

CULTURAL ARTS PLAN

2012-2016



Clarence...
a brighter place

Dress-Code Fukutoshi Ueno 2008

CONTENTS

BACKGROUND	3
KEY STATEMENT	3
REVIEW	4
IMPORTANCE OF ARTS IN THE COMMUNITY	5
SUMMARY OF EXISTING PROGRAM	6
FACILITIES	7
WHAT WE DIDN'T ACHIEVE	8
AIMS OF THE NEW ARTS PLAN 2012-2016	8
CULTURAL ARTS ACTIONS	10
POLICY	16
PROCESS/CONSULTATION	16
CONSULTATION 2010	16
STRATEGIC CONTEXT	18
PRINCIPLES	18
IMPLEMENTATION MONITORING & REVIEW	19
REFERENCES	19
ACKNOWLEDGEMENTS	19



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BACKGROUND

In 2005 Council endorsed the Cultural Arts Plan 2005. The Plan has now been renewed through a thorough review process involving arts organisations and groups, Council staff and members of the community.

KEY STATEMENT

Council will show a commitment to cultural arts activities in Clarence so as to enhance the quality of life opportunities available to all individuals within the community and to develop a vibrant and culturally sensitive community. Council will encourage the pursuit of excellence in all cultural arts activities.

The purpose of the three year Plan has been to provide strategic direction for Clarence City Council in the area of arts and associated cultural activities.

The Plan aimed to ensure excellence in arts activities conducted by Council and opportunities for participation by all members of the community.

The Plan was developed through a rigorous community consultation process to determine key strategies and actions for the arts in Clarence in accordance with community expectations and desires.

As a result the Plan has provided an environment for the development and expansion of Clarence's community arts and gallery programs. We have developed partnerships with key arts bodies and organisations to facilitate a broader reach and the provision of wide ranging arts activities and programs to all parts of the Clarence Community.

The Plan has provided the platform for broadening community participation in the arts program:

The biennial Open Art Exhibition in 2012 attracted 150 artists with over 270 individual artworks and was visited by over 1000 viewers

By offering a greater number and variety of events more people are attending arts events, programs and exhibitions in Clarence. For example the trend upwards in numbers between 2006 to 2011 was from an average of less than 2000 per quarter to approx 4000 per quarter.

EXAMPLES

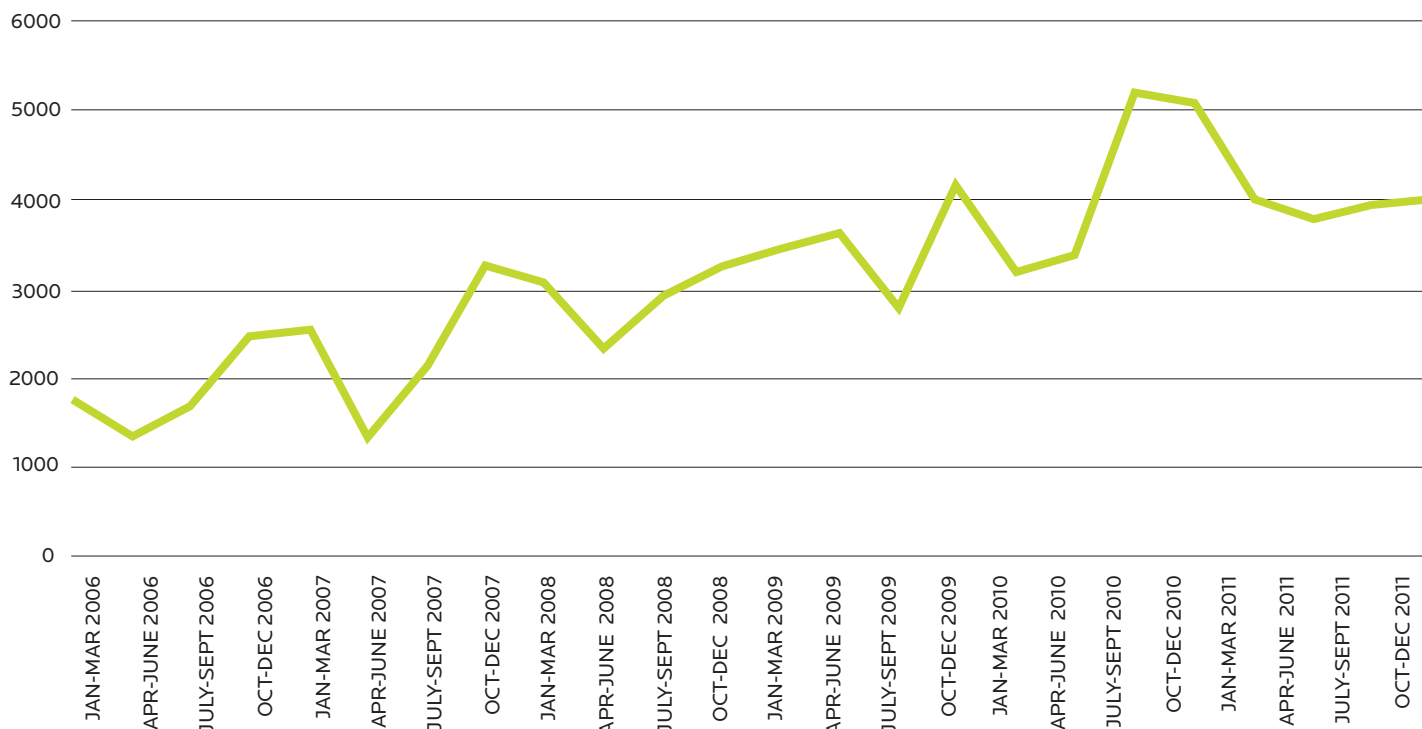
Ongoing partnership with *Ten Days on the Island Festival* to provide National, International and Local arts events to the Clarence Community

Partnership agreement with the Tasmanian Museum and Art Gallery facilitating co-hosted exhibitions and events

Ongoing relationships with Schools and Neighbourhood Houses to offer workshops and arts activities throughout the Clarence Community with a particular focus on youth

Regular school holiday arts workshop program for children of all ages

PARTICIPANTS IN ARTS PROGRAM 2006 - 2011



In response to the community's desires the plan allowed for the consideration of, and subsequent development of the Barn into a small to medium scale visual and performing arts venue. The Barn has become a key building for the expansion of the arts program accommodating everything from local performing arts groups and ensembles, community organisations, community events and major international quality visual and performing arts activities. The Barn redevelopment has allowed the expansion of the Clarence Jazz Festival by the creation of the popular Jazz Lounge.

