

● Eurobodalla Shire

Cultural Plan

2006-2010



Central Tilba from the North - National Trust Village

Photo by Sol Ramana - Clarke





contents



Section A	5	Introduction
	7	Executive Summary
	8	Vision
	9	Objectives of Cultural Plan
	10	Definitions
	13	Statement of Cultural Values
	15	Analysis of Community Consultations
Section B	21	Strategies
		Issue 1 Infrastructure
		Issue 2 Arts and Cultural Development
		Issue 3 Economy
		Issue 4 Environmental Sustainability
		Issue 5 Advocacy
		Issue 6 Council as an Organisation
		Issue 7 Financial Strategy
Section C	39	Appendices
		Social and Cultural Plan Timeline
		Methodology
		Notes from Consultation
		Membership of Reference Group
		Survey
		References/Bibliography





● Section A



Native plants of Eurobodalla - Photos by Trevor King

Introduction

Eurobodalla Shire Council is enthusiastic about the future possibilities for the creative cultural life of the Shire's communities as outlined within this document, the Council's first Cultural Plan.

Council increasingly recognises the contribution that cultural activity can make to community wellbeing, sustainability, civic structure and economic vitality and is proud of the many creative endeavours that are underway in the Shire. Council also recognises that most, if not all, cultural services and programs rely on significant volunteer effort and the non profit community sector. Within this context, it is also appropriate to acknowledge that Council has considerable resource constraints given the rate base and relative size of Eurobodalla Shire. Therefore, this first plan is intended quite simply to increase the understanding of, and resources for, Council's role in cultural development.

Conceptually, the Cultural Plan represents a significant move forward by recognising a broad definition of culture encompassing three aspects namely, a values dimension, a material dimension and a process dimension. Even so, the strategies of this first Cultural Plan are generally focused on specific arts and cultural practices as a reflection of the Shire's current state of cultural development.

The plan begins, appropriately, with vision and objectives and then provides definitions and a set of cultural values to serve as a policy framework to inform future Council and community discussion. An overview and analysis is offered on the consultation process before the strategies are outlined in more detail.

While a stand alone document, the Cultural Plan is a component of the Council's Social Plan and will be integrated with Council's other planning documents and processes, in particular Council's Management and annual operational plans. Consequently, there is a consistency with regard to the organisation of information and formatting, particularly within the strategies section.

More important than the documentation, however, is that the dialogue continues. While the plan signals the next steps towards development of a regional cultural facility as a major capital works project in the medium term, it is critical that we build the understanding before we will understand the building.

The Cultural Plan has implications beyond the responsibility and capabilities of Eurobodalla Shire Council and is intended to also serve as a resource for regional, state and federal agencies and the extensive community network engaged or interested in cultural issues. Such partnerships will in fact be critical to achieving the plan's objectives.

South East Arts Region (SEAR), the region's cultural development organisation was contracted to produce the Cultural Plan on behalf of Council. While the methodology is detailed within the appendices, this plan has been informed by the invaluable contribution of members of the Cultural Plan Reference Group in addition to the input of many of the committed officers of Eurobodalla Shire Council.



Executive Summary

In summary, the first Cultural Plan for Eurobodalla Shire primarily addresses:

- articulation of cultural values as a policy framework
- the development of cultural infrastructure at a local, district and regional level
- integration of cultural planning and practices across Council's other planning and development roles
- facilitation of increased and inclusive cultural activity in partnership with the community

The four key recommended actions of highest priority relate to:

- undertaking a comprehensive analysis of existing venues and their uses;
- undertaking a detailed investigation into the development of a regional facility;
- increasing Council's staff resources for cultural planning and development and
- facilitating additional resources for increased cultural programs and initiatives.

This summary consists of the identified directions proposed to address the key issues. Within section 8, the directions are further detailed with Council responses and specific actions.

Direction 1.1: Make provision for and promote cultural use of district/local facilities.

Direction 1.2: Develop regional cultural facilities.

Direction 1.3: Provide public places and spaces that reflect and celebrate community identity.

Direction 2.1: Provide opportunities for active participation in expression and celebration of community identity and heritage.

Direction 2.2: Improve access to arts and cultural education for all sectors of the community.

Direction 3.1: Grow the arts business and cultural tourism sectors.

Direction 4.1: Foster the development of environmental sustainability that builds on community cultural values and visions.

Direction 4.2: Conserve, enhance and protect biodiversity in Eurobodalla

Direction 5.1: Advocate with a range of government and non-government agencies for community cultural needs.

Direction 6.1: Consider the availability of resources to implement the Cultural Plan.

The Directions and Responses of the Cultural Plan will be integrated with Council's Management Plan and progress will be publicly reported. The actions will be integrated within the annual management plans of Council and the Cultural Plan will be evaluated and reviewed from 2008.

Vision

“That all communities of Eurobodalla Shire are engaged with and inspired by our shared cultural values and practices.”

This vision emerged from the discussions of the Cultural Plan Reference Group and reflects the aspiration that a broad and inclusive approach to culture enhances all our lives.

Furthermore, the development and content of the Cultural Plan directly contributes to the current Vision and Strategic Objectives of Council, as outlined in the Draft Management Plan 2005-09 and stated below, and Council is reviewing it's vision in line with the Social and Cultural Plans.

We want a Shire where, in a balanced and sustainable way:

- the views of our diverse community are sought and valued in developing plans and projects for the future
- the needs of the community have been met by the provision of services and infrastructure
- the ecological health and natural beauty of the environment is protected
- the local economy, including Tourism, is characterised by steady, sustainable growth that builds on our strengths, and

- the people have a wide range of community services available because the council provided the leadership to access state and federal government programs.



Sacred Rock, Forest, Lake, Ocean
Photo by Sol Ramana - Clarke

Objectives of the Cultural Plan

The objectives of this first Cultural Plan are to:

- increase the understanding of Council and the community of the relationship of culture to community, economic and social development
- clarify Council's role and responsibilities to engender an environment that is conducive to active, diverse and rewarding cultural endeavour and enterprise
- identify and support strategic cultural development measures for the long term benefit of the community.

Working towards these objectives will not only harness the potential of culture to deliver positive social, environmental and economic outcomes but also contribute to these rewards for the communities of Eurobodalla Shire:

- Increased participation in community life
- Improved community health, harmony and wellbeing
- Improved access to infrastructure and services
- Retention of the Shire's youth
- Greater recognition by State and Federal Government of the Shire's identified needs
- Reduced unemployment levels and increased year-round employment and business options
- Retention of the Shire's natural, historic and cultural values
- Urban centres that are planned for the benefit of local people yet encourage visitors and an expanded economy.

The specific measures for achieving these objectives will be developed at the level of Council's annual management plan. In general terms, progress will be assessed through indicators such as improvements to access and equity, the amount of external funding secured and the quantity, quality and support for cultural projects undertaken within the Shire. Through the course of this plan, benchmarks will be developed for future monitoring.



Sirocco - Eurobodalla Regional Botanic Gardens
Presented by South Coast Music Society

Definitions

For the purpose of this plan, culture is recognised as having three dimensions.

1. **VALUES** - Our sense of place, our values and our identity. These cultural values are expressed in Council's Urban Settlement Strategy and Structure Plans
2. **MATERIAL** - The material products of creative processes. The Cultural Plan deals in the main with the material aspects of culture.
3. **PROCESS** - Our engagement with and participation in creative processes. The Social Plan deals with the process aspects of culture.

In accepting this broad definition of culture, it is important to establish some boundaries with regard to Council's involvement and responsibility. For the first Cultural Plan, Council's undertakings relate to greater awareness of the cultural impacts of Council decisions and activities and primarily to a facilitation role in the delivery of cultural services.

The Values Dimension of Culture

This aspect of culture is about a way of life and connections between people and between places and people. Along with the experiences of its inhabitants, the culture of an area is strongly shaped by its history, its geography, its character (land use, settlement patterns, demographics, the built environment).

Our culture encompasses the ways in which we belong in and to a place. Local cultural planning helps us to understand the unique character of our communities

and to assist communities to express pride in their place. Cultural places are those with importance or symbolic significance to people, often with an important role in collective memory, identity and spirituality. Examples of the values dimension of culture include:

- relationships
- shared memories, experiences and identity
- diverse cultural, religious and historic backgrounds
- values and aspirations and
- what we consider valuable to pass on to future generations.

Eurobodalla examples of the values dimension of culture include the significance of local Aboriginal heritage sites such as Gulaga mountain and the importance of the environment to the community.

The Material Dimension of Culture

This dimension includes the creative products produced by artists and designers as well as the creative products of communities. Cultural assets and resources are also included in this material way of looking at culture and refer to those places, buildings, facilities, knowledge, skills and works of art which provide a foundation on which people can draw for a community's cultural development.

Examples of the material dimension of culture include:

- the performing and visual arts including digital and website art, craft, design and fashion
- media, film, television, radio, video and language
- museums, art galleries, artefacts, local historical societies, archives and keeping places



Definitions

- libraries, literature, writing and publishing
- the built environment, heritage, architecture, landscape and archaeology
- parks, open spaces, wildlife habitats, water environment and countryside recreation
- children's play, playgrounds and play activities
- festivals and special events.

