ARTS GLENELG

ARTS AND CULTURE STRATEGY

2022 -2026

A PLAN TO STRENGTHEN CONNECTED AND INSPIRING CREATIVE GLENELG SHIRE COMMUNITIES

GLENELG SHIRE

Glenelg Shire Council respectfully acknowledges the traditional lands and waters of the Gunditjmara people, Bunganditj people, Jardwadjali people and their respective cultural heritages.

Aboriginal and Torres Strait Islander People provide an important contribution to Australia's cultural heritage and identity. We respectfully acknowledge the Aboriginal and Torres Strait community living throughout the Glenelg Shire and the contribution they make to the Glenelg Shire's culture, prosperity, and wellbeing.

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A MESSAGE FROM THE MAYOR

CR Anita Rank

A thriving creative sector supports healthy, connected, liveable and prosperous communities.

Whether it be through film, music, books, theatre, dance, visual arts, games, fashion, we value the opportunity to express ourselves and strengthen our sense of place and identity.

We are proud to have a connection to the world's oldest living culture in our shire, which has amazing stories to tell.

Glenelg Shire Council has consistently demonstrated commitment to supporting creative and cultural activity in the community.

Regional partnerships are important to Glenelg Shire as they help to share stories, grow our connections to opportunities and connect our creative life to the world.

We value being part of a bigger picture and vision.

The COVID-19 Pandemic has shown that more than ever, we have looked to creative people to entertain and connect us, and we have engaged in creative activities ourselves, united in our efforts to stay safe and together while apart.

We thank everyone we have spoken to and who has contributed to this Strategy as well as to the lively culture we already enjoy in the Glenelg Shire.

Arts and Culture is a source of wonder, delight, and wisdom; provides valuable social connection and wellbeing; and strengthens the links between people and the places we share.

It enables us to celebrate and to contemplate and offers a richer more meaningful life.

With this Strategy, Council aims to support a flourishing creative life for our communities.

"Arts are important to promote a creative, well rounded society that can express itself."

OUR GOAL

To strengthen **connected and inspiring creative** Glenelg Shire **communities.**

Achieving this will create:
- healthy and well communities
- safe, engaged and inclusive communities
- experiences to enrich community life
- enhanced relationships with the Traditional Owners of the region

Glenelg Shire Council presents the *Arts and Culture Strategy* 2022 to 2026.

It is a four-year direction for Arts and Culture services in the Glenelg Shire with a vision to achieve **connected and inspiring creative communities.**

The strategy is a tool for collaboration between Council, the creative and cultural sectors, and community to support and develop creative activity and cultural engagement.

The key purpose of this document is to assist both Council and community
- to advocate for building the right conditions for creativity to flourish
- to support communities to connect to their stories, and
- to ensure arts and culture makes a difference throughout the Shire.

To achieve this, we need to foster the creative capacity, skills, spaces and supports for our communities, and seek opportunities to enhance awareness of the unique cultures.

The document has been put together with careful consideration of community feedback, current resources available and the climate of the COVID-19 pandemic that has required thoughtful change and adaptation.

WHERE WE ARE NOW

Current context and the Role of Arts and Culture in Local Government

No one could have foreshadowed the disruption to normal life that the world has endured since March 2020 due to the COVID-19 Pandemic. The continuous lockdowns presented us with the opportunity to reflect on what life experiences we missed and explore a new strategic approach.

Arts and culture play an essential role in celebrating and supporting diversity. They enable Council to make the most of community assets and ideas. They provide inspiration and opportunity to create public spaces and experiences that promote health, happiness, wellbeing and anchor people to their community.

Council together with the creative community, aims to ensure that structures and support are in place for communities to connect with creative opportunities, local stories and have the skill and energy to influence their own inspired environments.

It is important that the strategy does not sit in isolation from other local, regional, state, or national strategic activities. It must link with other plans and strategies to ensure its effectiveness and ability to meet outcomes.

Council is committed to implementing this strategy as one of its priority projects in the Glenelg Shire Council Plan 2021 to 2025 and is supported by initiatives in the following plans and strategies:

Glenelg Shire 2040 Community Plan and Vision

Thriving Glenelg Glenelg Municipal Public Health and Wellbeing Plan 2021 to 2025

South West Creative Industries Strategy, 2020-2024 Produced by Regional Arts Victoria for the South West Regional Partnership

Creative State 2025 The Victorian Government's strategy to strengthen and grow the state's creative industries and the value they bring to Victorians.