To complement the expanded arts program a strong identity for the Rosny Farm site has been developed along with increased promotions for the arts program across Clarence through development of a quarterly arts newsletter, improved arts content on Council's website and production of a high quality gallery flier with broad distribution.

REVIEW

The review of the Cultural Arts Plan and its associated strategies is consistent with Council's *Strategic Plan 2000 – 2015, GOAL AREA - Social Inclusion: Cultural and Social Activities, "Implement the City's Cultural Arts Plan."*

A review of the plan has allowed evaluation of what we achieved and what we didn't. It has provided, along with both internal and external consultation processes, scope for consideration of new activities and programs. It has identified where the Cultural Arts Program sits in relation to other more recent Council plans such as the *Positive Ageing Plan, Youth Plan, Tracks and Trails Strategy* and *Cultural History Plan* as well as Council's *Economic Development Plan* and *Marketing Strategy*. The results of the review and subsequent updated Plan will facilitate better cross work group planning and coordination.

IMPORTANCE OF ARTS IN THE COMMUNITY

The 2010 Australia Council report *More than bums on seats: Australian participation in the arts* found that 'nine in ten Australians aged 15 and older had creatively participated in the arts (by making something themselves), or receptively participated in the arts (by attending a live event, an exhibition or reading literature)'.

In the Community Consultations conducted in May 2004 for Clarence Council two thirds of the residents questioned said they had been to a performance, festival, an exhibition or a display in the last 12 months, 40% have visited a cultural attraction, 28% have been to an organised class and 14% are members of an arts focused organisation.

MEETING COMMUNITY NEEDS

In the Cultural Mapping Project conducted in 1996, 76% of respondents cited improving access to the arts / culture, theatre, film, music and libraries as a way to improve the quality of life of the city.

The importance of developing cultural arts activity in Clarence was identified in the 2050 plan. Feedback from the community showed that the arts played an important role in the lives of many residents in Clarence, particularly as a way of meeting other people, socialising and support. Participation in artistic activity such as workshops, festivals, community projects and classes helps build networks and a sense of community.

Creating the right physical and social environment to encourage artistic activity increases participation by diverse members of the community, and subsequently increases involvement in the life of the city. The current arts activity citywide demonstrates the significant and important role the arts play in the community.

CREATING A SENSE OF PLACE AND IDENTITY

Developing artistic activity, including the creation of public artworks for the city, is critical in determining and expressing a sense of identity for Clarence. It helps to identify the unique 'essence' of Clarence, encompassing and highlighting the natural, built and social environments. It is also a way of recognising and promoting the strength in the diverse nature of Clarence communities. For example, the seaside communities, the Coal River Valley region, and the larger suburbs are all quite different, yet this diversity itself is one of Clarence's strengths. Establishing the arts and cultural identity of Clarence is important:

Within the community, as a way of developing community pride and a sense of belonging to the area.

As a marketing lever, using the artistic and cultural identity of Clarence as a mechanism for promotion.

THE ROLE OF COUNCILS IN SUPPORTING ARTS AND CULTURAL DEVELOPMENT

Many local governments are choosing to expand their scope to include not only provision of essential services, but to play a key role through cultural development in building cohesive and strong communities.

The decisions taken by councils to increase participation in cultural activity, maintain local heritage, and provide support to community groups are directly related to the creation of 'place' in a locality – expressing its identity, making it a destination for visitors and tourists and building its unique profile.

A vibrant and active cultural community is a key element of a city's identity. The arts encourage residents to participate in the life of the community, and provide an important means for communities to explore, develop and promote their diverse identities and sense of place.

CREATING ECONOMIC ACTIVITY

A vibrant and visible artistic community can stimulate economic activity by attracting new business to the area and creating jobs. The recognised cultural identity of the city can be exploited as a marketing angle to attract tourists and residents to the region. Council's *Economic Development Strategy* recognises the value of the expanding tourism and visitor activities based on the heritage and natural resources of the city and that the Kangaroo Bay area – a site for major city events such as the Jazz Festival and the Seafarers Festival – is becoming a major waterfront location with economic opportunities relating to tourism, recreational and commercial developments.

SUMMARY OF EXISTING PROGRAM

The Cultural Arts program in Clarence consists of a wide variety of activities, supported events and associated infrastructure:

EXHIBITIONS PROGRAM

An annual program of usually 12 exhibitions in the Schoolhouse Gallery is run through an expression of interest process. The program has a strong community focus featuring community arts groups, young people, educational organisations, professional artists and touring exhibitions.

Further exhibitions are held in the Barn including larger scale exhibitions of contemporary art, installations and national touring exhibitions such as The Blake Prize. Partnerships with the TMAG and Ten Days on the Island have facilitated the inclusion in the Barn program of International contemporary art exhibitions.

Clarence Council stages two major biennial exhibitions on alternate years:

The Clarence Prize for Excellence in Furniture Design is open to all Australian professional designers and craftspeople and is an acquisitive exhibition promoting excellence in art and design. Acquired works become part of the Clarence Art Collection.