There are numerous examples of the material dimension of culture in Eurobodalla. These include performing groups such as the Bay Theatre Players, Eurobodalla Children's Choir and St Cecilia's Music Scholarship together with visual arts organisations such as the Montague Art Society and the Bateman's Bay Arts and Crafts Society. Festivals such as A River of Art, community events such as the Tilba Community Festival and the Eurobodalla Community Radio are further examples.

The Process Dimension of Culture

Culture has a process dimension which encompasses the various ways and levels that people experience and give definition to our cultural values. It is the interaction between people and our engagement with and participation in intellectual and artistic production that exposes us to new information, ideas and experiences which influence, challenge and enrich our values and behaviour.

Examples of the process dimension of culture at work in the Shire include participation in all forms of education, participation in arts, cultural and community activities, meetings and decision making processes.

Other terminology:

Artist: a person engaged in creative activity who either has formal training and qualifications, a history of being employed as an artist or is recognised as an artist by their community.

Creative products: that which is produced through creative activity, for example books, paintings, historical publications, stories, playgrounds.

Cultural assets and resources: those places, buildings, facilities, knowledge, skills and works of art which provide a foundation on which communities can draw for cultural development, for example galleries, museums, artists.

Cultural development: those actions contributing to cultural vitality. Cultural development therefore involves numerous council functions, not only arts, entertainment and cultural programs, but also community services and facilities, urban and landscape design, heritage conservation, parks and recreation, planning and development controls.

Cultural framework: vision, policies, strategies and performance indicators which capture a community's values and aspirations and can be applied to assess the impact of council policies, planning decisions and strategies on the cultural vitality of a community.

Cultural infrastructure: includes networks of voluntary socio-cultural associations, directories and databases; large commercially driven cultural industries for example publishers, recording companies and movie theatres;

Definitions

and small scale cultural enterprises representing the trading arm of individual artists.

Cultural mapping: techniques for understanding how people are experiencing their place and culture

Cultural plan: the cultural framework plus an action plan.

Cultural planning: a strategic process which illuminates and gives significance to the values, material and process dimensions of culture in a community in a way which informs Council's thinking, policies and programs

Cultural vitality: community wellbeing as expressed through creativity, diversity of cultural expression and innovation.

Special target groups are: youth, children, older people, people with a disability, Aboriginal and Torres Strait Islander (ATSI) people, women, people of culturally and linguistically diverse backgrounds (CALD).

Access Hierarchy:

Regional Facility: 45 minutes travel by car (within shire or outside boundary)

District Facility: 20 minutes travel by car (within shire)

Local Facility: 10 minutes travel by car.



Freeform - Creative expression by artists with a disability - Artist Anna Jarrett, storyteller
Haslingden House, Moruya

Statement of Cultural Values

This Statement will guide Council's Vision in the Management Plan. In supporting cultural development, Eurobodalla Shire Council endorses the following principles:

Statement of Reconciliation and Commitment

The particular relationship that Aboriginal communities have with the land and their culture is honoured, respected and recognised as influential for all the community. Furthermore, the Eurobodalla Shire Council's Statement of Reconciliation and Commitment currently being developed will be upheld within Council's role in cultural development.



Lyn Thomas teaching - Gulaga
Photo by Sol Ramana - Clarke

Intergenerational equity

Intergeneration equity means that the present generation should ensure that the health, diversity, productivity, sustainability and affordability of the natural and cultural environments is maintained and enhanced for the benefit of future generations. (Adapted from the Australian Natural Heritage Charter 1996)

Existence of our intrinsic and shared humanity as the foundation of cultural diversity.

Recognition that sameness provides the background field against which qualities of uniqueness can truly be appreciated and that within our overall social context, diversity and uniqueness are qualities that deserve respect and that make us interesting. Recognition that many great cultural events and individual works of art act as wellsprings that transform and connect us to our common humanity, therefore making a vital contribution to social cohesion.

Respect for differing modes of cultural belonging, knowing and expression

The celebration of a rich mix of customs, lifestyles, interests, abilities and aspirations are recognised as essential elements of cultural vitality.

Co-existence of cultural values

Co-existence of cultural values should be recognised, respected and encouraged, especially in cases where they conflict. (The Burra Charter: The Australia ICOMOS Charter for Places of Cultural Significance 1999).

Statement of Cultural Values

The values, material and process dimensions of culture evolve and change through time.

Recognition that culture and language are not fixed, are subject to many influences and are therefore subject to change.

Encouragement and assistance for practicing artists.

In acknowledgment of the vital contribution made by artists and other cultural practitioners as a profession to the growth and health of the cultural life of communities throughout the Shire.



Artists setting up "Fibres First" Exhibition
The Mechanics Institute, Moruya

Access and equity are striven for

The opportunities for participation are optimised through cultural activities that are as affordable, available and as accessible as possible for all groups within the community.

Volunteer contributions are valued

The contribution of volunteers to the cultural life of the community is supported and celebrated.

Imagination and originality are encouraged

Recognition that there are particular rewards and challenges in cultural activity that explores the new and unique, where innovation, inventiveness and problem solving are valued.

Freedom of Creative Expression is respected

Freedom of creative expression is valued as a measure of a free and healthy society.

Collaboration and co-operation is generated

Support for partnerships at all levels as a means of increasing participation and available resources.

Excellence is aspired to

Excellence is defined as cultural expression that achieves high standards in content, process and/or participation. It is characterised by a striving for continuous improvement in the quality of affordable cultural development within the community.

A difference is made

That a significant part of the community benefits, and will continue to do so, from being engaged in relevant and exciting cultural experiences that generate a sense of belonging and contribute to the social and physical environment of Eurobodalla Shire.



Analysis of Community Consultations

The consultative mechanisms used in the development of this plan are detailed within the methodology (refer Section C - Appendices page 41). This section provides an overview of the range of issues canvassed and how they have informed the plan's rationale.

Infrastructure

The most widely articulated issue across all public meetings was in relation to access to appropriate and affordable facilities for cultural activity at both a district, local and regional level. There was a diversity of views regarding the priority of developing district and local facilities compared to the development of a single major regional facility with an initial perception that it would be an either/or situation given the likely level of resources.

There was general agreement, if not universal, that Moruya was the logical location for a regional cultural centre given its centrality and the possibility of an appropriate site by the river. Expectations of what a regional cultural centre could accommodate included regional gallery, performing arts, workshop spaces, Aboriginal Keeping Place, conference facilities, visitor information, café and arts retail opportunities. The regional cultural centre is generally understood to be a purpose built, professionally staffed facility that would be either directly managed or contracted by Council.

With regard to district and local facilities, the point was made that improved amenity would lead to increased use. There was support for the developments underway at the Mechanics Institute as a dedicated cultural venue

and interest in Arts Central as a model of a community arts centre but the challenges faced by community managed facilities were highlighted.

The IRIS Survey reports that: 71% of respondents listed provision of arts and cultural facilities as a priority for the future and more than half the respondents gave a high rating (4 or 5) for the provision of a regional cultural centre (art gallery/ performance centre). More funding and support for valuable community art centres was expressed in the Iris Survey Focus groups.

Response

For a Council of Eurobodalla's size and projected growth, the development of a regional cultural facility is warranted, albeit a major undertaking. Equally, access to appropriate infrastructure at a district and local level is critical to the cultural life of communities across the Shire. Indeed, the effective development of both strands can be seen as interdependent. It is important to recognize that some of the community expectations regarding the capacity for facility development and sustainability are unrealistic and there is a clear need to rationalize and make better use of existing facilities.

Consequently, the plan proposes a two pronged approach with strategies to enhance provision of district and local facilities starting with a comprehensive audit of existing spaces alongside the commencement of the longer term planning for the regional facility.

Analysis of Community Consultations

Arts and Cultural Development

There was unwavering commitment through the consultations, to the view that participation in cultural activities and processes is good for the community (ie. that it promotes community wellbeing).

A general desire was expressed for a wider range of cultural activities for all sectors of the community. There was particular emphasis given to the telling of local stories, celebrating the cultural and environmental heritage of the area and a sense of a burgeoning aspiration for a shire wide identity.

There was also a high level of support for touring programs from the region and further afield and interest in access to national and international arts and cultural experiences as a means of making connections to new ideas.

Not surprisingly, there were many great suggestions for new cultural projects and, initially, expectations that Council ought to be more directly involved as the provider of these activities.

The need for greater awareness, understanding and celebration of the Aboriginal culture and heritage of the Shire was widely voiced in the consultation by Aboriginal and non Aboriginal members of the community. Some members of the Aboriginal community expressed concern that Council does not always consult with Aboriginal people with the necessary local connection to Country or background or experience related to the nature of the discussion. From the social plan consultations,

Aboriginal community members identified the need for service providers to consider Aboriginal cultural value systems when determining policies and procedure.