Creativity Connects Us The Australia Council for the Arts' (OzCo) current Strategy. OzCo are the principal Commonwealth Government arts investment development and advisory body

WHAT WE HEARD

Consultation and research

2019 | Southwest Creative Industries Strategy 2020 to 2024 – Consultation

·72 individual or group consultations across the region
·139 people completed one open survey
·13 creative industry-expert led community events
·1 Museum and Collections industry-expert led community event held in Glenelg Shire
·124 existing policy or strategy documents reviewed
·Over 500 residents of southwest Victoria consulted in the process

When you hear Arts & Culture, you think:

2020 | Glenelg Shire Council Arts and Culture Unit Survey – December 2020

·Targeted online survey
·Four targeted focus group sessions; one in-person session in Portland, one online session, one session for young people, and one online session to capture voices from the north of the Shire
·130 people participated in the process

Strongly Agreed Council should support and prioritise the arts

Strongly Agreed Arts and Culture serve a vital role in community participation and connection

" I cannot state how highly I value a strong Arts and Cultural program in the Shire."

"Arts and Culture are vital for healthy societies."

"Arts help to forget troubles ... lightens your heart, rounds you as a person."

"The Arts program offers a variety of experiences that can meet the needs of the many diverse interests of the community."

2021 | Glenelg Shire Council Arts and Culture Unit Consultation Sessions

What do we do well in Glenelg Shire?

·We are well serviced with creative and cultural venues, organisations, and activities
·Council safeguards a Collection with items of national significance
·Local artists are well supported by local community
·Offer a wealth of arts opportunities for the community
·Programming brings opportunity for community to connect
·Successful self - supporting community of music
·Willingness to collaborate across arts groups
·Access and visibility of programs for young people is increasing

"We have a great community of artists."

"We are missing a proper gallery space in the Glenelg Shire."

What are the gaps / challenges in Glenelg Shire?

·Spaces not adequate in capacity, capability, diversity, accessibility for young people
·Lack of resources to safely store, display, promote, and share historical Collection
·Lack of exhibition space for professional visual arts presentation
·Lack of opportunity for local artists to develop and experiment with work
·Lack of opportunity for young people to develop artistically
·Lack of access to quality creative training and teaching
·Reliance on key people to develop projects
·Need to broaden activities to the rest of the Shire

"Really looking forward to reigniting my arts/cultural life."

What do you love about living in Glenelg Shire?

·Community
·Environment
·Coast
·Culture
·Lifestyle
·Growing opportunities

What is Council's responsibility for the Arts?

·Support
·Communication
·Promotion
·Access to spaces
·Connections
·Collaboration

What is your responsibility as a community member?

·Build partnerships
·Communicate
·Supporting local artists
·Consider and include young people

HOW WE WILL GET THERE

To ensure Arts and Culture makes a difference throughout our Shire we have identified six focus areas to foster creative capacity, skills, spaces, local stories and support for our communities.

FOCUS AREA 1:

Increase recognition of First Peoples' cultural heritage

The outcome we want to see:

A Shire where First Peoples' culture is visible, heard and celebrated.

"Arts have been connecting people through culture throughout time."

What Council will do:

·Support inclusive, equitable and accessible arts and culture programming

·Work with partners to enable dual story telling in creative spaces and places

·Strengthen connections with First Peoples organisations in the Shire to develop creative capacity and support creativity and expression

·Advocate for cultural safety to be a priority focus within Shire venues and infrastructure developments

FOCUS AREA 2:

Nurture our young creatives through cultural opportunities

The outcome we want to see:

A Shire where young people's creativity is supported and valued.

"The ADAPTD Project has opened our minds to more things [...] It's all about connections and networks."

"If there were opportunities for youth public performances, that would give us something to do and connect us to others."

What Council will do:

·Build partnerships with key stakeholders to generate creative and cultural opportunities and pathways for young people

·Collaborate with Glenelg Shire Council Youth Development Team and other key partners to deliver skills development activities for young creatives

·Explore opportunities for dedicated youth arts spaces throughout the Shire

FOCUS AREA 3:

Develop the unique culture, heritage and stories

The outcome we want to see:

The depth of the Shires' rich history is celebrated, maintained, and progressed in a contemporary context.