The Clarence Open Art Exhibition is open to all members of the community and promotes pursuit of artistic activities and community participation. Some works are acquired into the Clarence Collection.

COLLECTIONS

Clarence City Council holds an art collection of some 120 works which have been amassed via acquisitions, through exhibitions such as the biennial Open Art Exhibition, gifts and donations.

The City has a public art collection acquired through commissions and gifts. Clarence City Council holds various collections of memorabilia and historical items as well as the Rosny Historical Collection. The adoption of the *Collections Management Policy 2010* will allow for a more curatorial approach to the management of these collections.

FESTIVALS AND EVENTS

Clarence Council stages a number of major city events each year including the Clarence Jazz Festival, Seafarers Festival, Australia Day activities, Carols by Candlelight, Dogs Day Out, Street Art Festival and a range of smaller community Festivals.

Council assists community groups in the facilitation of community events through the Events program and Community Grants program.

ASSISTANCE TO COMMUNITY GROUPS

The Arts and Cultural Development Coordinator provides advice and assistance to community groups, in particular the Bellerive Community Arts Centre, on a needs basis and subject to available resources.

The Events Coordinator provides practical, financial and in-kind assistance to community groups in the provision of community events and festivals on a needs basis and subject to available resources. In 2010 Council introduced a new Community Grants program to assist community groups in staging events and activities benefitting the broader Clarence Community.

FACILITIES

ROSNY FARM

Council owns and operates the Rosny Farm which includes the Schoolhouse Gallery, Barn and Rosny Cottage. The Farm is the centre for a number of arts events and activities including the exhibition program, site based community events and festivals.

The site was subject to a major refurbishment in 2006 to develop the Barn into a small to medium scale visual and performing arts venue and improve site interpretation and access. The Schoolhouse Gallery built in approximately 1990 has undergone some minor alterations since 2004 to improve its functionality as a small/medium scale art gallery.

In addition to exhibitions the Barn hosts a range of performing arts activities such as the Jazz Lounge, musical performances and concerts and is available for hire by community groups for a range of arts activities. Since redevelopment the Barn has proven to be a highly popular venue for a wide range of arts activities and is now heavily booked throughout the year for both community driven activities and Council sponsored projects. The Rosny Cottage currently operates as a small house museum interpreting early life of the Farm. The site also contains a feature water friendly garden.

BELLERIVE BOARDWALK

The Bellerive Boardwalk and custom designed Stage on the Bay are used to host major public outdoor events and Festivals such as the Clarence Jazz Festival and Carols by Candlelight. Staged redevelopment of the Boardwalk as part of the *Kangaroo Bay Master Plan* are allowing for improved facilities for major city events.

BELLERIVE COMMUNITY ARTS CENTRE

The Bellerive Community Arts centre is leased to the management committee of the Bellerive Community Arts Centre Inc to host a regular program of low cost arts and crafts activities for the broader community.

The building is also home to the Bellerive Historical Society. A number of arts focussed groups use the centre on a casual basis.

COMMUNITY HALLS

Clarence Council owns a number of community halls throughout the city for use by the community.

These include Richmond, Lauderdale, Cambridge, Geilston Bay, Sandford, South Arm, Rokeby, Risdon Vale and Tranmere as well as larger centres such as the Lindisfarne Citizens Activity Centre, Howrah Sunshine Recreation Centre and Alma Street Senior Citizens Centre.

PUBLIC ART

Council has a stock of public artworks developed over a number of years through commissions and community arts projects.

Since the development of the Cultural Arts Plan in 2005 Council has been able to commission three new works of public art – *Southern Pole* by Sam Brewster which is situated on the Bellerive Boardwalk; *Stargate*, a new sculptural marina gate for the Bellerive Marina created by Sharyn Woods and *Ronan's Abstract* which was created by Marcus Tatton in close collaboration with the Risdon Vale Community and co-funded by the Department of Health and Human Services.

Council is committed to establishing the arts and cultural identity of Clarence and creating an urban environment that reflects pride in the city through an integrated approach to the development of public art.

CURRENT RESOURCES

- | | |
|---|---|
| ■ Arts and Cultural Development Coordinator 1.0 FTE | ■ Events Coordinator 1.0 FTE |
| ■ Gallery Coordinator 0.6 FTE | ■ Arts and Events Support Officer 0.6 FTE |
| ■ Casual Events staff | ■ Casual Gallery staff |
| ■ Annual budget allocation for arts program | ■ Annual allocation for events program |

WHAT WE DIDN'T ACHIEVE

The *Cultural Arts Plan* has been a valuable working document providing strategic direction for the arts program in Clarence.

Although the plan created the opportunity for many positive outcomes as outlined above it must be acknowledged that there are some areas where we failed to meet our targets or that require further attention.

The development of a *Public Art Plan* for the city has proven difficult to achieve but nonetheless some inroads into commissioning new works of the city in the context of major city projects has been achieved and the current stock of public art has been catalogued and a maintenance program instigated.

Further work is required on engaging with Clarence's culturally diverse communities in planning arts activities for the city.

And we continue to acknowledge the lack of a medium scale multi-purpose cultural centre and seek opportunities for the development of such.

In addition the development of a *Cultural History Plan* has removed the responsibility from the arts program to address the preservation and promotion of Clarence's Cultural History.