Again from the Social Plan consultations, male participants expressed a feeling of being disenfranchised from the community, without the resources or networks available to meet the specific needs of men, in crisis and in every day life.

People from culturally and linguistically diverse (CALD) backgrounds participating in the social plan consultations considered the local community to be friendly towards them although all had experienced discrimination (race, language difficulties) particularly in employment. The group expressed a desire to have a venue for CALD people to socialise and undertake activities.

The Iris Survey found that almost 1/3 of residents mentioned that they had seen or personally experienced cultural/racial intolerance in the Shire.

Other concerns include the general lack of transport in the Shire and the limited access to educational opportunities in arts, culture and the humanities for all age groups and sectors of the community. There was a widespread call for more cultural activities for youth.

Representatives of the community cultural sector identified a range of issues that constrain their capacity including insurance, better promotion, networking and co-ordination, sharing of resources and equipment, access to funding, training, marketing and member recruitment.

Analysis of Community Consultations

The Iris Survey identified that the most popular leisure activities amongst Shire residents include cultural activities such as: going out to a bar, club or restaurant(90%), visiting parks/botanical gardens(68%) visiting libraries(54%), going to cinema theatre or concert(53%) community or special interest groups (44%), visiting a museum or art gallery(30%) religious or spiritual activities 28%) doing continuing education courses or classes (24%). 15% of respondents said they are members of a creative arts group. In the Iris Focus Groups issues raised include the need for improved access for youth to social/ creative opportunities such as drama/theatre, film making or youth radio. The need for more funding and support for valuable community art centres was also expressed.

Response

The aspiration for enhanced community wellbeing through culture is encapsulated within the Plan's vision and articulated through the cultural values. The Plan's first objective recognizes that there needs to be increased understanding within the broader community and throughout Council as to the benefits of cultural development.

With the exception of Library Services, Council's role in the delivery of cultural services, programs and projects is proposed to be one of facilitation, advocacy and support for partnerships with the community sector. This support is currently provided on Council's behalf by South East

Arts Region (SEAR) with strategies to target that involvement towards the strategic objectives of the plan.

There are many examples of cultural programs positively impacting on community development with regard to social isolation, increasing tolerance and providing a voice for marginalized sections of the community. The issues raised within the Social Plan consultations can be addressed, in part, through community cultural development projects. There may well be a case for more direct involvement of Council in delivery of cultural projects that meet objectives of the Social Plan.



Freeform - Creative Expression by artists with a disability

Analysis of Community Consultations

Economy

Support for the development of cultural tourism was identified on several occasions. The lack of employment and professional opportunities for artists and community cultural development workers was highlighted yet there is a general belief in the potential of cultural industries in Eurobodalla based on the number and quality of artists in the area, the richness of the Aboriginal and non-Aboriginal heritage and the natural environment in addition to the experience of other regions.

The Iris Survey found that amongst the priorities for the Shire were developing and improving the tourist industry and encouraging and expanding the retail industry. The Iris Focus Groups identified that tourism is the backbone of the local economy but with significant need for additional enterprises/ industries to support and stabilise the local economy. Those in the Iris Focus Groups found there is scope for the tourism industry to improve through a more creative approach to the products and attractions on offer. The Focus groups included in their cultural tourism suggestions the potential for waterfront markets, and a 'unique' range of cafes incorporating bookstores and galleries.

Response

While there is some support within the existing economic and tourism development programs of Council there is considerable capacity for increased focus and new initiatives in this area that are signaled within the Cultural Plan.

Environmental Sustainability

The high value the community places on the natural environment was a universal theme throughout the cultural consultations as well as in the IRIS research. The need for Council to base its planning functions on the cultural values of its communities was reinforced. There was also a call for a Natural Heritage Study to complement the other heritage studies completed or planned such as the Aboriginal Heritage Study currently being undertaken.

The potential for the arts to be used both to express and reflect the natural environment was articulated by a wide number of those involved in consultation on the Cultural Plan. These views comply with the findings of the IRIS Survey of resident views in September 2004 in which residents clearly nominated "Protection of the natural environment from development" as one of the two most important priorities for the Shire. The Aboriginal community places a high value on the need to protect their heritage sites as well as the natural environment.

Response

The Plan calls for increased consideration of cultural impacts within planning decisions yet effective implementation of this is likely to be problematic and will require further discussion. The Plan does allow for the engagement of artists and cultural workers to assist in the articulation, expression and celebration of community identity through public art, festivals, events and community cultural development projects.

Analysis of Community Consultations

Council as an Organisation

There were many requests for additional resources from Council both in terms of staffing and finances, all of which would be clearly beyond Council's current capacity. The Reference Group gave priority to ensuring Council has adequate staffing levels and expertise to guide the implementation of the Cultural Plan as well as Council's continued support for South East Arts Region (SEAR). It is also important to note that there was willing acceptance of the need for community contributions towards the development of a regional cultural facility.

Response

Within the overall context of the Cultural Plan which encompasses significant new developments, there is a strong case for additional staffing. Options exist as to whether the existing one day a week position of Council is increased or if the services of SEAR could be extended to ensure the Plan's implementation. Given SEAR's role in the development of the plan, this issue needs to be determined by Council yet the current recommendation is to establish a part time cultural planning position with Council and continuation of the cultural development services provided through SEAR.



Moruya Riverside Park perspective - by Stuart Whitelaw



Section B - Strategies



The Council's Management Plan 2006/10 will be updated with the inclusion of the following Condition and Pressure Statements together with the Directions and Responses and the high order Actions outlined in the Cultural Plan. All the Cultural Plan Actions when ranked will be costed and prioritised for consideration for new funding in the Management Plan 2006/10. As a guide, the proposed funding is marked in italics.

Issue 1 - Infrastructure

Condition

The current range of Eurobodalla halls and venues, whether in Council or community management, has real constraints when it comes to successfully delivering cultural services.

The shortfalls encompass size, access, affordability, the lack of staging, storage, 3 phase power, comfortable seating, lighting, areas suitable for art and craft activities, good acoustics and sightlines. Council's hire charges are perceived by many as being too high and the operating guidelines are not always conducive to cultural uses. Each of the three major towns has differing needs for local facilities to cater for arts and cultural activities.

Council's cultural infrastructure: Council has completed a library building program over the past seven years, with three new shire libraries, located in Batemans Bay, Moruya and Narooma. The new libraries provide extended collections, reading and study areas, computer facilities and space to host community displays, events and exhibitions. The libraries regularly host a range of cultural, artistic and educational exhibitions, including travelling exhibitions from the Australian Museum, National Gallery of Australia and State Library of New South Wales, as well as local art, photography, community and historical displays and ephemera.

The libraries are not an ideal venue for many exhibitions due to environmental issues (humidity, lighting), space availability, security concerns and competition with existing library collections.

In 2004, Council adopted the Conservation Management Plan for the Mechanics Institute, Moruya and has commenced its upgrading as the first dedicated cultural facility in the Shire to be used for the presentation of exhibitions, performances and film screenings.

Council has established two Youth Cafes, one in Batemans Bay and one in Narooma that include cultural activities in the program catering for 12 to 18 year olds. Council manages sixteen venues on behalf of the community and a further twelve halls have been identified across the Shire, although this may not represent a conclusive listing.

Both Arts Central in Moruya and the Narooma School of Arts provide community owned facilities that are under severe space constraints and for which the occupiers have development aspirations. There are a number of other facilities owned by the community (e.g. Bay Theatre, Tilba Halls, Narooma School of Arts) that can cater for cultural activities but are also faced with certain limitations. Some club venues are used for performances but these often prove to be less than ideal and in 2004 the Moruya Cinema closed down.

Issue 1 - Infrastructure

The Council's Eurobodalla Botanic Garden and the private Mogo Zoo are both collection agencies with visitor education programs. Umbarra Cultural Centre is in the process of developing a collection and there are three small museums operated by local historical societies. The development of Moruya Riverside Reserve includes provision for public art and an amphitheatre for outdoor performances. Other parks and reserves and public places may be used for events, festivals, public art and other cultural activities but many of these amenities lack access to such services as power and water.

The Shire has no regional cultural facilities that can cater for touring exhibitions or performances or to house a regional art collection. There is no regional Aboriginal or non- Aboriginal heritage facility and neither is there an interpretation facility that provides information on the ecology of the Nature Coast.

Pressures

The cost of maintaining and upgrading Council's existing halls and cultural infrastructure, Council's cost recovery model for hire charges and the level of usage. The three major towns require different solutions to needs for local facilities. The feasibility of construction and viability of ongoing management of a regional facility, where to locate it and what services and facilities should be provided. There are increasing community expectations of access to improved facilities. The possible lapse of community management of certain venues may result in Council assuming responsibility. Determining the balance between multi-purpose and specific use in the development of venues.

Direction 1.1: Make provision for and promote cultural use of district/local facilities

Council Responses 1.1.1:

Upgrading Council facilities that have been identified as suitable for arts and cultural activities and supporting improvements to halls in community ownership for cultural use.