What Council will do:

·Seek opportunities to develop Council's Collection to ensure accessibility, visibility, and viability

·Acknowledge and support the histories and culture of First Peoples

·Support initiatives to redevelop the Portland Maritime Discovery Centre

·Use Arts and Culture as a platform for deeper engagement in stories and cultures

FOCUS AREA 4:

Cultivate activation in our creative spaces

The outcome we want to see:

A Shire with diverse, inclusive programming and a community connected to our spaces and cultures.

"Let's push for street art everywhere. Street art is the first thing I look for when I travel."

What Council will do:

·Support and encourage diverse inclusive programming, creativity and participation

·Respond to opportunities for developing fit for purpose creative infrastructure and industry standard interpretive spaces

·Strengthen regional, state and national partnerships to ensure contemporary, inclusive programming and activities for diverse communities

·Collaborate across Council and with the community to define priorities for major creative and cultural infrastructure development

·Explore funding opportunities to review and update the Public Art Master Plan

FOCUS AREA 5:

Support and develop our creatives to thrive

The outcome we want to see:

A flourishing and inspiring creative community in our Shire.

"Community based arts practitioners bring members of a community together to solve problems, build relationships and get involved in ways that rebuild social capital."

What Council will do:

·Connect artists to professional development, funding and creative opportunities

·Support inspiring new creative activities and events throughout the Shire

·Facilitate collaborations and foster creative networks to share ideas

FOCUS AREA 6:

Use arts and culture to connect the community and inspire ideas

The outcome we want to see:

A Glenelg Shire community which is connected, informed, engaged, and inspired.

"Arts are important as they educate us, make us think and provoke us to learn about our local area and the world around us."

What Council will do:

·Identify and collaborate with local arts champions and arts educators to support audience development and arts participation

·Seek opportunities to enable Council's Collection to tell the unique stories

·Develop marketing, communications, audience engagement and development plans

·Advocate for improved resources to strengthen and grow arts and culture activities

·Seek opportunities for arts and culture outcomes in major developments and projects

HOW WE WILL WORK WITH THE COMMUNITY

Partnerships

This strategy is an advocacy tool to strengthen and support flourishing creative and cultural sectors in Glenelg Shire.

We can only achieve this in collaboration with creative communities, cultural groups, local organisations and businesses.

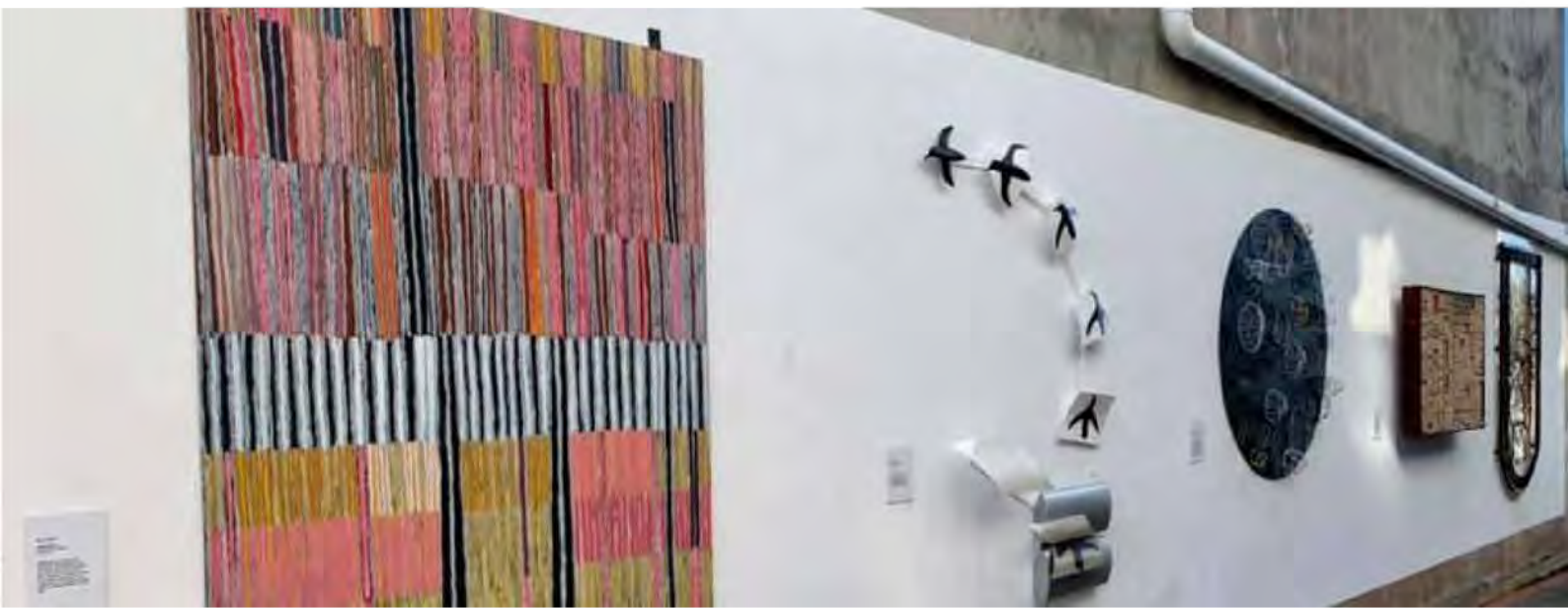
Together we can aim to ensure the structures and supports are in place for communities to connect to creative opportunities, celebrate cultures and have the skill and energy to influence their own inspired environments.

