



Arts, Culture and Creative Industries Strategy

Annual
Implementation
Update July 2023

Arts, Culture and Creative Industries Strategy Actions 2022/23

THEME 1 – Connecting our People and Places

Improving visitor and community experience – roads, transport, connectivity, and basic services.

STRATEGY	#	ACTION	UPDATES	
Improving visitor and community experiences, supporting the decentralisation and diversity of the creative sector, and maximising opportunities for the arts, culture and creative industry sectors.	1.1	Advocate for the cultural benefit of high-speed, reliable internet services and communication services Shirewide.	Not yet commenced – to be undertaken in consultation with relevant internal and external stakeholders.	
	1.2	Establish and fund a recurrent Public Art Program within townships, along selected areas of the Great South Rail Trail (GSRT) and in the environment.	Commenced - Work has begun to plan and implement a public art trail at key locations along the Rail Trail including as part of the Leongatha and Korumburra railway precinct projects.	
	1.3	Develop and deliver the new portable and adaptive 'ArtCubes' program across the Shire.	Complete - 3 Artcubes constructed and programmed until March 2024.	
	1.4	Investigate potential options for shared resources with Creative Gippsland.	On hold – The Creative Gippsland Network is currently being reviewed.	
	1.5	Engage artists to help deliver signage across the Shire.	Ongoing	

Theme 2 – Economy and Industry

Growing the economy, welcoming innovation, and investment in key industries - agriculture, tourism, and the arts

STRATEGY	#	ACTION	UPDATES	
Growing the economy, welcoming innovation and investment to redevelopment and new infrastructure projects, while supporting capacity building for creative practitioners and businesses.	2.1	Support youth focused programs that provide mentorship, training, skills development and opportunities to participate in the creative industries sector. Build on existing relationships with youth-based organisations such as the South Gippsland Bass Coast Local Learning and Employment Network (LLEN).	Ongoing - We have a number of ongoing relationships / actions in place to collaborate and support youth programs.	

	2.2	Build on Council support of the FReeZA program.	Ongoing - Youth music event in Memorial Hall Leongatha 17 June 2023, featuring touring act The Merindas confirmed	
	2.3	Deliver regular communications between Council and the creative sector.	Ongoing – monthly newsletter distributed to 400 subscribers.	
	2.4	Promote South Gippsland as a creative Shire, promoting the depth and breadth of the creative sector and its unique character.	Ongoing - Photographer/videographer/story documenter engaged to document the various activities throughout the year which has been used for promotional purposes. The profile of the creative sector has been elevated with the production of the new SG Touring Map	
	2.5	Investigate models of support for the creative industries and practicing artists, including creative hubs.	Ongoing - Subscription to ArtsHub. Networking beyond the Shire in terms of new creative projects and initiatives taking place.	
	2.6	Develop an equitable framework for art gallery support throughout the Shire.	Not yet commenced – to be developed in the consultation with relevant internal and external stakeholders.	
	2.7	Engage the creative sector to market creativity in the region	Ongoing – will form part of the South Gippsland place brand implementation	
	2.8	Continue to support local events, event attraction and cultural tourism development. Strengthen our partnership with Destination Gippsland.	Ongoing – Implementation of the Events Acquisitions Fund in partnership with Destination Gippsland. Active member of Events Gippsland. Ongoing funding support to local events through the Community Grants program.	
	2.9	Develop an Events Policy that supports the growth of cultural event tourism in the region.	Not yet commenced – to be developed in consultation with relevant stakeholders including the Arts Advisory Committee	

	2.10	Advocate for State and Federal funding for local creative projects. Support the arts sector to access external funds while maintaining relationships with major State and National arts bodies.	Ongoing - Contribution to external grants this year, including the Living Locally Fund (unsuccessful). A number of groups and individuals advised and supported (through support letters), including local halls committees, galleries, artists, Lyrebird Arts Council etc)	
	2.11	All community proposals for upgraded and extended creative spaces investigated as part of the Community and Economic Infrastructure Blueprint 2021-2036. Proposals must be included in a reviewed Arts, Culture & Creative Industries Strategy in order to be considered by the Community Infrastructure Advisory Committee and Council.	Ongoing – operational function managed by Assets Planning team. Current project includes proposal for the redevelopment of the Leongatha Memorial Hall.	

Theme 3 – Healthy Communities

Building healthy communities with a strong sense of belonging and purpose, living physical, social, and cultural active lives, investing in people, partnering with community in planning.