Action 1.1.1.1: Undertake an audit of Council and community owned facilities to determine those suitable for cultural activities. *Combination of new and existing funds.*

Action 1.1.1.2: Develop a detailed plan and budget for staged upgrading of facilities and identifying external funding sources, partnership and sponsorship opportunities. *Combination of new and existing funds.*

Action 1.1.1.3: Upgrade the Mechanics Institute, Moruya according to the Conservation Management Plan as an exhibition, performance and film screening venue. *Combination of new and existing funds.*



The Mechanics Institute, Moruya

Issue 1 - Infrastructure

Council Responses 1.1.2:

Improve the level of basic equipment for cultural activities appropriate to identified facilities. Basic equipment encompasses hanging system, rostra, staging, lighting grid, seating, wet areas for arts and craft, provision for black out but not technical equipment such as lighting or sound systems.

Action 1.1.2.1: Develop a detailed plan and budget, Informed by the halls audit, for basic equipment to be provided in identified facilities. This will include identifying external sources of funding, partnership and sponsorship opportunities. *Combination of new and existing funds.*

Council Responses 1.1.3:

Encouraging cultural use of district and local halls through targeted management, promotion, policies and charges.

Action 1.1.3.1: Promote the Mechanics Institute, Page Street, Moruya, as a specific venue for arts and cultural presentations and promote similar uses in other facilities. *Combination of new and existing funds.*

Action 1.1.3.2: Review existing hire guidelines and charges to facilitate increased cultural use of Council facilities. *Existing funds.*

Council Response 1.1.4:

Making provision for the inclusion of arts and cultural needs in future multi-purpose community facility developments through partnerships.



Wood Carving by Bryan Carrick
Apex Park Moruya

Action 1.1.4.1: Investigate the feasibility of including provision for local arts and cultural needs in the redevelopment of the Narooma Recreation and Leisure Centre. *New funds.*

Action 1.1.4.2 : Investigate the feasibility of developing a public/private sector partnership for the provision of a community facility in Batemans Bay that meets the local needs of arts and cultural activities. *New funds.*

Direction 1.2: Develop regional cultural facilities.

Council Responses 1.2.1:

Developing a Regional Cultural Facility that caters for identified needs across a wide range of arts and cultural disciplines and activities and that enhances identity, improves access and attracts visitors.



Issue 1 - Infrastructure

Action 1.2.1.1: Consider in the 2006/10 Management Plan the commissioning of a Feasibility Study for a Regional Cultural Centre that investigates and makes recommendations regarding the possible functions, preferred site, construction cost estimates, and management and partnership options. *New funds.*

Action 1.2.1.2: Consider an architectural design competition in partnership with Canberra University on the concept design for regional facilities by architecture students. *New funds.*

Action 1.2.1.3: Assess the feasibility of a collection of art for Eurobodalla, to be housed in the new regional cultural facility. *New funds.*

Action 1.2.1.4: Assess the feasibility of incorporating an Aboriginal Heritage Interpretation function in the Regional Cultural Centre. *New funds.*

Action 1.2.1.5: Assess the feasibility of incorporating a Natural Heritage Interpretation function in the Regional Cultural Centre. *New funds.*

Action 1.2.1.6: Support the establishment of an appropriate mechanism for tax deductible donations, community fundraising and sponsorship for the Regional Facility. *New funds.*

Action 1.2.1.7: Determine a target date for the Regional Cultural Facility staged development plan. *New funds.*

Direction 1.3: Provide public places and spaces that reflect and celebrate community identity.

Council Response 1.3.1:

Developing concepts and plans for public domain improvements that reflect the heritage, cultures and identity of local/ district/ regional communities.

Action 1.3.1.1: Develop briefs for concepts and plans that address or initiate public domain improvements (local/ district/ regional) that include the engagement of artist/s in the initial phase of concept and plan development. *Combination of new and existing funds.*

Action 1.3.1.2: Develop a Public Art Policy that provides for public art in public places and spaces that is integrated into the overall design for these amenities. *Existing funds.*

Action 1.3.1.3: Provide for the animation of public spaces and places with performances, festivals, events, markets, installations and ephemeral artworks. *Combination of new and existing funds.*

Action 1.3.1.4: Provide planning and design controls for development that are based on community cultural, heritage and environmental values. *Existing funds.*

Action 1.3.1.5: Provide for cultural facilities, events and services in the Urban Settlement Strategy, Structure Plans and Plans of Management for public open space. *Existing funds.*

Issue 2 - Arts and Cultural Development

Condition

Arts and Cultural Development has been provided, in the main by not-for-profit community organisations whose primary aim is the provision of services to their memberships and who work somewhat in isolation from Council and each other. Council assists a number of these groups, either through rate rebates or an annual allocation of funding.

Communities with special needs have limited access to resources and opportunities for the development of creative expression. Nevertheless there are a significant number of arts, cultural and heritage organisations offering a wide range of activities in the Shire together with one professionally managed and funded regional organisation, South East Arts Region. There are a significant, and increasing, number of artists residing in the Shire.

The library service supports arts and cultural activities in the community, particularly in relation to local artists, hosting book launches and exhibitions for all age groups and interests. The library service initiates activities (alone and in partnership) that encourage arts and cultural activities, including creative writing classes, photographic and HSC artwork displays, craft classes, internet classes and activities for children (craft, still life, cartooning.). The Youth Cafes and Council's youth programs provide cultural activities for youth directly and in partnership with the community. EuroCare Services has initiated an arts program for people with a disability. Festivals and events are presented by community and commercial providers such as the Telstra Great Southern Blues and

Rockabilly Festival, the Moruya Jazz Festival and A River of Art Moruya.

Pressures

The lack of facilities, equipment, resources, transport, education, training, expertise, marketing and information all provide barriers to growth in arts and cultural development. The previous lack of planning and somewhat limited nature of Council investment and support has been a severe constraint to the celebration and expression of community identity in Eurobodalla.

Direction 2.1: Provide opportunities for active participation in the expression and celebration of community heritage and identity.

Council Responses: 2.1.1:

Developing partnerships with the community, government agencies and the private sector to ensure provision of arts, cultural and heritage services for all sectors of the community.

Action 2.1.1.1: Present the Basil Sellers Art Prize every second year, commencing in 2006, for artists in Eurobodalla and in subsequent years for artists in the region and beyond. *Existing funds.*

Action 2.1.1.2: Develop and seek funds for a public program of exhibitions and performances in the Mechanics Institute in partnership with SEAR and make provision for an Aboriginal art exhibition in the program. *Combination of new and existing funds.*

Issue 2 - Arts and Cultural Development

Action 2.1.1.3 Establish, in partnership with the community, a local touring network using local halls and libraries to host appropriate exhibitions and performances. *Combination of new and existing funds.*

Action 2.1.1.4: Research the needs of and Increase the resources available to Aboriginal and other identified target groups for arts and cultural development through partnerships with the community and government agencies. *Combination of new and existing funds.*

Action 2.1.1.5: Investigate the development of an Aboriginal Community and Cultural Development Worker position in partnership with other community and government agencies. *New funds.*

Action 2.1.1.6: Develop partnerships and seek funding for the ongoing delivery of cultural programs to clients of EuroCare services and other identified target groups. *Combination of new and existing funds.*

Action 2.1.1.7: Investigate working with the Queanbeyan Multi- Lingual Centre and DIMIA in identifying and supporting the arts and cultural needs of culturally and linguistically diverse communities in the Shire. *New funds.*

Action 2.1.1.8: Facilitate through SEAR the development of networks amongst artists and arts, cultural and heritage organisations to share information and resources and to undertake joint planning and joint projects. *Combination of new and existing funds.*

Action 2.1.1.9: Facilitate through SEAR the development of training and capacity building in the voluntary arts, cultural and heritage sectors with emphasis on risk management, insurance requirements and funding. *Combination of new and existing funds.*

Action 2.1.1.10: Develop transport solutions to enable communities to have better access to arts and cultural pursuits – refer to Social Plan and Transport Working Group. *New funds.*

Action 2.1.1.11: Provide cultural activities for youth at the Youth Cafes and during Youth Week and work with government agencies and the community to provide additional cultural activities for youth. *Combination of new and existing funds.*

Action 2.1.1.12: Provide opportunities directly and in partnership with the community and business sectors, for the provision of a public art program based on Council's public art policy. *New funds.*



Youth Committee Rock Concert - Day @ the Rock

Issue 2 - Arts and Cultural Development

Council Response 2.1.2:

Facilitating opportunities for the community to engage with arts and cultural experiences from the region and beyond.

Action 2.1.2.1: Support SEAR to provide a touring program and make provision for touring programs in Council's cultural facilities, parks and reserves. *Combination of new and existing funds.*

Action 2.1.2.2: Participate in the provision of events, festivals, and community celebrations such as Australia Day, Anzac Day, NAIDOC Week and one-off events such as the Centenary of the Shire 2005. *Combination of new and existing funds.*

Council Response 2.1.3:

Funding and supporting community arts and cultural organisations in order to achieve the outcomes of the Cultural Plan through mechanisms that are equitable, contestable, transparent and accountable.