AIMS OF THE NEW ARTS PLAN 2012 – 2016

The pursuit of excellence in the arts, and community engagement in the arts within Clarence over the next 5 years

To establish the priorities for cultural arts planning over this 5 year period in Clarence

To identify opportunities for partnerships or collaboration with other groups and organisations in cultural arts planning in Clarence

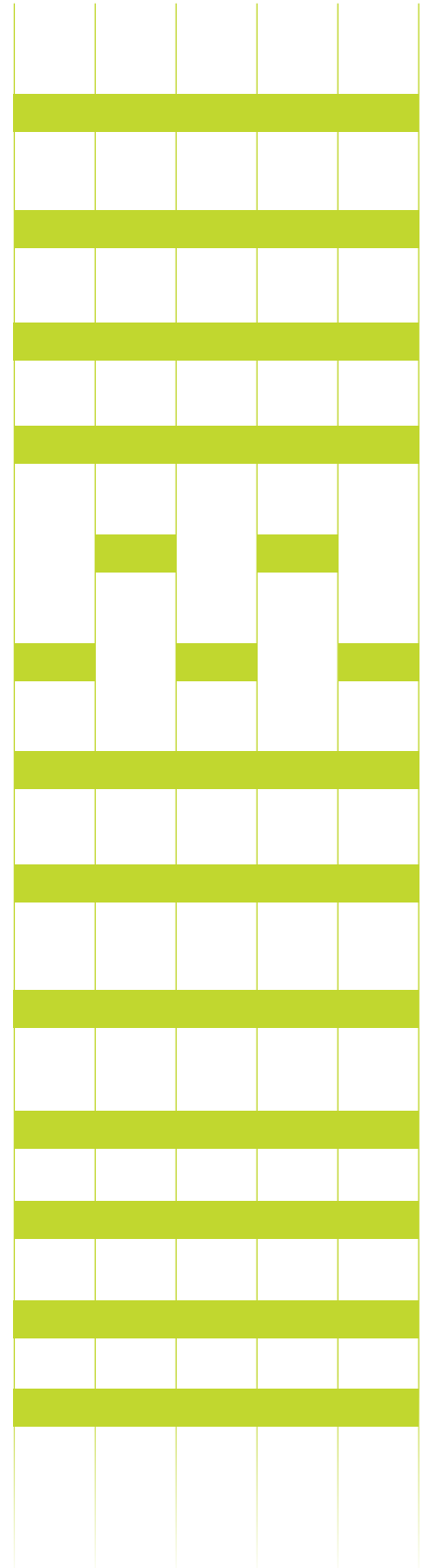


CULTURAL ARTS
ACTIONS

PROGRAMS AND EVENTS

2012 2013 2014 2015 2016

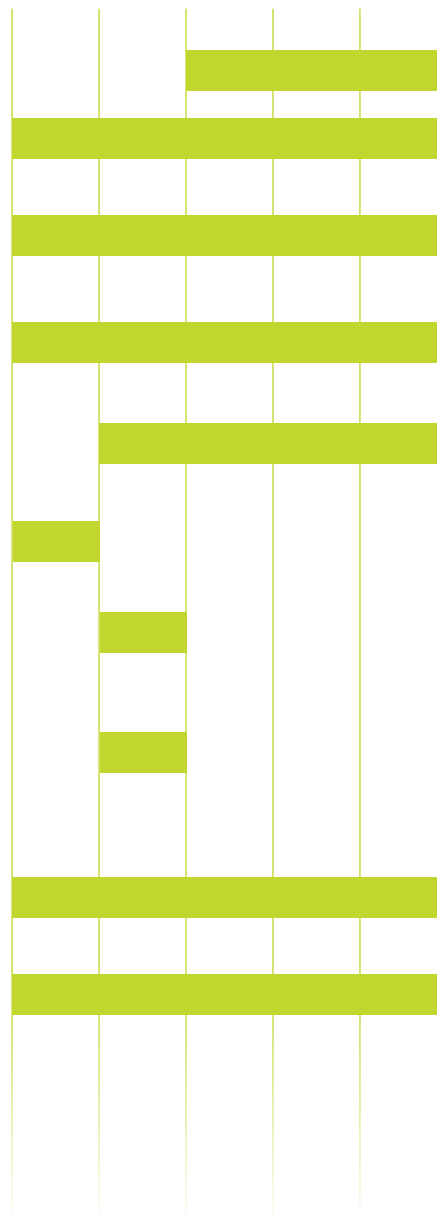
- 1.1 Identify opportunities for the development of performing arts events – theatre, music, poetry, in collaboration with organisations such as Tasmanian Theatre Co., Tasmanian Regional Arts, Tasmanian Writers Centre and other local groups
- 1.2 Maintain yearly exhibition program in the Schoolhouse Gallery through expressions of interest
- 1.3 Maintain yearly program of arts activities for the Barn including local and touring exhibitions of contemporary art, concerts, performances - to include mix of Council sponsored events and hire by groups
- 1.4 Investigate/develop artist in residence program for skills development by local artists/practitioners in all art forms
- 1.5 Promote the biennial Clarence Prize as Council's premier art exhibition encouraging excellence in the arts and strategic building of the Clarence Art Collection
- 1.6 Promote the biennial Open Art Exhibition encouraging participation in the exhibition program by the community
- 1.7 Work with culturally diverse communities to facilitate access to community grants, resources and funding opportunities for arts and cultural activities
- 1.8 Work with local communities to facilitate the development of a wide variety of arts and cultural activities in locations throughout the city
- 1.9 Work with the Events Coordinator, Community Development and Youth team staff to support, develop and promote key city events such as Clarence Jazz Festival, Seafarer's Festival, Dogs Day Out, Street Art Festival
- 1.10 Identify unique aspects of the city and community and work with communities to develop new events
- 1.11 Continue to promote School Holiday Arts Program and seek suitable venues further afield e.g. Community Halls
- 1.12 Annual budget allocation for arts programs and facilities development and maintenance
- 1.13 Seek external funding to assist in delivery of program where appropriate



