



Creative Arts Strategy 2026 - 2032

Acknowledgment of Country

Eurobodalla Shire Council recognises Aboriginal people as the original inhabitants and custodians of all land and water in Eurobodalla and respects their enduring cultural and spiritual connection to it. Eurobodalla Shire Council acknowledges the Traditional Owners of the land in which we live. Council pays respect to Elders past, present and aspiring. We are on Yuin Country.

Access to information

The best way to find out information about Council is to read our news on the website, subscribe to our monthly enewsletters, follow us on Facebook, Instagram and LinkedIn, and read the Living in Eurobodalla residents' newsletter each quarter. You can also read the Council Meeting agenda papers online or by dropping into a library in Narooma, Moruya or Batemans Bay, watch the Council Meeting livestream, participate in the meeting by attending Public Access or Public Forum, or attend a Councillor Catch Up. Our Customer Service Centre in Moruya welcomes community members every weekday to provide access to information and answer questions.

How to contact us

In person	Customer Service Centre 89 Vulcan Street, Moruya Monday to Friday, 8.30am to 4.30pm
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Cover Image: Tim Phibs mural detail, Moruya Library.

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Executive summary

The Eurobodalla Creative Arts Strategy 2026–2032 sets the direction for Council’s investment in the creative life of our shire over the next six years. It builds on the strong foundations of the 2019–2026 Strategy and reflects a deepened commitment to creative arts as a core component of community wellbeing, cultural identity and economic vitality.

Council now operates across a genuine shire-wide network of creative infrastructure, including the Yuin Theatre, Clyde Gallery, the Basil Sellers Exhibition Centre and the Mechanics Institute. The Narooma community has built the new Narooma Arts Centre (NAC) to provide additional creative arts infrastructure to the Kinema theatre in the southern end of the shire, all owned by Narooma School of Arts (NSoA) on behalf of the Narooma community. The NAC will be operated by the NSoA.

Together, these venues form the backbone of our creative ecosystem supporting professional practice, community participation, cultural expression and economic development, while enabling programming and partnerships that reflect the scale, diversity and aspirations of the Eurobodalla community.

This Strategy has been shaped by a comprehensive community consultation process undertaken between September and December 2025. In total, 341 people and organisations contributed through community surveys, a cultural assets networking event, advisory committee discussions and an internal staff survey. 101 cultural assets were identified across the shire, more than double the number recorded at the commencement of the previous strategy.

The Strategy is organised around four themes for action: Support Creative People, Activate Creative Spaces, Grow Creative Participation and Celebrate Creative Identity. Each theme is supported by specific actions and measures, implemented through Council’s Delivery Program and Operational Plan and aligned with national, state and regional creative arts policy frameworks.

Together, these themes reflect what the community told us matters most, that artists need support and pathways, that our spaces should be activated and accessible, that barriers to participation must be addressed, and that the distinctive creative character of Eurobodalla deserves to be celebrated and shared.

Vision

Eurobodalla Shire is celebrated as a regional arts leader; a vibrant, diverse and connected creative arts community that is resilient, inclusive, collaborative and inspiring. Eurobodalla creative arts enriches lives and strengthens our community and economic wellbeing and supports our creativity to be showcased beyond our borders.

Our role

Council strives for an open, collaborative and accountable relationship with the creative community, providing opportunities for networking, consultation and professional development, and working to identify and address the barriers that prevent people from engaging fully with the arts. Council also pursues and advocates for funding, grants and partnerships that strengthen and sustain the creative arts sector over time.

At a broader level, Council champions the social, cultural and economic value of the arts, building our shire's creative profile locally and regionally, supporting the expression of First Nations arts and culture, embedding creativity in our public spaces and built environment, and celebrating the local stories, heritage and creative assets that define the character of Eurobodalla and its community.

Council's role in the creative arts has expanded significantly in recent years. The activation of new and renewed arts infrastructure across the shire, including the Yuin Theatre, Clyde Gallery, The Mechanics Institute and the Basil Sellers Exhibition Centre, reflects a deepened commitment to creative arts as a core component of community life. Council now operates as both a facilitator and an active participant in the region's creative arts ecosystem, with responsibilities spanning infrastructure management, programming, community development and cultural advocacy.