Glenelg Shire Council provides leadership, advocacy, and support for creative communities as well as management and programming in some creative and cultural venues and assets.

Our role is to:
·Encourage and support creativity and cultural activity
·Create supportive environments for creativity and cultural activity
·Listen to new ideas
·Connect local creatives and cultural groups to opportunities
·Facilitate connections and networking
·Support creative and cultural development

COUNCIL SUPPORTED CREATIVE AND CULTURAL ASSETS

·Australian Kelpie Centre, Casterton
·Casterton Town Hall
·Cultural Collection
·Heywood Community Hall
·History House, Casterton
(managed by Casterton and District Historical Society)
·History House, Portland
(managed by Portland Family History Group)
·Julia Street Creative Space
(managed by JSCS Inc)
·Portland Arts Centre
·Portland Botanical Gardens Curator's Cottage
(managed by Portland Historical Society)
·Portland Maritime Discovery Centre
·Public Art throughout the Shire



HOW WE WILL PROGRESS THE STRATEGY

Planning and assessment

Over the four years of delivering this strategy, evaluations will provide critical reflection. Continuous feedback enables us to adapt programs accordingly.

We will design a simple and specific evaluation plan using appropriate measures to ensure we are capturing quality information.

It will be important for evaluations to be undertaken to reflect on unexpected events and circumstances, as well as opportunities. As such, evaluations will be responsive and may change in format over the four-year period.

It may include the following methods:
·Goal-based evaluations measure if objectives have been achieved
·Process-based evaluations analyse strengths and weaknesses
·Outcomes-based evaluations examine broader impacts

We will consider the following methods to evaluate each activity:
·Participation – attendance numbers and demographics
·Data collection – surveys, questionnaires, feedback forms
·Financial reports – cost, timeliness, budgets
·Performance – number of programs and activities, funding success
·Targeted testing – pre and post activity testing
·Qualitative data – testimonials, media, observations, anecdotal evidence

We will draw upon the following community outcomes from the region-wide strategy to assist in developing the specific evaluation targets:

CULTURAL

1. Creativity is stimulated
2. Aesthetic enrichment is experienced
3. Knowledge, ideas and insight are gained
4. Diversity of cultural expression is appreciated

SOCIAL

5. Wellbeing (physical and/or mental) is improved
6. Sense of safety and security is increased
7. Social connectedness is enhanced
8. Feeling valued is experienced

ECONOMIC

9. Professional and/or practice capability is increased
10. Employment-enhancing skill development is facilitated
11. Individual economic wellbeing is increased
12. Local economy is supported.

A program evaluation report will be submitted to Council at the end of year two and year four.