FACILITIES AND INFRASTRUCTURE

2012 2013 2014 2015 2016

- 2.1 Investigate suitable sites for an artists in residence program
- 2.2 Provide input into the development of a cultural precinct as part of the Kangaroo Bay redevelopment
- 2.3 Seek opportunities for the increased use of Council facilities including the Bellerive Boardwalk
- 2.4 Facilitate the utilisation of vacant buildings in Clarence for short term arts activities through Arts@work spacebank program or private negotiations
- 2.5 Investigate options for the use of Rosny Cottage with the aim of making it more relevant and site specific
- 2.6 Provide improved exhibition lighting in the Barn for increased flexibility, safety and efficiency
- 2.7 Improve access to Rosny Farm site for vehicles, pedestrians and cyclists
- 2.8 Investigate improved climate control for the Barn to decrease energy consumption and provide stable environment for both audiences and exhibitions
- 2.9 Seek opportunities for the development of a civic centre for Clarence including a 500 seat theatre
- 2.10 Pursue external funding opportunities where appropriate to assist in facilities development

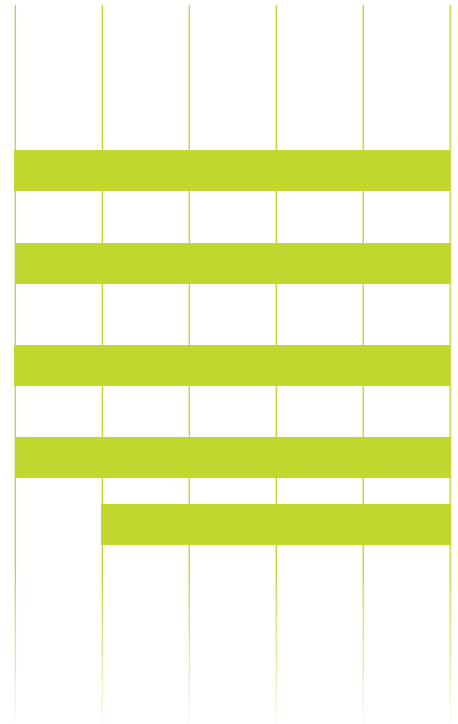


COLLECTIONS AND ART ASSETS

2012 2013 2014 2015 2016

Clarence Art Collection:

- 3.1** Establish a curatorial approach to the management of the Clarence Art Collection under the guidelines of the Collections Management Policy 2010
- 3.2** Seek opportunities for public display of the Clarence Art Collection
- 3.3** Continue to build and maintain the Clarence Art Collection through the biennial acquisitive exhibitions and other opportunities that may arise
- 3.4** Establish collecting priorities for the Clarence Art Collection
- 3.5** Improve storage facilities for the Clarence Art Collection



COLLECTIONS AND ART ASSETS (CONT.)

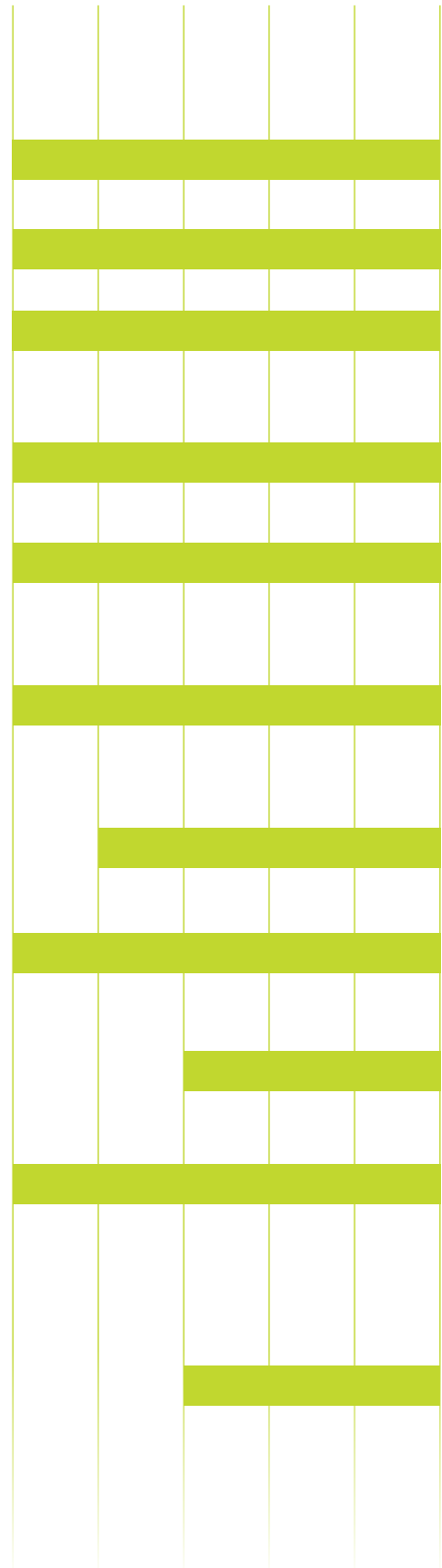
2012 2013 2014 2015 2016

Public Art:

- 3.6 Establish a curatorial approach to the management and maintenance of the Public Art Collection under the guidelines of the Collections Management Policy
- 3.7 Annual budget allocation for maintenance of public art
- 3.8 Identify possible future sites for the development of public art – collaborate with economic development group to identify opportunities
- 3.9 Allocate funds for public art within major Council infrastructure projects – parks, streetscapes, facilities building or refurbishment
- 3.10 Develop cross workgroup procedures within Council to facilitate the inclusion of public art within Council infrastructure projects
- 3.11 Develop a *Public Art Contributions Planning Scheme Policy* to encourage developers to make contributions to the cultural development of Clarence by the provision of public art into major developments supported by appropriate controls within the Clarence Planning Scheme
- 3.12 Seek opportunities for a cultural arts contribution to major city developments
- 3.13 Work with communities to develop site specific public art projects i.e. in local parks
- 3.14 Investigate opportunities for better promotion of public artworks in Clarence – i.e. a Public Art Map including Clarence Council artworks and State Govt artworks
- 3.15 Provide Interpretive signs for all public art projects to assist with community understanding, engagement and participation