STRATEGY	#	ACTION	UPDATES	
Building healthy communities with a strong sense of belonging and purpose. Offering a range of arts and cultural activities and opportunities throughout the Shire to support our community to live enriching creative lives.	3.1	Align with current and new iterations of Council's Municipal Public Health and Wellbeing Plan and reduce barriers to participation in arts and cultural activities.	Ongoing - Delivery of Big Sound Small Hall programs at heavily subsidised ticket prices. Use of Leongatha Memorial Hall that allows for easy access for all as well as centralised location. Commencement of the ArtCube programming, providing opportunity to bring art to remote and unusual locations.	
	3.2	Actively support local groups and initiatives to provide accessible services and opportunities for creatives of all abilities. Engage the disability sector in discussions and decisions around accessibility.	Ongoing - Support to (it's no) drama in providing a space to rehearse. Ongoing conversations regarding programming and ways to make our live music and arts projects more accessible.	

	3.3	Recognise, respect, and celebrate our cultural heritage through stronger engagement with traditional owners, and contribute to the development of a Council Reconciliation Action Plan.	Commenced - Participation in initial discussions with GLAWAC around appropriate engagement of First Nations art and artists as well as local arts projects that would like to acknowledge First Nations people and culture appropriately.	
	3.4	Embed artists as key stakeholders into the early stages of development of Council cultural infrastructure projects for maximum impact.	Not yet commenced – to be discussed in consultation with relevant internal and external stakeholders.	
	3.5	Engage young and emerging artists, through a diverse range of creative activity encompassing contemporary practice.	Ongoing - Programming of youth music events - Reconnect festival held in 2022 and The Merindas to be held June 2023. Potential of ArtCubes to be utilised by younger people.	
	3.6	Encourage and enable night time activation. Enable night-time activation of larger towns and community parks and attractions.	Ongoing – Support for events such as Korumburra Southern Lights at Coal Creek. Delivery of 2 x large scale gigs in Leongatha Memorial Hall. Potential of ArtCubes to generate night activation.	
	3.7	Encourage and support local cultural activity in partnership with local organizations.	Ongoing - Demonstrated in the collaborative model designed and implemented for the ArtCubes. Takes place regularly when local creatives call for advice on managing/supporting local projects.	
	3.8	Encourage and include local providers and food producers into arts and culture festivals and events.	Ongoing - Demonstrated in the planned models for ArtCube rollout, with businesses and community. Local providers engaged in Council facilitated and supported events.	

	3.9	Develop a Public Art and Collection Management Policy to incorporate Council's existing arts-based policies	Not yet commenced - to be developed in 23/24 through consultation with relevant internal and external stakeholders, including the Arts Advisory Committee	
	3.10	Support and collaborate with local libraries (My Community Library, or Myli).	Ongoing - This approach was successfully demonstrated by Community Support Package (CSP) project, Writers in Libraries which was completed October 2022.	

Theme 4 – Leading with Integrity

Integrity, care, good governance, accountability, outward focus, building trust with community.

STRATEGY	#	ACTION	UPDATES	
Supporting a healthier integrated environment for future generations and encouraging activities that celebrate and build a sense of awareness and care for our environment.	4.1	Engage with Registered Aboriginal Parties (RAPs) and local Aboriginal artists to develop cultural and environmental events together with non-Aboriginal art community.	Commenced - Participation in initial discussions with GLAWAC around appropriate engagement of First Nations art. Advise local arts projects on appropriate acknowledgement of First Nations people and culture.	
	4.2	Deliver art activation in towns to highlight environmental issues.	Not yet commenced – to be developed in consultation with relevant internal and external stakeholders.	
	4.3	Work with local artists to assist Council with environmental messaging.	Not yet commenced – to be developed in consultation with relevant internal and external stakeholders.	
	4.4	Encourage art and craft-making cultures and spaces that bring people together to create, encouraging a sense of belonging.	Ongoing - Collaboration with Mt Best Craft group in Big Art, Small Hall 2022. ArtCube programming currently engaging craft practice. Successful Threads exhibition held at Coal	

			Creek which included workshops.	
	4.5	Encourage projects and events that educate and engage the community about environmental values.	Commenced - Initial programming of ArtCubes to involve messaging around sustainability. Ongoing engagement with the Van Cleef Reserve project, in consultation relevant internal departments.	

Theme 5 – Protecting and Enhancing the Environment

A healthier integrated environment for future generations, regeneration, and revegetation, expanding biodiversity, reducing emissions, encouraging community reduction, reuse, and recycling.