Action 2.1.3.1: Provide funds through Council's Healthy Communities Grants Scheme for arts and cultural activities that promote community arts and cultural outcomes for Aboriginal and identified target groups as well as the wider community and ensure cultural representation in the grant decision making process. *Combination of new and existing funds.*

Action 2.1.3. 2: Review all Council's existing cultural sector support arrangements and develop guidelines that focus the use of these funds on delivering the outcomes of the Cultural Plan as defined by the Triple Bottom Line Matrix (refer to the Financial Strategy, page 33.) This is to be achieved in consultation with the organisations directly involved. *Combination of new and existing funds.*



Mens Business No.2 - detail - Painting by John Stewart



Bad Hair Day - Designed & created by students of Haslingden House

Issue 2 - Arts and Cultural Development

Council Response 2.1.4:

Promoting the cultural profile of Eurobodalla and providing information on cultural services, funding and support.

Action 2.1.4.1: Provide up to date information and images of arts and cultural activities in all Council and Nature Coast Tourism promotional material including newsletters, brochures, community directories and Council and tourism websites. *Combination of new and existing funds.*

Action 2.1.4.2: Provide appropriate information services to the arts and cultural sector through libraries and in partnership with SEAR. *New funds.*

Direction: 2.2 Improve access to arts and cultural education for all sectors of the community

Council Response: 2.2.1:

Developing strategies for arts and cultural education in partnership with communities, schools, the tertiary sector and government agencies.

Action 2.2.1.1: Facilitate a community forum on arts and cultural education to assess needs, identify issues and provide a focus for further action. *Combination of new and existing funds.*



Four Winds Barnstorming Tour - Batemans Bay presented by SEAR
The Sculthorpe Quartet and William Barton on didgeridu
Sunshine Bay Primary School

Issue 3 - Economy

Condition

The Arts as Business Forum identified that there are a growing number of arts practitioners in the Shire who are sole traders or who operate small business enterprises. There are a small number of commercial galleries and an increasing number of studio galleries open occasionally to the public. Many lack business expertise and work in isolation. They are serviced by a small number of specialist suppliers. Both NatureCoast Tourism and Council's Business Development section currently offer some support for the cultural tourism and arts business sector but those attending the Arts as Business Forum considered that there is considerable potential for these relationships to strengthen in order to develop a cultural industry in Eurobodalla.

The following findings of the Economic Impact of Cultural Tourism Reports- Cultural Ministers Council Jan 2004 support the importance of cultural tourism to the economic development of the region.

"Domestic overnight cultural visitors travelled for longer, spent more and visited more regional areas than non-cultural visitors. On average they spent almost double the amount of domestic overnight non-cultural visitors. Apart from the capital cities and the Gold Coast, North Coast NSW, Explorer Country (NSW), South Coast (NSW) and Western (Victoria) were the regions most visited by this group. Domestic day cultural visitors spent an estimated 15% more than domestic non-cultural day visitors."

Pressures

The need to develop joint markets and audiences and to increase employment opportunities. Artists and arts businesses are constrained by the high cost of insurance and their relatively low and insecure incomes. The arts and cultural sector lacks training and experience in market and business development and lacks the funds to engage in sophisticated marketing and research. Competition from other regions which are further developed in this area.



Murunna Point Carvings - by Jason Campbell & Rob Fitzclarence at Umbarra Aboriginal Cultural Centre

3.1 Direction: Grow the arts business and cultural tourism sectors.

Council Response 3.1.1:

Facilitating increased economic development opportunities by supporting Aboriginal interpretive and cultural educational programs for residents and visitors.

Action 3.1.1.1: Include possible employment opportunities for Aboriginals in the development of the arts and cultural education strategy, future plans for tourism products and services and the Regional Cultural Centre. *New funds.*

Issue 3 - Economy

Council Response 3.1.2:

Facilitating the development of networks and joint marketing, sponsorship and audience development initiatives between arts business and cultural tourism operators and Chambers of Commerce and the wider business and tourism sectors.

Action 3.1.2.1: Facilitate an "Arts as Business Forum" in association with SEAR and "A River of Art, Moruya" May 2006 and thereafter as appropriate. *Combination of new and existing funds.*



Forest Gallery - South Durras

Council Response 3.1.3:

Facilitating the development of employment, tertiary training and professional development opportunities for artists and cultural workers.

Action 3.1.3.1: Facilitate research into the needs and opportunities for employment, training and professional development for artists and cultural workers. *New funds.*

Action 3.1.3.2: Facilitate the development of a joint approach to insurance and audience and market development through the establishment of professional association/ s and/ or collectives and/ or cooperatives and facilitate the setting up of the agreed structure/s. *Combination of new and existing funds.*

Action 3.1.3.3: Engage artists and cultural workers to assist with the implementation of the Cultural Plan and support communities to engage artists and cultural workers for community cultural development projects through the Eurobodalla Shire Council Healthy Communities grants program. *Combination of new and existing funds.*



Moruya Saturday Markets



Sculptures - Dr Mackay Community Centre
by artists with a disability - led by visual artist Virginia Catts

Issue 4 - Environmental Sustainability

Condition

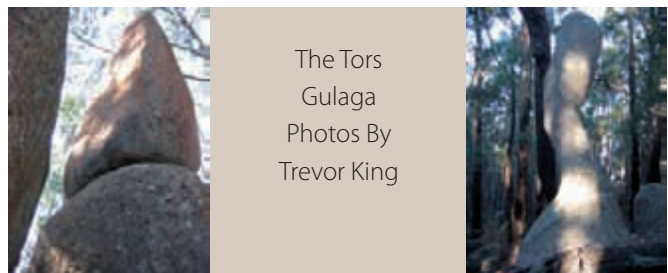
From all of the consultations, it is clear that the desire for environmental sustainability is a strong cultural value held by communities within Eurobodalla.

Council's Management Plan provides a number of Directions and Responses for environmental sustainability include Management of Biodiversity, Land and Water Quality, Responses to Climate Change and the involvement of the community in the Landcare/ Bushcare/ Creeks care Groups through which Council is supporting grant funded programs, such as the Aboriginal Heritage Study.

It is recognised that community culture needs to embrace sustainability through behaviour and attitudes to issues such as water, waste, energy and climate change.

Pressures

There are considerable pressures on environmental sustainability as outlined in Council's Management Plan. There is the pressure to balance development and population and tourism growth across the Shire with the need to protect the environment. The need to understand/protect natural, cultural & Aboriginal heritage Sites, non- Aboriginal heritage sites and buildings, scenic, landscape and other community cultural values, poses an ongoing challenge to Council and the community.



The Tors
Gulaga
Photos By
Trevor King

Direction 4.1: Foster community identity that is built on community environmental and cultural values and visions.

Response 4.1.1:

Facilitating the development of community cultural development projects that engage communities in a collective process of articulating creative responses to key environmental and development issues.

Action 4.1.1.1: Identify opportunities and funding sources for community cultural development projects that focus on key sustainability issues and outcomes. *New funds.*

Action 4.1.1.2: Develop community awareness and education programs on environmental sustainability and the importance of protecting Aboriginal and non-Aboriginal heritage sites. *Combination of new and existing funds.*

Action 4.1.1.3: Investigate the opportunity to raise awareness of Aboriginal heritage through signage/ public art in public places and spaces and introducing dual naming of significant towns, streets and other places of Aboriginal significance. *Combination of new and existing funds.*

Issue 4 - Environmental Sustainability

Direction 4.2: Conserve, enhance and protect biodiversity in Eurobodalla

Response 4.2.1:

Facilitating community understanding of and involvement in biodiversity conservation.

Action 4.2.1.1: Investigate the feasibility of undertaking a Natural Heritage Study and community education program. *Combination of new and existing funds.*



Spotted Gum - photo by Trevor King



Rock Lilies - photo by Trevor King



Burrawang & Spotted Gums - photo by Trevor King

Issue 5 - Advocacy

Condition

Council's key role of advocacy is well understood by the community and will be a critical strategy to secure additional resources for the proposed cultural development of the Shire. The Cultural Planning Reference Group clearly identified a leadership role for Council in this area. The need for greater access to cultural education services is a prime example of an issue identified by the community that requires advocacy from Council.

Pressures

There is an increasing expectation from the community that Council fulfil an advocacy role across an expanding range of portfolios.

Direction 5.1: Advocate with a range of government and non-government agencies for community cultural needs

Council Responses 5.1.1:

Advocate for integrated planning and service provision that meets pressure on natural, built, cultural and social environments.

Action 5.1.1.1: Develop advocacy plans for the key community cultural issues and pressures identified through the cultural planning process. *New funds.*



The Meeting - detail - by Val Saunders
Moruya Library

Council Response: 5.1.2

Develop appropriate communication protocols with local aboriginal communities.