Historical Collections:

- 3.16 Work under the guidelines of the Collections Management Policy and Cultural History Plan to develop a management approach for Council's historical collections

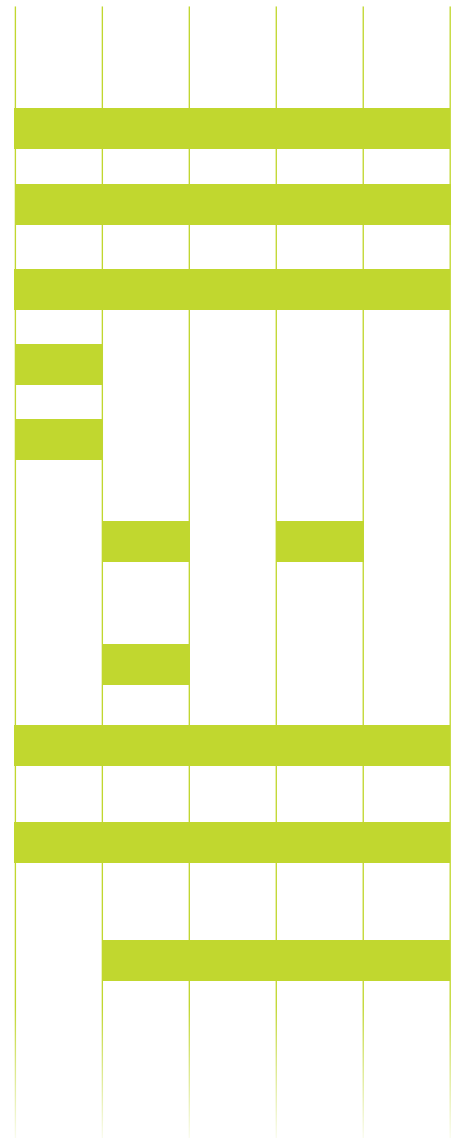


PROMOTIONS AND INFORMATION SHARING

2012 2013 2014 2015 2016

Develop and extend the range of promotional tools for the arts program

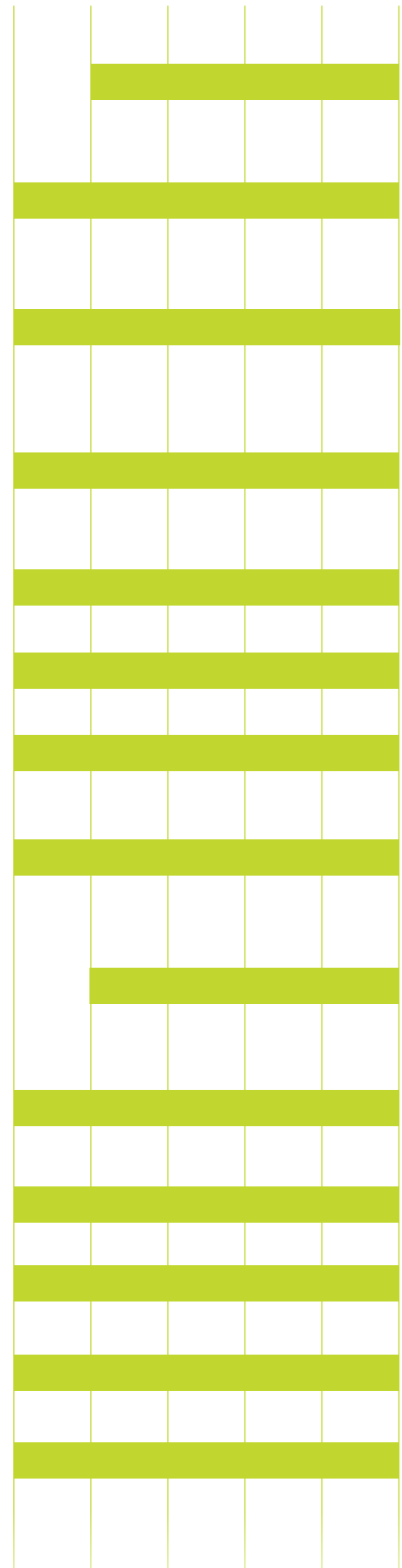
- 4.1 Develop an improved website presence for the Cultural Arts program
- 4.2 Utilise Council's rates newsletter for distribution of information
- 4.3 Continue to expand *Artsnews* as a tool for promotion and develop professional and enticing look for eNews email newsletter
- 4.4 Develop social media presence for arts program
- 4.5 Provide staff training for and utilisation of social networking media to reach broader (particularly youth) market for arts activities
- 4.6 Continue to develop a national profile for the *Clarence Prize for Excellence in Furniture Design* and to build community awareness and participation in the *Open Art Exhibition*
- 4.7 Publication of booklet listing arts groups, services, meeting places for hire – printed and electronic versions
- 4.8 Maintain current positive relationships with community and industry
- 4.9 Tap into existing promotional opportunities such as industry journals, arts organisations and tourism publications such as SmartMap and Arts@work eNews
- 4.10 Investigate other opportunities for cross promotion such as an arts 'Open day' across Clarence or regular arts get-togethers