Council is responsible for the proactive stewardship of its creative arts venues and facilities, ensuring they are well-managed, fit for purpose and accessible to artists, organisations and the broader community. Beyond its infrastructure role, Council develops and delivers creative arts programs and services, promotes the work of local artists and practitioners, and works to ensure that participation in the creative life of our shire is inclusive, affordable and accessible to all.

Defining creative arts and culture

For the purposes of this Strategy, creative arts refers to the creation, practice, study or appreciation of work across a broad range of art forms, including visual art, craft and design, performing arts, music, literature, story telling, screen and digital media, and community and cultural arts practice. This definition is intentionally inclusive, recognising that creative expression takes many shapes across our community and that the boundaries between art forms continue to evolve.

Cultural assets refers to the venues, facilities, businesses, collections, events, festivals, organisations and individual practitioners that make up the creative and cultural life of Eurobodalla. These assets, both current and emerging are community resources that Council seeks to support, activate, leverage and grow through this Strategy.

Culture refers to the shared ideas, customs, values and heritage that give a community its character and identity.

Together these definitions shape the scope of this Strategy and ensure that Council's programs, investments and partnerships reflect the full diversity of creative and cultural life across the shire.

Our story so far

Council's creative arts journey began in earnest with the Cultural Plan 2006–2010 and accelerated through the Creative Arts Strategy 2019–2026, which set a vision for Eurobodalla to become the creative arts destination for South East NSW.

All 46 actions of the Strategy 2019 - 2026 have now been addressed or embedded into ongoing service delivery. Across its term Council delivered a step-change in creative infrastructure, programming and cultural visibility.

The Basil Sellers Exhibition Centre opened in 2019 and has welcomed close to 100,000 visitors.

The Bay Pavilions opened in 2022, delivering the purpose-built Yuin Theatre, Clyde Gallery and a suite of creative spaces recognised with multiple state and national awards.

The Mechanics Institute was upgraded as a dedicated exhibition space.

With the community driven Narooma Arts Centre now imminent, we enter this next phase with a genuine shire-wide network of quality creative facilities.

In addition, programming has matured in quality and profile, with the Basil Sellers Art Prize growing to a national \$50,000 award, the Little Sellers Art Prize engaging more than 2,000 young people, and more than 430 exhibitions, workshops and public programs delivered since 2019. Public art, First Nations creative practice, community engagement and sector partnership have all advanced significantly across the same period.

Our new Strategy turns its attention to activating spaces, supporting artists, growing participation and celebrating the distinctive creative identity of Eurobodalla.

Participation and attitudes to the arts

The following data is drawn from Creative Australia's Creating Value: Results of the National Arts Participation Survey (2022) and the NSW Government's Heartland: A Plan for Regional NSW Arts, Culture and Creative Industries 2026–2035. Together these sources provide a current picture of how Australians engage with the arts and the value of creative arts to regional communities.

Engagement

- 97% of Australians engaged in arts and culture in some form in 2022
- 68% attended live arts events and festivals
- 88% engaged with the arts online, up from 82% in 2019
- Almost half of Australians created art in 2022, with young people the most likely to participate

Wellbeing

- 84% acknowledged that arts and creativity have positive impacts for individuals, communities and the economy
- More than half of Australians acknowledge the benefits of arts and creativity to personal wellbeing
- 32% attended arts events specifically to improve their wellbeing, up from 25% in 2019
- Almost half of Australians said creative activities and experiences helped with their mental health or wellbeing during the pandemic.

Barriers

- Half of Australians are not attending as much as they would like to
- Cost and location remain the main barriers to arts attendance — a particularly relevant challenge for regional communities

Regional NSW

- The creative arts sector employs 52,520 people across regional NSW
- Cultural tourism contributes over \$6.2 billion in annual spend to regional NSW
- Regional communities consistently identify arts and culture as central to bringing people together, retaining young people and supporting recovery from natural disasters.

The planning and policy landscape

The Strategy has been informed by national, state and regional trends and directions, Council's corporate documents and stakeholder consultation. It acknowledges the strategic planning framework made up of South East Arts, Regional Arts NSW, Create NSW, Creative Australia and the Federal Office for the Arts.