Action 5.1.2.1: Engage as widely as possible with the Aboriginal communities of the Shire in the development of appropriate protocols for Council's communications with the Aboriginal community. *Existing funds.*

Council Response 5.1.3

Council's Consultation Policy to reflect the need for qualified advice for issues based consultation.

Action 5.1.2.1: Provide cultural expertise in undertaking Council's Consultations on cultural development issues. *Combination of new and existing funds.*



Issue 6 - Council as an Organisation

Condition

Over five years Council has built up its financial commitment to cultural activities, primarily through Council's financial contribution to SEAR in return for services directly to Council and for services to the community and region. Council currently employs a cultural officer for 7 hours per week on a temporary basis. SEAR has a contract position of 4 days per week with the office in Moruya provided by Council. The Council and SEAR positions are held by the one officer and funding for both these positions is not committed beyond 2005/06.

Pressures

The NSW Department of Local Government requires Council to include regular reports on the state of the Eurobodalla through a Social Plan. Progress on the Directions and Responses of the Cultural Plan are a requisite component of these reports.

For the focus required for the implementation of the Cultural Plan there is the need for adequate, suitably experienced staff. Cultural planning activities to date and the work of SEAR in the Shire over recent years have raised community expectations on: regular availability of cultural activities; choice of activities; and quality in artistic output. In addition, the accepted goal that Council will work towards the development of a major cultural facility in the Shire is not matched by the availability of suitably experienced staff, post 2005/06, to guide, co-ordinate and undertake the work entailed.

It should also be recognised here that although Cultural Plans include components that require the addition of cultural actions to the work of existing Council staff, there needs to be co-ordination of these activities and the input of a specialist cultural worker at times.

Direction 6.1: Consider the appropriate resources to effectively implement the Cultural Plan.

Response 6.1.1

Consider the availability of resources for the implementation of the Cultural Plan.

Action 6.1.1.1: Consider in the 2006/10 Management Plan a Cultural Planning Officer in a part-time position to guide and assist with the implementation of the Cultural Plan and Local and Regional Cultural Facility Development. *New funds.*

Action 6.1.1.2: Support South East Arts Region Inc to continue the part-time position based in the Shire in order to support a regional focus on arts and cultural development in the Shire and to develop specific cultural projects in line with the Cultural Plan. *Combination of new and existing funds.*

Issue 7 - Financial Strategy

New Public Infrastructure and Facilities:

A number of tools are proposed to finance the public facilities and services proposed in the Urban Settlement and Rural Lands Strategies, the town Structure Plans and the Social and Cultural Plans.

It is expected new public services – particularly in the area of community and environmental services – will be funded by government grants, development contributions and supplemented by rate revenues. Its is expected the rise in pension rebates will erode the value of rating of new properties. To fund new public infrastructure and facilities, a mix of the following is proposed:

- **Public land assembly**

Assembling council-owned public land to facilitate development interest or sale with proceeds used to provide infrastructure or facilities in that locality. This may include creating additional footpath or reserve space in town centres for commercial licence and lease, with funds used to maintain those new facilities.

- **Debt**

Raising debt against the income of council to provide new infrastructure. Servicing of some of that debt may be recouped through leasing of crown land developments (such as caravan parks); through public land assembly and sale; or through development contribution plans (for general infrastructure) and development servicing plans (for water, wastewater and stormwater infrastructure).



- **Planning agreement or development contribution**

In accord with NSW legislation, prepare a contributions plan or negotiate agreements with developers to provide public infrastructure or facilities, or public services, at scales and sites in accord with adopted Structure Plans and Management Plan, as an incentive for additional development rights on private land.

Development contribution plans will draw on facilities or projects adopted in current plans of management, cultural plan and estuary management plans for example, identifying nett present value (NPV) of those facilities and amortising maintenance and renewal of those assets. When those public facilities cannot be provided on site, a contribution in accord with the development contribution plan may be paid to a public authority

- **Development incentives**

Identify key sites in urban areas in Structure Plans that are capable of greater density, height or use, in exchange for provision of public facilities on or near that development, eg public carparking. Incentives such as bonus rights may also be used to dedicate land or contribute to acquire public open space or private lands nominated for environmental protection.

Issue 7 - Financial Strategy

- **Commercial holdings**

Facilitate development of council-owned real estate or commercial holdings to generate cash and long-term returns on investment. This may be through direct conditional sale or partnering with a developer under public private partnership regulations. Those returns may seed other commercial acquisitions or developments, or acquire other community land or facilities strategically appropriate to the demography of the population and geography of the shire.

- **Crown lease**

Utilise leases or development agreements on crown land under council care and control to provide public infrastructure or facilities on those crown lands

Existing Public Infrastructure and Facilities:

To fund existing public infrastructure and facilities, a mix of the following is proposed:

- **Infrastructure Fund**

Raised by special general rate variations, the funds are dedicated to the renewal and rehabilitation of existing road, bridge, buildings and recreation facilities. The value of the Fund is increased by rate-pegging set annually by state government.

- **Water Cycle Fund**

Dividends derived from any profit on operations of water and sewer in accord with state government guidelines are dedicated to the renewal and rehabilitation of existing stormwater systems. Contributions to the management of the river catchments from which water is harvested or

into which wastewater or stormwater is discharged, may also be applied from dividends.

- **Environment Fund**

Following completion of a range of studies and plans to manage habitat and estuaries, environment rates may be used to sponsor volunteer projects; provide seed funding for rehabilitation works on rivers, estuaries and vegetation; or be used as stewardship payments to rural landholders to conserve valuable vegetation, habitat, wetland or estuarine systems. The funding could be provided to support management of those areas in accord with other incentives administered by state government such as voluntary conservation agreement, property vegetation plans, or biodiversity offsets.

- **Triple Bottom Line (TBL) Matrix:**

A Triple Bottom Line (TBL) Matrix that ranks projects according to the environmental, social and financial outcomes, may be used to assist the prioritising of new projects or facilities identified in the Urban Settlement and Rural Lands Strategies, the town Structure Plans, the Social and Cultural Plans, community land plans of management, estuary management plans, and subsequent development contribution plans.



Artist At the beach

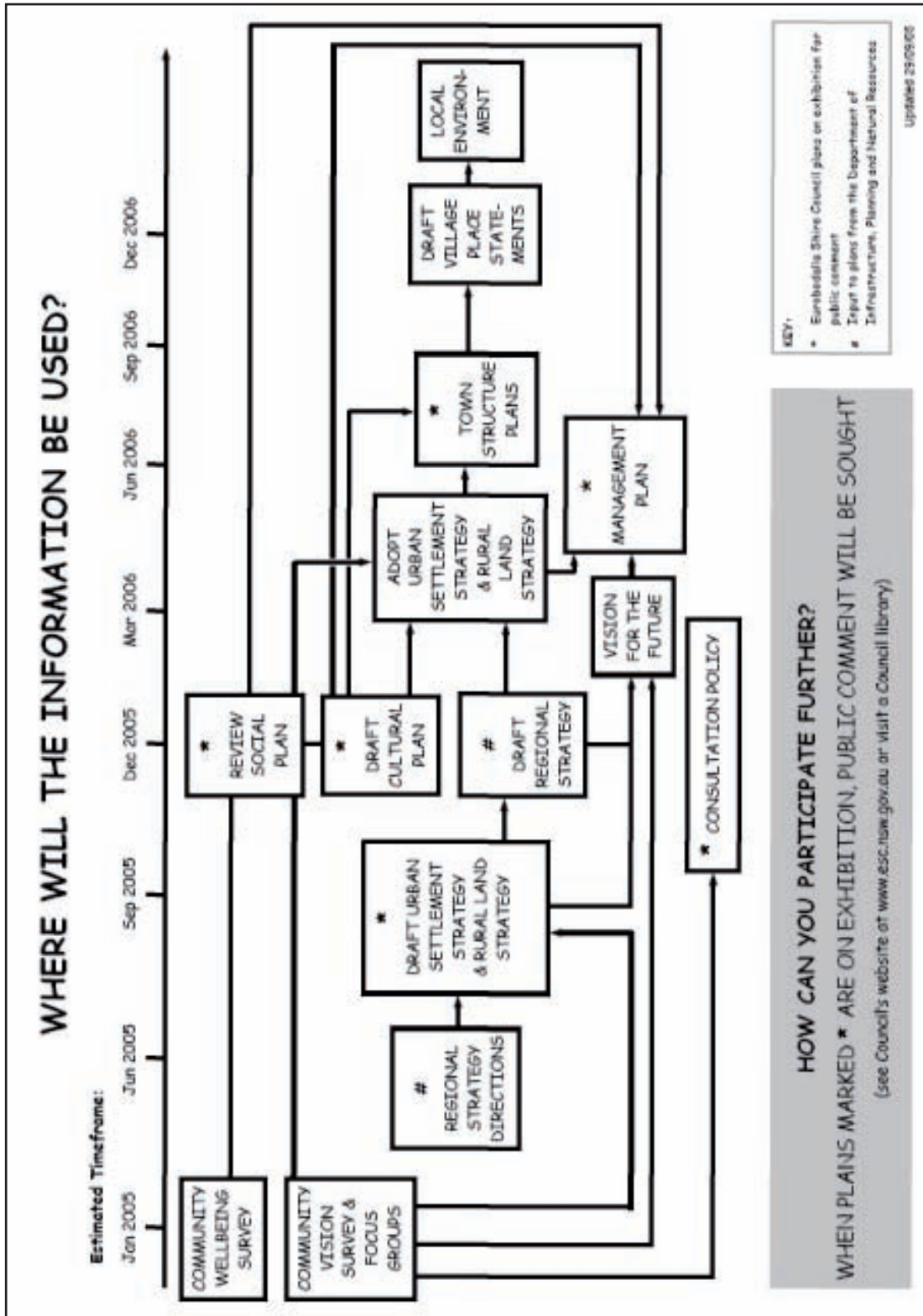




Section C Appendices



Social & Cultural Plan Timeline





Methodology

There were six core characteristics used to guide the development of this cultural plan. They are as follows:

- adherence to cultural planning guidelines;
- demographic profile, analysis and projections;
- identification of and consultation with key stakeholders including the community, organisations and regional partners;
- recognition of existing formal and informal internal and external strategic relationships;
- identification and assessment of existing research and cultural development practice
- identification of initiatives and strategies for improved community cultural development to enhance community wellbeing.