SUPPORT/NETWORKING/ PARTNERSHIPS/CAPACITY BUILDING

2012 2013 2014 2015 2016

- 5.1 Consider establishment of a special committee of Council to provide leadership by promoting, facilitating and demonstrating an active commitment to the ongoing development of cultural and artistic activities in the city
- 5.2 Continue to support local arts groups such as Bellerive Community Arts Centre, Hunter Island Press
- 5.3 Maintain and develop positive relationships / partnerships with state wide peak bodies such as CAST, Tasmanian Museum and Art Gallery, Tasmania Writers Centre, Arts Tasmania and Arts@work, Tasmania Regional Arts, government departments and other Councils
- 5.4 Develop and maintain relationships with state based events, festivals and groups such as Ten Days on the Island, Mona Foma, Festival of Voices, Mature Age Dance Company to present high quality, national, international and local events for the Clarence Community
- 5.5 Maintain mutually supportive relationships with the TMAcGots and Friends of the Tasmanian Museum and Art Gallery
- 5.6 Encourage and support community groups and organisations to access Community Grants Program for the delivery of cultural activities
- 5.7 Assist community groups and organisations to access other forms of external funding for the delivery of cultural activities
- 5.8 Develop relationship with and provide support for our diverse cultural communities, disability groups and services, youth groups and services and seniors groups in relation to Cultural Arts based activities. Work in partnership with Community Development officers
- 5.9 Develop relationship with the indigenous community and recognise Aboriginal heritage and culture within Clarence in partnership with Community Development Officers
- 5.10 Ensure cultural arts activities and support mechanisms are available to all geographical regions within Clarence and develop new programs to take arts activities to regional Clarence communities
- 5.11 Develop and maintain relationships with educational organisations – Polytechnic, University of Tasmania, Rosny College
- 5.12 Continue to develop relationship with neighbourhood houses, schools and community organisations
- 5.13 Work with business to encourage commercial support for cultural activities within the city
- 5.14 Provide ongoing support and resources for Council's Arts and Culture program



POLICY

SCOPE

To provide context for the policy documents it is important to set out the scope of the *Cultural Arts Plan*. The term 'culture' in particular can encompass many activities that fall outside the practical scope of this plan.

Although the term is often used to imply broader spheres of activity including sporting events; wine; food; heritage; recreation; visual arts and crafts; literature and music; performing arts; the focus of this policy is on Arts activity in recognition of the existing arts program as set out in the *Cultural Arts Plan 2005*.

As a result of feedback received through the development and implementation of the *Cultural Arts Plan 2005* resources were allocated in 2005/6 for the development of a *Cultural History Plan* for Council. The *Cultural History Plan* was endorsed in 2009 and has allowed some of the strategies in the *2005 Arts Plan* to be moved over for inclusion in the specialised History Plan.

DEFINITIONS

CULTURE

There are many definitions of culture. However the common feature is a recognition of the integral relationship of culture to human society – it is evolutionary, it is diverse, it is an essential part of who we are, and a way of defining who we are. It is about how the environment impacts on us, and how we react to our environment as individuals and as a community.

THE ARTS

The arts provide a means through which to learn, explore and express:

- Values
- Aspirations
- Notions of identity
- Sense of place
- Quality of life

It includes many forms of expression, for example:

- Arts and crafts (visual arts, public art, photography, sculpture etc)
- Performing arts (theatre, dance, music)
- Literature
- New media arts (internet, video, electronic music)
- Popular culture, films, fashion etc

PROCESS/CONSULTATION

Extensive community consultation was carried out in the development of the *Cultural Arts Plan 2005* including:

- A telephone survey of 400 residents
- Mail out questionnaire to 100 organisations
- Conducting of 4 focus groups

Key findings from this consultation process identified a demonstrated high level of interest and participation in the arts in Clarence and the feedback formed the basis for the key Strategies within the 2005 Arts Plan.

As the development of the *Cultural Arts Plan 2005* involved such extensive community consultation it was not considered necessary to consult the broader community on this scale in the review process. The earlier survey confirmed that the Clarence community sees cultural arts as a valid area for Council attention and support.

CONSULTATION 2010

INTERNAL CONSULTATION

Informal sessions were held with key areas within Council that have an impact upon or are impacted by the Cultural Arts Plan:-

- Events and Marketing
- Asset Management and Planning
- Youth and Community Development

The objective of the sessions was to gain feedback on relevant areas of the plan, and how better to plan across work groups to implement the future actions of the plan.

At the sessions participants were asked to:

- Review the area of the plan relevant to their work area
- Provide feedback or input on actions which have impacted upon their area
- Offer suggestions on how better to take an integrated approach across work groups
- Report on how the plan impacts upon or is impacted on by other Council Plans relevant to their area as above
- Where relevant provide suggestions on possible new programs/strategies taking the plan into the next 5 years

The feedback from these areas was generally positive noting that this was the first plan of its type and formed the template for the development of other plans. Some items were singled out for more consideration and further action such as:

- Seeking out more opportunities for multi-cultural activities;
- Inclusion of Public Art in streetscape developments and community input into such;
- Continuing to develop cross workgroup links through other plans

CONSULTATION WITH KEY STAKEHOLDERS

PURPOSE

To seek community and key stakeholder input to inform the review of the *Cultural Arts Plan*. The consultation conducted during 2010 in the lead up to the review process involved seeking in-depth input from a range of stakeholder groups about priorities and opportunities for collaboration:

- How can excellence in the arts and community engagement in the arts best be promoted in Clarence City over the next 5 years?
- What are the priorities for cultural arts planning over this period in Clarence City?
- What opportunities exist for partnerships or collaboration with other groups and organisations in cultural arts planning in Clarence?

The consultation methods included:

- A series of focus groups was held with key stakeholder groups
- A brief survey was sent to key stakeholder organisations and interested individuals. It was also made available on the Council's website. This enabled anyone with an interest in the arts to provide feedback if they wished to do so
- Advertisements were placed in the Mercury and Eastern Shore Sun calling for input from those interested in contributing to the review
- Targeted interviews with those stakeholders who could not attend focus groups and whose views on potential partnerships may be sought

CONDUCT OF FOCUS GROUPS AND INDIVIDUAL INTERVIEWS

The content for consultations was structured around the following key themes:

1. Achievements in cultural arts planning in Clarence since 2005

2. What is the vision for cultural arts in Clarence in the next five years?

What type of mix of cultural activity do stakeholders want to see happening (e.g. visual arts, performing arts)?