The Strategy has been informed by the following strategic plans developed by these regional, state and national arts bodies:

- Creative Australia Strategy 2024–2028
- Heartland: A Plan for Regional NSW Arts, Culture and Creative Industries 2026–2035
- Regional Arts NSW Strategic Plan 2026–2028
- South East Arts Strategic Plan 2025–2028

The current strategic directions for the support, promotion and provision of creative arts at a regional, state and national level can be distilled to the following focus areas:

- First Nations arts and culture leadership and self-determination
- Sustainable creative careers and professional pathways
- Access and inclusion across diverse communities
- Regional partnerships, networks and collaboration
- Activation of creative spaces and infrastructure
- Arts and cultural tourism
- Local and regional storytelling and creative identity
- Advocacy for the value of arts and culture

The Creative Arts Strategy also aligns with a range of complementary Council strategies including the Public Art Strategy, Events Strategy, Tourism Strategy, Aboriginal Action Plan and Library Strategic Plan.

Consultation

Council undertook a comprehensive community consultation process between September and December 2025 to inform the development of this Strategy. Engagement was structured around four broad themes: Engagement and Motivations, Challenges, Values, and Direction and Aspirations.

Consultation was designed to reach as broad a cross-section of the community as possible, using a range of channels including:

- A digital and paper-based community survey
- Activation at Yuin Theatre events, Bas exhibitions and the Moruya Sunday Markets
- Attendance at the Eurobodalla Health and Community Expo
- Promotion through the Arts Canvas Newsletter, Council media and social media channels, reaching more than 11,000 views across Council and Bas platforms.

As part of the consultation process, Council compiled a register of Cultural Assets across our shire - the places, organisations and businesses that support creative and cultural life, including venues, arts groups, festivals and creative enterprises. 101 cultural assets were identified, more than double the number recorded at the beginning of the previous Strategy. Each was invited to participate in a dedicated networking consultation workshop and were provided with an opportunity to continue to contribute until the end of the consultation period.

Council also drew on the expertise of its advisory committees, consulting with the Aboriginal Advisory Committee, Heritage Advisory Committee, Disability Inclusion Advisory Committee and Youth Committee, and most recently the Creative Arts Advisory Committee, to ensure a broad and inclusive range of voices and perspectives informed the Strategy's development.

In total, 341 people and organisations contributed to the initial consultation process:

- Community survey: 222 respondents
- Cultural Assets networking workshop: 41 respondents
- Advisory committee discussions: 43 respondents
- Internal staff survey: 35 respondents

Council has used the feedback, ideas and information gathered through these processes as well as the expertise of Council staff and services to inform the development of this Strategy. Ongoing engagement and collaboration with the community will continue as we implement the Strategy and work toward our creative arts vision for Eurobodalla.

Eurobodalla Shire's Cultural Assets

In 2025, Eurobodalla Shire Council staff met with member councils and board of South East. One of the actions arising from this meeting was to develop a register of cultural assets across the Eurobodalla Shire. This includes places, organisations and businesses that support creative and cultural life, such as venues, arts groups, festivals and creative enterprises. The list was developed through community consultation outlined above.

Arts Groups

CABBI – Creative Arts Batemans Bay Inc
South Coast Pastel Society
Montague Arts and Craft Society - Narooma
Arts Council of Eurobodalla
Artisans Nest - Mogo
EFTAG – Eurobodalla Fibre Textiles Artists Group
Narooma School of Arts
Bodalla Quilters
Bay Theatre Players - Batemans Bay
More Art Please Collective
Narooma Film Society - Narooma
Moruya Community Film Group - Moruya
Eurobodalla Woodwork Guild - Woodlands
Eurobodalla Photographic Club - Tomakin
Eurobodalla Writers - Moruya
Moruya Red Door Theatre Company - Moruya
Dalmeny Quilters - Dalmeny
Bodalla Embroiderers
Narooma Woodies - Narooma
Queerobodalla
South Coast Music Society
Montague Choristers
Narooma Camera Club
Eurobodalla Chamber Orchestra
Narooma, Moruya and Batemans Bay Historical Societies