The methodology for the development of the Eurobodalla Shire Council Cultural Plan 2006-10 is evidenced based and includes both research and consultative phases. Research methodology included the following processes:

- a demographic profile of the community;
- a needs assessment and
- a review of relevant research documents and reports.

The needs assessment was consistent with Council Consultation Policy. Council commissioned a community survey and focus group workshops in 2004 and 2005 undertaken by Illawarra Regional Information Service (IRIS). Consultative processes undertaken were:

- specific meetings with focus groups, service providers, Councillors and Council staff;
- telephone, paper and web based surveys to gain a sense of community's current feelings about the

Shire and Council performance, and future visions for the Shire.

The survey and focus group sessions were followed by a series of consultations that were specifically focussed on the identification of cultural needs, issues and solutions.

The culturally focussed consultation process was facilitated on behalf of Council by South East Arts Region Inc (SEAR) and consisted of the following:

- Cultural Planning Reference Group met on five occasions to provide invaluable advice to SEAR during the development of the Cultural Plan
- The Arts as Business Forum held in May 2005 to discuss arts business, audience and cultural tourism development, needs and opportunities in the Shire and region.
- Public Meetings held in each of the three major towns in the Shire July 2005 viz. Narooma, Batemans Bay and Moruya.
- Interviews with Key Informants
- Survey of Eurobodalla Cultural Organisations
- Council's Community Services Manager conducted individual interviews with Council's Divisional Managers.
- Specific Consultation with the Aboriginal Community September 2005 that included:
 - A joint meeting of the Local Aboriginal Land Councils
 - A meeting with the Eurobodalla Shire Council Aboriginal Consultative Committee
 - Aboriginal representation on the Cultural Planning Reference Group

Methodology

Desktop Research was undertaken as follows:

- Review of cultural planning initiatives undertaken by Local Governments throughout Australia and overseas.
- Review of literature on Local Government's role in community cultural development and relevant research.
- Council's Social Plan 2005 –2009 identifies Arts and Cultural Development as a key component of Community Wellbeing and the Directions of this Cultural Plan are integrated into the Social Plan.

The draft Cultural Plan will be presented to Council for comment prior to being placed on public exhibition for a minimum of 28 days. Hard copies of the draft Cultural Plan will be available for viewing at Shire libraries and in Council's administration building foyer. An electronic draft will be available to view and down load from Council's web site.

Input from the public was used from this process to finalise the cultural plan prior to adoption. The adopted plan will then be used to develop Council work plans.

The 2006-2010 Cultural Plan follows the same structure as Council's Management Plan addressing actions by theme and issue using the following headings:

- Issues
- Condition
- Pressures
- Direction
- Council Responses
- Actions



Notes from Consultation

The following notes record the comments and points made during the three public meetings held in July 2005 which attracted over 80 participants.

Batemans Bay

- Arts should be encountered on a daily basis, part of the ordinary & every day;
- Enhance the beauty of the environment;
- Inclusive of age, race, income, broader interests – recreational pursuits;
- YOUTH – cater for, include, encourage, respect;
- Appropriate premises and facilities for community based cultural groups (workshops, storage, meeting areas, exhibitions, suitable acoustics);
- Annual heritage Festival;
- Celebration of Shared History with Aboriginal communities;
- Wide acceptance that our culture is valuable;
- Design for urban spaces to include public art, performance capacity, green space, livable spaces;
- Professional support mechanisms for artists, access to affordable insurance;
- Inclusion of disenfranchised groups within public spaces and programs;
- Unity of purpose;
- Performing arts centre;
- Bay cultural alliance/network;
- Multi function centre to cater for commercial opportunities – conferences, expos, performance, tours;
- Everything under one big roof – other examples cited of Braidwood Theatre, Mittagong playhouse;
- Transport – affordable accessible transport is an issue for many;
- Shire-wide Festival of many waters, three rivers of art, points of connection, a way to overcome parochialism between main communities (this proposal was strongly supported);
- Commercial sector as partners;
- Better co-ordination of cultural activities;
- Regular arts coverage across within media outlets;
- Opportunity for event/entertainment on New Year's Eve;
- Valuing the study of humanities and increased opportunities for conversations & dialogue;

Notes from Consultation

Narooma

- Role of cultural mapping within the plan – cultural plan could/should provide for ongoing Community Cultural Development processes;
- Significance of arts education;
- Narooma – 39% of ratepayers are not residing;
- Existing – Leisure Centre potential for performing arts centre?;
- \$640,000 has been allocated by ESC, primary use is as sports & leisure centre & part of precinct development, does this preclude cultural use? Masterplan for precinct;
- No room to dance!!!!!!;
- With suitable staging, seating, acoustic treatment – this could be the performance venue for community and touring productions?;
- Outdoor performance area possibility?;
- Clearly cultural plan has to reference & link with Narooma Structure Plan;
- Assess existing facilities for capacity to house different arts activities –;
- Cost of hiring council facilities is prohibitive;
- Concern re one central, major venue in terms of access, cost, viability;
- Use of existing facilities may not have sufficient audience capacity for more expensive touring programs ;
- Halls – Narooma School of Arts – community owned & heritage listed (incorporating Caretaker's cottage, Memorial;
- Hall consisting auditorium leased as Kinema & MACS studio) – commercial requirements necessitate second screening space. Concept plan drafted converting old library to second cinema; new space for MACS/community arts activities supper room; \$500,000;
- Resource & meeting space, storage, cater for exhibitions;
- With second space, would there be the capacity for increased usage of School of Arts auditorium for community hire?;
- The economics need to be investigated & timing makes a difference, possible.;
- Experience of Montague Choristers – Mikado drew 200, golf club auditorium acoustics shocking;
- Tilba, community owned & heritage listed x 2 – seating & staging issues – large hall 400, small hall 120;
- Grand piano needs appropriate housing;
- Acoustic qualities are significant;
- Touring potential – community & commercial venues?;
- Halls Alliance – can we develop an effective network?;



Notes from Consultation

- Lockable storage integral to allow for multiple community use;
- Lighting, panels, plinths, rostrum, MACS has portable display screens & lighting;
- Why do these halls exist in the first place?;
- Cost of petrol, communities need meeting places;
- Concern regarding lack of Aboriginal representation – a new strategy for consultation;
- Cycleway between Dalmeny & Narooma providing opportunity for public art;
- Potential for funding for projects directed at social and cultural outcomes,;
- Mitchells Mill Heritage walk with interpretive signage – appropriate;
- Natural Heritage trail – eg sea grass beds, points for reflection;
- Identify the local species, flora & fauna;
- Tourism & culture – future impacts;
- Role of administration on community groups constraint of accessing funding – funding officer?;
- Specific skills required to get funding;
- Community calendar – Information exchange & cultural network /plan;

Moruya

- There is little in the middle between small local facilities and larger regional facilities for sectors such as youth;
- There is no reasonable size cultural centre between Nowra and Bega-we need a regional centre;
- Mobile services and equipment suggested for smaller groups;
- It should not be either /or but both regional and local facilities;
- What should the regional centre be used for? Mixed use Commercial and Community with a community guarantee of access;
- We need a “sense of place” in each town;
- There are 3 churches in Moruya- could be used for concerts;
- Campbelltown Regional Gallery was presented as an example of what we need - exhibition space plus arts workshops;
- WE NEED TO THINK BIG TOGETHER WE CAN DO IT;
- The whole community needs to get behind the Mechanics Institute as a pilot for what is needed;
- Small breeds success for the future;
- Access for the disabled is very important in facilities and to activities;
- We need numerous small projects with a BIG PICTURE FOCUS;