How will this mix contribute to the goals of promoting excellence in the arts and engaging the community in the arts?

3. What are the priorities for cultural arts planning in Clarence given these two goals of achieving excellence in the arts and engaging the community in the arts? The discussion was structured around the following headings:

- events
- programs
- acquiring and managing art assets
- facilities
- information dissemination and promotion
- support to community groups
- relationships with other arts organisations
- interpretation of artworks
- links to educational organisations
- connections to cultural organisations
- ongoing planning

RANGE OF EXTERNAL STAKEHOLDERS CONSULTED

A detailed stakeholder matrix was developed to ensure that no key stakeholder groups were overlooked in the review process.

The range of groups included in the consultation process for the review included:

- Community arts groups/ organisations based within Clarence
- Individual artists
- The broader community/audience members
- Arts or cultural organisations based outside of Clarence (e.g. Ten Days on the Island, Tasmanian Museum and Art Gallery).
- Community organisations (e.g. Community Houses)
- Other government agencies (e.g. Department of Education, Tourism Tasmania).

SUMMARY OF KEY FINDINGS

- Need for more facilities to support cultural arts i.e. a Civic Centre with 500 seat theatre and revise use of Rosny Cottage
- Increase promotions through Council literature, Artsnews, expand promotions through electronic media
- Provide support to community groups involved in the arts
- Skills development through workshops and artist in residence programs
- Broaden range of activities to include more music, community theatre, poetry, dance – possibly through partnerships
- Build links between arts organisations
- Continued exhibitions program
- Arts based holiday programs
- Commissioning and acquiring arts assets – Clarence Collection, Public Art

STRATEGIC CONTEXT

The Cultural Arts Plan operates in the context of the following plans.

STRATEGIC PLAN 2010 – 2015

Cultural and Social Activities

- Develop and implement plans that recognise and celebrate our cultural diversity
- Implement the City's *Cultural Arts Plan* and *Cultural History Plan*
- Facilitate opportunities for a Cultural/Civic complex
- Continue to develop our community events program
- Continue to develop partnerships with Arts organisations and business

POSITIVE AGEING PLAN 2012-2016

- Continue to work collaboratively with Arts and Events and the Bellerive Community Arts Centre (BCAC) in supporting activities, programs and initiatives that include older people

YOUTH PLAN 2008-2012

- Offer a range of youth specific events using the Bellerive Boardwalk, Kangaroo Bay and the Barn as focal points by:
- Continuing to expand events and create new programs through Council's Cultural Arts Plan

ECONOMIC DEVELOPMENT STRATEGIES

Cultural and Sporting events and activities: the potential for community, cultural and sporting events to contribute to the economic development of the city.

- Continue to support annual events program including flagship events such as the Clarence Jazz Festival and Seafarer's Festival
- Identify opportunities for alignment between economic development strategies and Council cultural development strategies
- Conduct a feasibility study into the establishment of an indoor performance venue (e.g. Cultural Centre including auditorium/theatre)

OTHER PLANS AND POLICIES

- Cultural History Plan 2009-2013
- Community Grants program 2011-2012
- Collections Management Policy 2010
- Community Participation Policy 2010
- Festivals and Public Events
- Marketing Strategy 2006 – 2008
- Social Policy
- Clarence 2050: A Strategic Framework for the Future

PRINCIPLES

The policy is based on the following principles:

- 1. Council believes that all individuals should have the right to participate in arts and cultural activities whether as performers, participants or audience** and will seek to promote an appreciation of local arts and cultural activities within the City boundaries, elsewhere in the State and beyond.
- 2. Council recognises that the needs and aspirations of individuals and groups within the community will require particular support and encouragement** due to differing circumstances and resources, if they and the wider Clarence community are to benefit.
- 3. Council recognises that some parts of the City are already a focus for both local artistic activity** and for visitors to Clarence and believes that the development of activities in these areas is likely to bring benefits to those locations and to the wider Clarence community, as well as the broader benefits that come to the City through related developments in tourism, business and economic activity.
- 4. It recognises that the distinctive nature of parts of Clarence provides the residents of those areas with particular opportunities** and that there are natural physical features of Clarence that can be taken advantage of when planning events and activities. e.g. The Coal River Valley Wineries, open air activities in locations such as The Boardwalk which is identified by its riverside location.
- 5. Council has a responsibility to support the community to meet its needs and aspirations** by supporting individuals, organisations, and their activities and by providing facilities within the limits of community resources and through pursuing partnerships with other agencies and organisations.
- 6. Council recognises that civic pride and a sense of identity** should be encouraged and that participation in or experiences in the arts amongst residents within the local community is one way in which civic pride is developed.

IMPLEMENTATION MONITORING AND REVIEW

The Cultural Arts Policy is a statement of principles to guide strategic actions for the development of a broad range of arts and cultural activities in Clarence and not an end in itself.

Activities and projects in support of the plan's strategies will be implemented and funded through Council's Annual Operating Plan and capital works program.

Monitoring progress towards goals and outcomes is a crucial indicator of the effectiveness of the policy. Achievement of the strategies will be reported on quarterly to Council and measurement of the degree of success will be against set performance indicators.

The plan will be regularly reviewed and updated and a progress report presented to Council annually.

REFERENCES

Anne Dunn, *2006 National Directions: Regional Arts, Regional Arts Australia*, 2006.

More than bums on seats: Australian Participation in the Arts, Australia Council for the Arts, 2010.

Colac Otway Shire *Arts and Cultural Strategic Plan 2007 – 2011*.

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