STRATEGY	#	ACTION	UPDATES	
Plan for sustainable growth, advocate for external funding, protect our small-town character through cultural activity, include community connection, knowledge and experience in important change decisions and processes.	5.1	Redevelop Small Hall event promotions including the South Gippsland Small Halls website and encourage more hall committees to participate in the Small Halls Network	Not yet commenced – to be undertaken in 2023/24 in consultation with relevant internal and external stakeholders	
	5.2	Develop Council's capacity to program live performance and cultural events in Small Halls throughout the Shire	Ongoing - Our two bigger gigs this year have triggered a range of new learnings and processes in place. Working with relevant internal departments to develop appropriate processes and checklists and Leongatha Memorial Hall management capacity.	
	5.3	Use local community intelligence to plan events and activities to improve community and visitor experiences.	Ongoing - This is embedded in all community involved arts projects.	
	5.4	Develop placemaking strategies and promotions involving local creatives to establish a 'vibrant village' network	Ongoing - This is embedded in all community involved arts projects. Examples from this year; ArtCube programming, Six Week Singers, GSRT public art project design	

	5.5	Engage artists to collaborate with Council to deliver innovative messaging about sustainability	Not yet commenced – to be undertaken in consultation with relevant internal and external stakeholders.	
	5.6	Partner with local businesses, community associations and promoters to support and market events in small towns.	Ongoing - Design and rollout of the Event Acquisition Fund. Ongoing marketing of events through the South Gippsland Arts Newsletter Planning for ArtCube activation by host towns to involve aspects of local event and general town promotions. Partnered with Lyrebirds Arts Council, Prom Coast Recital, Red Hill Entertainment and hosting hall committees to deliver music events.	
	5.7	Encourage pathways for emerging creative leaders to gain essential governance and organisational skills.	Ongoing - Process of disconnecting the partnership between (it's no) drama and Council provides good example of these actions. Currently providing support and advise to Stockyard Gallery committee as they consider their future governance structure and workings of the gallery.	
	5.8	Support and promote our smaller, community run cultural institutions throughout the Shire.	Ongoing - Include promotions for all arts organisations throughout the Shire via the SG Arts Newsletter.	
	5.9	Support small cultural organisations to attract new volunteers, including younger volunteers. Council recognises the critical role volunteers play in delivering arts and culture activities and organisations across the Shire.	Commenced - Currently in discussions with Stockyard Gallery around attracting much needed younger volunteers.	

Theme 6 – Sustainable Growth

Support the continued growth and development of the tourism sector that delivers high quality visitor experiences.
Building the skills, training and knowledge of the business community.

STRATEGY	#	ACTION	UPDATES	
Integrity, care, good governance, accountability, outward focus, building trust with community.	6.1	Establish an Arts Advisory Network to help develop and review the Strategic Actions.	Completed – EOI process undertaken with the South Gippsland Arts Advisory Committee endorsed by Council on the 14 December 2022.	
	6.2	Maintain a clear focus on measuring outcomes and annually review the Strategic Actions from this Strategy.	Ongoing – annual report to Council.	
	6.3	Foster civic pride through arts and cultural activities and the community	Ongoing - This is embedded in all community involved arts projects. Examples from this year; ArtCube programming Six Week Singers, GSRT public art project design, Threads Exhibition and various music events.	
	6.4	Involve artists and creative businesses in Council planning.	Not yet commenced – to be undertaken in consultation with relevant internal and external stakeholders.	
	6.5	Celebrate local successes.	Ongoing - The SG Arts Newsletter aims to celebrate all Council facilitated and community run events, projects and achievements to the best of our ability. Council facilitated arts projects professionally documented and relayed via social media, i.e. series of short videos on CSP projects posted weekly on FB / Six Week Singer experience is currently being documented by video and still as well as engaging a story writer to document short form interviews.	
	6.6	Recognise, celebrate and support the work of local art sector volunteers	Ongoing - Current work with Van Cleef Reserve volunteer group.	

			Ongoing work with the Small Halls Network participating committees.	
	6.7	Maintain equitable support for cultural organisations, venues and projects across the Shire, in small and large townships. Encourage projects that bring creative experiences to more remote locations.	Ongoing - ArtCube project is currently targeting the medium sized towns for first hosting. Undertook for a range of Live Music in Small Hall gigs in Ruby, Meeniyah and Bena Halls Planning for public art along the GSRT and other high-profile locations across the shire.	