Stay in touch

To stay in touch with opportunities, activities, or to share your ideas please email:
arts@glenelg.vic.gov.au
or visit
www.portlandartscentre.com.au

Peak Bodies we work with

Glenelg Shire Council is committed to working with existing industry partners which bring value and expertise to our services:

• Regional Arts Victoria - Council invests in the partnership that drives the Southwest Creative Industries Strategy. Stakeholders in the partnership include Glenelg Shire Council, Warrnambool City Council, Southern Grampians Shire Council, Corangamite Shire Council, Moyne Shire Council, Creative Victoria, Aboriginal Victoria, Great Ocean Road Regional Tourism and Regional Development Victoria. The partnership exists to facilitate, drive and advocate for strategic opportunities.

• Creative Victoria - The Portland Arts Centre receives funding from Creative Victoria as a part of the Regional Partnerships Program which enables the service to program and present high quality touring performances at the PAC and Council venues across the shire.

• Victorian Association of Performing Arts Centres – the state peak body representing performing arts venues and theatre professionals across Victoria and Tasmania. Portland Arts Centre is a member.

• Performing Arts Connections Australia – the national peak body representing and supporting performing arts presenters and creators in Australia. Portland Arts Centre is a member.

• Australian Museums and Galleries Association of Victoria - the peak professional body for museums and galleries in Victoria. Council's Collection is a member.

• Maritime Museums of Victoria – Portland Maritime Discovery Centre is one of 16 member sites across Victoria.

• Municipal Association of Victoria - the peak body for local government in Victoria which provides a range of support services, programs and initiatives to help Victorian councils improve capability, collaboration and performance

Links to relevant strategies and plans

Glenelg Shire 2040 Community Plan and Vision
bit.ly/Glenelg2040

Thriving Glenelg: The Glenelg Shire Municipal Public Health and Wellbeing Plan 2021 to 2025.
bit.ly/ThrivingGlenelg

Glenelg Shire Council Plan 2021 to 2025
bit.ly/GSCCPlan21-25

South West Creative Industries Strategy, 2020-2024
bit.ly/SWCIS

Creative State 2025
bit.ly/CreativeStateViC2025

Creativity Connects Us
bit.ly/OzCo21-25

Photographic references

1 'Rhythm' mural by David Goebel. Photo by GSC

2 'Nagarrapan (eel trap)' by Jody-Ann Agnew. Photo by GSC

4 Audience at Essential Theatre's 'Shakespeare in the Gardens' 2022. Photo by GSC

8 'Mayapa Weeyn - Make Fire', Mount Clay (Cart Mountain) Sculpture by Wal Saunders. Photo by Graham Coffey

9 Levi Parker on stage at Hamer Hall. Photo by Lyall Brooks; Essential Theatre cast and local students; 'Grandpa' by Rufus Punton. Photos by GSC

10 L-R: Maritime artefacts, Portland Maritime Discovery Centre. Photo by GSC; Interpretive display at Australian Kelpie Centre, Casterton. Photo by Casterton Kelpie Association; 'Cherry' by Agnes Goodsir. Photo by GSC; Sperm whale skeleton, Portland Maritime Discovery Centre. Photo by GSC; Bottom: History House. Photo by GSC.

11 Printmakers of Portland Bay Press. Photo by GSC; Portland Arts Centre. Photo by Damian Goodman

12 'Nessie' which appeared in Portland Harbour in 2021 by unknown artist. Photo by GSC.

13 'Rhythm' mural by David Goebel. Photo by GSC; Mama Kin Spender's 'Sounds of your town project'. Photo by Regional Arts Victoria; 'Moona Forest' by Therese Coffey. Photo by GSC.

14 Participants in the audience at Showcase Victoria. Photo by Victorian Association of Performing Arts Centres; Artist in Residence, Jens Altheimer. Photo by GSC; Portland Arts Centre audience. Photo by Damian Goodman.

15 'Stories to Understand' - Warm Safe Home Project at Fawthrop Centre 2021. Photo by GSC.

16 Heywood Water Tower 'Indigenous War Memorial' mural by Matt Adnate, Tom Day, Levi Geebung. Photo by Anne McCurdy; Living Laneways Project by artists of Julia Street Creative Space. Photo by Regional Arts Victoria.

17 'Jack Gleeson' by Barb Dobson. Flood Maker Sculpture by Phil Cousins. Casterton. Photos by GSC.

18 Erth's 'Prehistoric Dinosaur'. Photo by Damian Goodman.

19 'Astron' by Lauren Simmonds. 2021 Trails Southwest Victoria Sculpture Prize. Photo by Trailsartprize.com.