



## Arts and culture supported under new Strategy

Council has recognised the significant role the creative sector plays in enhancing the health and wellbeing of the community and local economy by adopting a comprehensive four year art, culture and creative industry strategy at its meeting this week.

The South Gippsland Art, Culture and Creative Industry Strategy 2017-2021 provides a detailed plan to direct investment of time and other resources by Council and the sector in order to expand the range of activities in this field.

Council consulted extensively with the local arts sector and state-wide and regional bodies when developing the Strategy, which focuses on seven key themes to ensure that practical action can take place over the four years. These include Advocacy and Partnership, Building Capacity (of the sector), Emerging Creative Industries, Funding and Resources, Participation, Places and Spaces, and Promotion.

Coordinator Community Strengthening, Ned Dennis, said the Strategy also acknowledged the wide range of Council teams that can play a role in assisting the industry by providing practical support.

“Arts and culture engenders pride, promotes a strong community identity, enhances amenity and contributes to economic activity,” Mr Dennis explained. “The Art, Culture and Creative Industry Strategy 2017–2021 confirms Council’s belief that arts are integral to the life of our community and our commitment to the ongoing support of this cultural life.”

South Gippsland Shire Mayor, Cr Ray Argento, said the strategy was about helping the sector become even stronger.

“This Strategy recognises the great breadth of creative talents that already exist in South Gippsland,” he explained, “and will guide us through the process of providing support that is both collaborative and unique to the sector’s needs.”

A new allocation of \$100,000 per annum has been included in the draft Annual Budget 2017/18 towards resourcing the implementation of the Arts Strategy.

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