Notes from Consultation

- Fundraising is important – the community needs to get involved- offer of doing a working artists studio crawl to raise funds;
- Shire needs an art collection;
- We need a policy for a collection including gifts, bequests and purchases- could have a Council acquisitive prize eg Fishers Ghost Art Prize Campbelltown;
- Support the touring acts being brought in from outside the region now;
- We need participation in all the arts;
- Let's have a floating arts centre – look to The Netherlands;
- We don't need to worry about building the Regional Centre on the flood plain!;
- This Big Thing on the River needs to incorporate tourism- the future of the Nature Coast is Tourism – Moruya needs a share;
- Involve both State and Federal MPs in the strategy;
- We need to organise a Grand Opening for This Big Thing on the River by Mel Gibson (he has relatives in Moruya);
- Transport is a BIG ISSUE- we need an arts bus- kids can paint the bus;
- Encourage artists to be involved in the design of Public Works;
- We need a Regional gallery and Cultural Centre in Moruya with a sculptural area and café by the River(this from a Narooma resident);
- We need to THINK BIG to attract \$\$\$'s but we need to set community access as a policy;
- We need to provide jobs in the cultural sector;
- We need to think BIG BIG BIG as we are planning now for the future;

There was consensus from the meeting that we need:

- To begin planning now for the Regional Cultural Centre
- To provide for facilities for local cultural needs.
- Both of these to have equal priority- one can't happen without the other
- Moruya Chamber of Commerce offered support in principle for community events.
- Enthusiasm for the continuation of A River of Art was expressed and thanks to SEAR for all its work in bringing culture to the Shire.



Notes from Consultation

Arts as Business Forum, Moruya May 19th 2005

Summary of Workshop Proceedings:

- Professional Development - What training, skills and resources do we have/need to grow successful arts businesses in Eurobodalla?
- Attitude – personality – enthusiasm
- Skilled people/ small business owners
- Mentoring/integrate new people
- Make use of clients/ suppliers- provide specialised training eg educate staff
- Our own expertise to educate the public
- Publication – Graphic Design- centralised – Resources- arts business directory
- Accessible Information eg via internet
- Training – skills – low tech easy simple
- Scholarship program
- SEACC training

Arts network/ group

Who are our customers? Who is our target market, how do we market ourselves and how do we know when we are successful in the development of Eurobodalla as a unique Cultural Tourism Destination?

- Understanding our target market
- Need research
- Artists in best position to market
- Media skills for arts practitioners
- Available skills and Networks
- Who are our famous artists ?
- Women in business network
- Mentors
- Regional Outreach programs
- Offered by Powerhouse Museum- Art Gallery of NSW
- Eg marketing mentor fro regional group
- Building local recognition and value for local practitioners
- Internet vacuum
- Who is here and what have we got?
- Collaborating / networks/ matching / synergising creative skills



Notes from Consultation

Relationships: How should we be working together and who else do we need to work with to develop a thriving cultural industry In Eurobodalla?

- Dating service for Arts and Business
- Working together – all aspects of the arts
- Who do we need to build relationships with?
- Groups working with other groups
- Devote daily time to promote collective ideas
- Need to build an "arts region"
- Official visits to group meetings or Private Galleries
- Advisory Group with Reps from each art form
- Regional Marketing body of the arts
- Strategies – build a view for Australia
- Pelicans – Boats- Beach – Artists- link to the Nature Coast
- Artist need representation
- Performing arts Centre



Notes from Consultation

Environment and Heritage- What do we need to do to enhance and develop a unique identity and sense of place in Eurobodalla and why is this important to business and creative industry development?

- Identity- Images- Festivals
- Land of many waters
- Waterways
- History
- Rivers
- Reflected in signs
- Regional arts centre
- Keeping – stories- floods
- Indigenous architecture
- Public Art Programs – throughout the region-develop business connections
- Good design and style in public works
- Regional Gallery
- Workshops
- Health and wellbeing
- Locally unique values (unity in diversity)
- spirituality / soul
- Simplicity low key
- Retain beauty
- Individuality of places
- Nurture human crativity

Notes from Consultation

What are our cultural products? What cultural facilities, attractions and events already exist in Eurobodalla and what do we need?

- What exists
- One small public gallery at the Batemans Bay Visitors Centre
- An ECT brochure identifying galleries, studios etc in Eurobodalla
- Some exposure in general ECT advertising
- Numerous privately owned galleries most of which are not visible from the main tourist roads
- Some innovative restaurants and cafes who display art
- Arts Central
- A Jazz Festival in Moruya
- A Blues Festival in Narooma
- A Cultural Festival in Moruya
- A Food and Wine Festival in Batemans Bay
- What we need
- A regional Arts Gallery incorporating work shop rooms suitable for workshops for the public, a café and an external landscaped space for sculpture
- An Artists in Residence Program to encourage local business to have artists in residence

Look into what happened to the ESC Regional Art Prize and see if they can be reinstated with an annual competition (could be displayed in the Mechanics Institute) Consider having alternate years for paintings, sculpture etc.

A better "Artists Trail" on the NatureCoast Tourism Website. (Penny Bonnell to work with the Arts Community and then bring the information into Tourism to format into the website)

Signage identifying where cultural things are

A different rate for artists membership of Nature Coast Tourism (Cath to follow up with Dene) with the opportunity for them to link their websites into ECT.



Eurobodalla Cultural Planning Reference Group

This group was established by SEAR as a short-term advisory body to assist with the development of the cultural plan. Nominations were widely sought and all nominees were appointed to serve on the group.

Altogether 24 people from throughout the Shire were appointed to the Reference Group and between them they represented a very broad range of skills, interests and experience in arts and culture. The Reference Group met for five fortnightly meetings and made a major contribution to the development of the Vision, Policy Framework and Strategies of this Cultural Plan.

The members of the Reference Group were:

Anita Pyritz
Barbara Romalis
Bjarni Wark
Danielle Williams
Don Mitchelmore
Dougal McLauchlan
Georgina Parsons
Glenda Churchill
Graham Scobie
Hilary Trotter
Hugh Southon
Jan Lewis
Kim Abdou
Len Glasser
Lesley Sowell
Lisette Wentholt
Richard Fisher
Sarah Shalders
Stephen Rosenberg
Stuart Whitelaw
Sue Christie
Susan Keck
Terry Hunt
Trevor King

Eurobodalla Cultural Planning Reference Group

Cultural Planning Reference Group Terms of Reference:

The development of the first Cultural Plan for Eurobodalla is being facilitated by SEAR on behalf of the Eurobodalla Shire Council. SEAR is establishing the Cultural Planning Reference Group as a short - term advisory body to assist SEAR with the drafting of the Cultural Plan. The Cultural Plan is scheduled for presentation for Council approval in November 2005.

Whilst Eurobodalla Shire Council values and welcomes the involvement of the Cultural Planning Reference Group with the development of the draft Plan, Council (Councillors and Staff) has the final responsibility for the adoption of the Plan and therefore has the right to amend the recommendations made by the Reference Group.

Membership: Nominations from interested individuals who have a background in arts and cultural activities are being sought. The aim is for the group to consist of representatives with a background or interest in the major artforms and to represent the diversity of the community.

Duration: The Reference Group is to operate during the period July to November 2005. Meetings will be convened, facilitated and recorded by SEAR staff.

The Reference Group's Role :

- To provide advice to SEAR on the development of the Cultural Plan
- To participate in the community consultation on the Cultural Plan where possible.
- To assist in the development of Strategies
- To be representative of the Eurobodalla community.
- To advocate for the Cultural Plan in the community.
- To attend an estimate of 4 x 2 hour meetings.
- To assist with the initial drafting of the Plan plus any amendments and acceptance prior to presentation to Council for review and adoption in November 2005.



Survey

Eurobodalla Cultural Organisations Survey

The one page survey document was distributed via the SEAR newsletter mailing list and sent to all cultural and educational institutions listed in the Council's Community Directory.

28 responses were received and the results of the survey are as follows:

- Is your Organisation Incorporated? 16 or 57% of the respondents are incorporated
- Membership: Total membership of the organisations is 1097- an average membership of 39 per organisation
- Public Events: 8 organisations offer public events each year - total events offered was 74 – an average for the 8 groups of 10.5 events pa
- 16 organisations offer exhibitions, a total of 51 exhibitions per year
- 13 organisations offer performances, total performances 67
- 11 organisations offer workshops- total 160 per year
- 16 organisations offer a wide range of other activities ranging from film screenings to special events for Naidoc week
- Audience size: Total audiences for the public events each year is 39,000 approximately
- Range of artforms:
 - Visual Arts: 18 respondents are involved in visual arts
 - Performing Arts: 11 respondents are involved in performing arts
 - Moving Image: 1 respondent is a cinema
 - Literary Arts : 4 respondents are involved in literary arts
 - Multi –Arts: 3 respondents are involved with multi-arts
 - Heritage: 4 respondents are involved in heritage
 - Education: 1 respondent is an educational organisation
 - Ethnic: 1 respondent is an ethnic organisation
 - Botanic Garden: 1 organisation

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