROGRAMMING**
- 4 SEEKING FUNDING AND SUPPORT FOR ARTS AND CULTURE**
- 5 DEVELOPING SUSTAINABLE CULTURAL TOURISM**



4

METHODOLOGY

METHODOLOGY

A community Reference Group was formed to guide the development process and provide specialised community advice to the draft Arts and Culture Strategy. Extensive research of Wellington Shire Council services, programs and existing policies and strategies were undertaken to inform this strategy document and a public consultation process has been undertaken including:

Public Focus Group

- 45 attendees

Community interviews

- Individual interviews (x 4)
- Wellington Shire Youth Council

Written correspondence

- Emails (x 2)

Wellington Shire staff interviews

- Individual staff interviews (x 4)

Site Visits

- Gippsland Art Gallery
- Esso BHP Billiton Wellington Entertainment Centre
- Public Libraries - Sale and Stratford
- Stratford Courthouse Theatre and Gallery
- Stratford Museum
- Courthouse Gallery, Yarram
- Regent Theatre, Yarram
- Maffra and Briagolong townships and facilities

Community Consultation Sessions

Eight public information and community feedback discussions were held. These were conducted at seven localities across the municipality:

- Golden Beach Public Hall
- Heyfield Library
- Maffra Library
- Rosedale Library
- Stratford Library
- Sale (at Community Library and at the Entertainment Centre)
- Yarram Library.

GLOSSARY OF TERMS

C

Community

May be defined culturally, geographically and/or by other distinguishing characteristics - any group of people that identify with each other through commons such as geographical location, shared cultural heritage, age group, professional, social or recreational. (Australia Council for the Arts Scoping Study 2006)

Community Group

Is an informal group made up of local community members brought together for common purpose who do not have a legally constituted structure (Arts Victoria 2010)

Community Organisation

A legally constituted Not-For-Profit organisation based in or on members of the community and with an intention to provide services to or for the community (Arts Victoria 2010)

Creative Hub

Is generally referred to as a multi-tenant centre, complex or place-based network/s that functions as a focal point of arts, cultural activity and/or creative entrepreneurship incubation within a community.

Creative City

Is a concept developed by Charles Landry in the late 1980s and has since become a global movement reflecting a new planning paradigm for cities and towns. It advocates an integrated planning and policy making approach that uses creative thinking and people as part of the process.

Culture

Is a broad term used to describe particular ways of life, whether for a group of people or a time. A way of life can be known as a 'culture' if it is collectively understood to be representations of customs, traditions, beliefs or values shared by a group or prevailing during a period. (Australia Council for the Arts Scoping Study 2006)

E

Emerging Artist

Is a practising artist who is in the first five years of their professional practice (Australia Council 2007)

GLOSSARY OF TERMS

L

Liveability

Embraces factors including the ‘character’ of a place, quality of life, sustainability, and various social, economic, environmental and cultural attributes. The combination of factors that make a city, suburban centre or provincial centre an attractive place to live include tangible features such as public spaces, urban transit, health and education services, or effective waste disposal; and intangible features, including a ‘sense of place’, a distinctive local identity, and well-established social networks. (Arts Victoria 2008)

P

Professional Artist

Has specialist training in their field (not necessarily in academic institutions), is recognised by their peers (professional practitioners working in the art form area) and is committed to devoting significant time to the artistic activity. Has a history of professional public presentation. (Arts Victoria 2010).

T

The Arts

May be defined as involving any activity encompassing artistic expression.

Examples:

- Performing arts - Theatre, performance, dance, circus and music
- Visual arts - Painting, drawing, sculpture, installation, photography, printmaking, photo-media, ceramics, glass, fibre-arts, jewellery
- Writing - Non-fiction, fiction, poetry, journalism and scriptwriting
- Media - Film, video, multi-media
- Cultural Heritage - Museums, historical sites, and associated collections



Sale Service Centre

18 Desailly Street (PO Box 506), Sale Victoria 3850
Tel 1300 366 244

Yarram Service Centre

156 Grant Street, Yarram Victoria 3971
Telephone 03 5182 5100

Web www.wellington.vic.gov.au

Email enquiries@wellington.vic.gov.au



 THIS DOCUMENT IS DESIGNED TO BE VIEWED DIGITALLY.
PLEASE THINK BEFORE YOU PRINT!