Arts and Cultural Venues

Arts Central Moruya
Basil Sellers Exhibition Centre - Moruya
Bay Pavilions - Batemans Bay
Mechanics Institute - Moruya
Narooma Kinema – Narooma
Narooma Arts Centre
Narooma Lighthouse Museum
Mogo Local Aboriginal Land Council - Mogo
Repurposing for Resilience (RfR) - Moruya Recycling Centre
Moruya Red Door Theatre – Moruya

RSL – Moruya
St Mary’s Performing Arts Centre – Moruya
The Fishbowl project – Moruya
Eurobodalla Regional Botanic Garden - Batemans Bay
Batemans Bay Heritage Museum
Moruya and District Historical Society - Moruya
Quantum Brewery - Moruya

Privately Owned Galleries

Gallery Bodalla - Bodalla
Mogo Painting and Pottery Gallery – Mogo
Garraway Gallery - Narooma
Sydney St Gallery – Mogo
Art Room- Narooma

Services, Suppliers and Courses

Made of Mogo - Mogo
Awgannick Handmade Ceramics - Long Beach
Amanda’s of Mogo
Art Sanctuary Bodalla
The Gallery - Mogo
Framing Pieces - Batemans Bay
Craft2u - Narooma
Rosemount - The Patchwork Shop – Mogo
Steph’s Fabrics – Broulee
Mogendoura Farm workshops - Mogendoura
Active Art - Mogo
Bodalla Arts Factory - Bodalla
Little Paddocks - Mogo
Inlets Regional Arts Services
Moruya Bookshop
Men's Shed

- Batemans Bay
- Mogo
- Narooma
- Tuross Head
- Morua Community Shed

CWA

- Batemans Bay
- Moruya
- Narooma

Open Studios

Burri Road Studio - Malua Bay
Red Rattler Studio - Moruya

Bowerbird Arts Trail - Batemans Bay to Broulee
Gemstones Studio - Malua Bay
Largo Gallery & Studio - Rosedale
Suzanne Carter Artworks - Tomakin
Active Art - Mogo
Ken Taber Art Gallery & Sculpture Garden - Jeremadra
Bliss & the Trove - Broulee

Festivals

River of Art - Eurobodalla shire
Sculpture for Clyde - Batemans Bay
Narooma Oyster Festival - Narooma
Crank it up – Batemans Bay
Nellijam - Nelligen
Moruya Blues & Roots Festival - Moruya
Currents: Battle of the Bands - Moruya

Dance, Choirs and Drama

Djinama Yilaga - Yuin Country, Barraga Bay
Stepz South Coast Dance Academy - Batemans Bay and Moruya
Deep River Choir - Moruya
The Dance Collective Moruya
Studio Blue Dance - Narooma
Moruya Broulee Physical Culture
Sea Stars Drama - Narooma
Moruya Drama - Moruya

Markets

Moruya Country Market
SAGE markets - Moruya
Narooma Rotary Markets - Narooma
Tilba Markets - Central Tilba
Batemans Bay markets and night markets
Handmade on the South Coast - Artisan Craft Fair - Narooma
South Durras Handmade Market - South Durras

Public Art

A collection of 62 public artworks for eg, Batemans Bay Sculpture Walk, Gillie and Marc 'Wild About Babies' collection, Terrence Plowright at the Council office site, etc.
A range of community, private and commissioned murals across the shire.

How the strategy works

Council's Creative Arts Services fall within Outcome Area 1 of the Community Strategic Plan - "Our Community" - and Delivery Program activity 1.1.3 *Develop and promote creative arts activities and industries, as guided by the Creative Arts and Public Arts strategies.*

The Creative Arts Strategy is implemented through Council's Delivery Program and Operational Plan and aligns with a range of complementary Council strategies.

The Strategy is designed to be responsible, flexible and adaptable with broad actions, measures and aspirational outcome statements in place. The Strategy will be implemented with reference to Council and the wider national, state and regional creative arts planning, policy and funding environment.

The Strategy has been developed through consultation with the community and in-house expertise and is supported by four key themes for action:

1. Support creative people
2. Activate creative spaces
3. Grow creative participation
4. Celebrate creative identity.

Each theme is supported by specific actions and measures to achieve strategic goals.