Theme 7 – Cultural Heritage and Infrastructure

STRATEGY	#	ACTION	UPDATES	
7.1 Coal Creek Community Park and Museum	7.1.1	The current function of Coal Creek can only be sustainable if there is new investment in the site to transition into a contemporary and significant cultural tourist attraction. This would involve: - Research and development of technology for arts, culture, and creative industry engagement to reactivate the site long term to drive visitation and in particular return visitation. - Multi-year increased financial commitment from Council. - A commitment to substantial upgrade and renovations. - A clear view on what the site represents and communicates a contemporary cultural tourism asset. - Investigate rebranding and renaming in line with contemporary use and function.	Commenced – significant works have been undertaken during 2022/23 including much needed maintenance with a priority to address safety concerns (vegetation, visibility, security). Initial external assessments have commenced of the parks buildings to determine a priority of future works. Events have returned to the park including exhibitions, festivals and third-party activities. This has seen a significant increase in visitation.	
	7.1.2	To assist Council in deciding on the future of Coal Creek, there needs to be a rigorous business case, community engagement and a cultural impact assessment carried out as soon as possible to enable	Commenced – a new initiative in the 2023/24 draft budget is the for the development of a business plan which will include	

		the longer-term planning for a future use of the site to be determined.	relevant community engagement.	
7.2 Leongatha Memorial Hall as a performance space and community venue	7.2.1	Council will undertake a business case and feasibility study for the redevelopment of Memorial Hall that looks at current and future use, multi-use, demographics, population growth, service, service levels, heritage, redevelopment models, constraints, benchmarking with other population centres, demand, impact on small towns, accessibility, and whether operational costs can be supported and maintained. The business case should also consider the relationship between other halls and venues both within and outside of the Shire, including the Foster War Memorial Arts Centre. A strong case for State Government and Commonwealth Government support and contribution towards capital works can only be made if underpinned by a solid business case that has a forward projection extending over 25 years.	Commenced – Council's Infrastructure Planning team to lead the development of a business case and feasibility study in 2023/2024 in consultation with relevant stakeholders including the Arts, Culture and Visitor Economy department.	
7.3 The Great Southern Rail Trail & Korumburra and Leongatha Railway precincts	7.3.1	The development of a Public Art and Collection Management Policy by Council to include the input and curation by the local communities that sit adjacent to the GSRT.	Not yet commenced – to be developed in 2023/24 in consultation with relevant internal and external stakeholders.	
	7.3.2	The current planning and redevelopment of the Korumburra Railway Station Building may benefit from a creative hub for a Shire-wide public art initiative. Using the existing spaces has the potential to become a creative industries precinct.	Not yet commenced - Will be subject completion of refurbishment works currently being undertaken by VicTrack and the tender of an appropriate lessee.	
	7.3.3	Investigate other national and international models of integrated arts and creative industries development that can inform an integrated approach to the redevelopment of the Railway precinct in Korumburra, and Leongatha, the GSRT and Coal Creek	Ongoing – the redevelopment of the listed locations is being developed in consultation with the Arts, Culture and Visitor Economy team. This action will be further strengthened as the sites are further developed.	

	7.3.4	Support South Gippsland's smaller cultural institutions, such as Port Welshpool Maritime Museum.	Ongoing – Council owned cultural institutions form part Council asset management plan with further opportunities to provide practical support identified. Any works beyond major maintenance works is subject to future budget allocations.	
	7.3.5	Investigate the project elements of Aboriginal heritage interpretation and sites of significance, along the Rail Trail to highlight rare or special environmental features and flora. Consider the option to replenish the Coal Creek Community Park and Museum site with indigenous plantings and cultural content.	Not yet commenced – To be developed in consultation with relevant internal and external stakeholders.	
7.4 Small Halls	7.4.1	Recognise the ongoing contribution by Council to the costs of all halls and acknowledge those halls that are not owned by Council. Council can play a significant role in partnership with local communities and halls management committees.	Ongoing – opportunities to further support the shire small halls identified however any works outside of standard maintenance schedules is subject to future budget allocations and/or external funding.	
	7.4.2	Investigate possible flexible and adaptable models to support all halls in terms of technical requirements and programming needs.	Not yet commenced – to be developed in consultation with internal and external stakeholders and will form part of the Small Halls Network objectives.	
	7.4.3	Council to advocate to State Government for more support for Crown managed assets.	Ongoing – as opportunities arise.	