Whilst the four key themes and associated Actions are broad in nature, a mid-plan review may be considered in 2029, to provide further flexibility, if the creative arts landscape has changed significantly.

Funding the strategy

Council has adopted budgets for Creative Arts Services including the Yuin Theatre, Clyde Gallery and Workshop Rooms. The aspirations of the Strategy will largely be supported within the existing budgets.

It is anticipated that projects will also be developed in collaboration with others that may be low or no cost or determined that grant funding will be applied for to assist the implementation of specific programs.

The Creative Arts Team has also established strong philanthropic relationships that will also support achievement of the Strategy.

Actions and measures

Support Creative People

1. Promote and facilitate creative arts programs and artists.

Measures:

- i. Number of artists and creative programs promoted annually across Council communication channels.
- ii. Number of cross-promotions with libraries, schools galleries, Aboriginal organisations, businesses and neighbouring local government areas.

Aspirational outcome:

Eurobodalla's artists and creative programs are highly visible, widely celebrated and recognised as essential contributors to the shire's identity, wellbeing and regional reputation.

2. Support pathways for sustainable creative practice.

Measures:

- i. Number of professional development opportunities delivered and creatives supported.
- ii. Number of cross-sector links formed (tourism, education, health, business)
- iii. Number of collaborative projects initiated and delivered

Aspirational outcome:

Local creatives have the confidence, connections and professional pathways to grow sustainable practices, pursue bold ideas and contribute to a thriving regional creative economy.

3. Provide networking and engagement opportunities for the creative community.

Measures:

- i. Number of networking events, forums or consultation sessions delivered (including online/hybrid)
- ii. Percentage of participants reporting new professional connections (post-event surveys)
- iii. Number of meetings and associated projects of the creative arts committee supported

Aspirational outcome:

Eurobodalla's creative community is connected, collaborative and energised, with artists, organisations and partners working together to spark new ideas, opportunities and shared ambition.

4. Support and facilitate inclusive and diverse creative arts programming.

Measures:

- i. Proportion of programs featuring diverse artforms and artists from priority groups (e.g., Aboriginal and Torres Strait Islander peoples, people with disability, culturally and linguistically diverse communities, LGBTQIA+ people, young people, older people).
- ii. Number of programs co-designed or delivered with community-controlled organisations and local community leaders, partner satisfaction.

Aspirational outcome:

Creative programming reflects the richness of Eurobodalla's people, cultures, stories and lived experiences, ensuring everyone can see themselves, participate meaningfully and feel a sense of belonging.

Activate creative spaces.

5. Proactively manage the Yuin Theatre, Clyde Gallery, The Mechanics Institute and the Basil Sellers Exhibition Centre.

Measures:

- i. The Yuin Theatre, Clyde Gallery, the Mechanics Institute and the Basil Sellers Exhibition Centre are managed effectively with increased participation and within budget.
- ii. Number of volunteers engaged.

Aspirational outcome:

Council's creative venues are vibrant, welcoming and professionally managed cultural anchors that inspire participation, showcase excellence and strengthen Eurobodalla's reputation as a regional arts leader.

6. Seek opportunities to improve creative arts infrastructure and equipment at a range of Council venues.

Measures:

- i. Number of improvements to creative arts infrastructure and equipment.
- ii. Hirer/artist satisfaction with facilities and equipment (post-hire survey) and reduction in recurring issues raised.

Aspirational outcome:

Artists, audiences and community groups have access to quality, fit-for-purpose creative spaces and equipment that support ambitious programming, excellent experiences and creative growth across the shire.

7. Strengthen pathways for artists to participate in infrastructure and place-making.

Measure:

- i. Number of artists engaged in place-making, design or infrastructure projects.

Aspirational outcome:

Artists assist the shaping of Eurobodalla's public places, embedding creativity, culture and local identity into the spaces where community life unfolds.

Grow Creative Participation.

8. Increase promotion of creative arts activities and genres.

Measures:

- i. Reach and engagement metrics for creative arts promotions.
- ii. Number of activities submitted by local groups/artists to Council to promote.

Aspirational outcome:

Creative arts activities are easy to discover, exciting to engage with and promoted in ways that grow audiences, broaden participation and build pride in Eurobodalla's creative life.

9. Support inclusive access to creative experiences, including affordable, family-friendly, intergenerational and after-hours programs.

Measures:

- i. Number of inclusive and accessible programs delivered.
- ii. Reported satisfaction levels across creative arts programs/venues.

Aspirational outcome:

People of all ages, backgrounds and circumstances can take part in creative experiences that are welcoming, affordable and accessible, enriching everyday life across Eurobodalla.

10. Advocate for and support the pursuit of creative arts funding and partnership opportunities.

Measures:

- i. Number of creative arts opportunities pursued through grants or partnerships.
- ii. Number of advocacy and support activities provided for local and regional initiatives.

Aspirational outcome:

Eurobodalla's creative sector is strengthened through ambitious partnerships, investment and advocacy that unlock new opportunities, resources and long-term benefits for artists and communities.

Celebrate Creative Identity.

11. Work collaboratively to build our local and regional creative arts profile.

Measures:

- i. Number of collaborative projects or initiatives that promote Eurobodalla's creative arts at a local or regional level.
- ii. Number of co-delivered projects/events/exhibitions with local and regional partners.

Aspirational outcome:

Eurobodalla is recognised across the region and beyond as a distinctive creative destination, known for collaboration, quality programming and the strength of its local creative voice.

12. Work with the First Nations community to develop a Eurobodalla Aboriginal Art Strategy.

Measures:

- i. Aboriginal Art Strategy adopted.
- ii. Adoption of cultural protocols and delivery of actions identified in the adopted plan.

Aspirational outcome:

Aboriginal arts and cultural expression are led by First Nations voices, grounded in cultural protocols and celebrated as central to Eurobodalla's identity, storytelling and creative future.

13. Implement the Public Art Strategy.

Measure:

Number of public art projects progressed in line with the Public Art Strategy.

Aspirational outcome:

Public art enriches towns, villages and landscapes across Eurobodalla, creating memorable places that reflect local stories, spark curiosity and strengthen connection to place.

14. Showcase, celebrate and promote local stories, heritage and creative assets.

Measures:

- i. Number of programs that feature local stories, heritage or creative assets.
- ii. Existence and annual refresh of local creative assets register.

Aspirational outcome:

Eurobodalla's stories, heritage and creative assets are proudly shared, deeply valued and continually renewed, strengthening community pride and inspiring residents and visitors alike.



Image: Anna Glynn, Promiscuous Provenance.

Appendix 1. Review of the Creative Arts Strategy 2019 - 2026

Summary

Eurobodalla Shire Council is currently developing a new Creative Arts Strategy. As part of this process, we reviewed the existing Strategy (adopted in 2019), which set a vision for Eurobodalla to be known as the creative arts destination for South East NSW, with a focus on growing creative infrastructure, programming and audiences.

The 2019 Strategy outlined Council's role, key themes for action, and a whole-of-community approach grounded in local identity, participation and place-making, framed by the broader state and national policy landscape.

The Strategy identified 46 prioritised actions, all of which have now been addressed or embedded into ongoing service delivery, providing a strong foundation for the next phase.

Across the life of the Strategy, Council has delivered a step-change in creative capacity and cultural visibility for Eurobodalla shire. Major infrastructure was conceived, completed and activated; public art policy and strategy settings were strengthened; and a whole-of-Council approach embedded arts, culture and placemaking in plans, projects and everyday service delivery. Creative programs matured in quality and profile, with First Nations leadership and storytelling becoming increasingly visible across galleries, public spaces and civic projects.

Crucially, these outcomes were achieved with a team of just 1.9 FTE dedicated Creative Arts staff over the life of the Strategy. Unprecedented events of the Black Summer bushfires and the global pandemic necessitated recovery, reconnection and community care be enfolded into the everyday delivery of services.

Strong partnerships, philanthropy, and coordinated marketing kept Eurobodalla's creative calendar front-and-centre for the community and the region. The program model prioritised inclusion, access and artist care; championed youth and career pathways; and drew on regional, national and international networks to align our work with contemporary best practice.

The review of the strategy signals that the ambitions in 2019 have moved from plan to practice and these achievements lay a confident foundation for the next phase.

Priority Action List

Priority action list

Legend: H = High L = Low
M = Medium O = Ongoing

Priority	Action	Action number
H	Complete the Moruya Library and Basil Sellers Exhibition Centre project.	1
H	Finalise the design of a purpose built, quality performing arts and associated creative arts facilities, as part of the Batemans Bay Regional Aquatic, Arts and Leisure Centre.	2
H	Pursue funding for the completion of the Batemans Bay Regional Aquatic, Arts and Leisure Centre.	3
H	Implement the Public Art Policy and Public Art Code of Practice.	11
H	Develop a Public Art Strategy in partnership with the Public Art Advisory committee.	12
H	Investigate an annual capital allocation for public art as part of the operational plan.	13
H	Develop a creative arts volunteer program to support Council run creative arts activities.	19
H	Develop promotional material to showcase local creative arts to other levels of government, industry, business and external bodies.	25
H	Develop an annual program for the Basil Sellers Exhibition Centre	33
H	Develop and implement a marketing strategy for the Basil Sellers Exhibition Centre.	37
H	Ensure that events, venues and programs include planning that supports participation by people of all abilities.	43
H	Seek opportunities to develop and showcase local Aboriginal creative arts and arts practitioners.	45
H	Complete the Eurobodalla Regional Gardens re-development.	6
M	Complete construction of a purpose built, quality performing arts and associated creative arts facilities, as part of the Batemans Bay Regional Aquatic, Arts and Leisure Centre.	4
M	Implement the Memorandum of Understanding with the Narooma School of Arts & War Memorial Inc. (SoA).	5
M	Review shire assets (Council and other) and develop a hierarchy of facilities suitable for creative arts activities and events.	7
M	Review existing facility hire fees, in line with identified hierarchy, to enable the appropriate spaces for creative arts activities.	8

Priority	Action	Action number
M	Manage the creative arts volunteer program.	20
M	Encourage sustainable practice in community based creative arts' groups.	22
M	Actively engage business and the private sector to increase investment in the shire's creative arts infrastructure and programming.	23
M	Seek opportunities to showcase best practice creative arts programs and events.	27
M	Work with local educational providers to encourage the delivery of more creative arts at a primary, secondary and tertiary level.	30
M	Develop an operational plan and annual creative arts program for the Batemans Bay Regional Aquatic, Arts and Leisure Centre.	34
M	Investigate annual arts seed funding opportunities and programs	36
M	Develop and implement a marketing strategy for the creative arts, facilities and programs included in the Batemans Bay Regional Aquatic, Arts and Leisure Centre.	38
M	Work in partnership with creative arts organisations and government to promote Eurobodalla creative arts externally.	41
M	Engage with the community to plan for creative arts' needs.	42
M	Investigate funding options to support people from all walks of life to attend ticketed events and programs.	44
L	Investigate the inclusion of a creative arts award in the annual Eurobodalla Business Awards	29
L	Work collaboratively to improve health and support healthy ageing through creative arts	32
L	Inspire local practitioners with the provision of Eurobodalla art prize opportunities.	28
O	Activate and promote facilities to the creative arts community.	9
O	Facilitate innovative use of facilities and spaces for creative arts programming and events.	10
O	Develop partnerships with external agencies and the private sector to develop public art, both permanent and ephemeral, at key locations and events.	14

8.

Legend: H = High L = Low
M = Medium O = Ongoing

Priority	Action	Action number
O	Use creative arts to celebrate our local character and identity, including Aboriginal culture, in public spaces and facilities.	15
O	Facilitate opportunities to engage creative arts practitioners and groups.	16
O	Work with all areas of Council to promote and incorporate creative arts activities in the projects and services delivered, including tourism and events.	17
O	Actively participate in local and regional creative arts networks and planning.	18
O	Promote community based creative arts events, programs and services via the Arts Exchange newsletter and other formats, where appropriate.	21
O	Maintain relationships with all levels of government, external agencies and funding bodies.	24
O	Seek opportunities to support, facilitate and partner for delivery of creative arts professional development.	26
O	Encourage the appreciation and development of Aboriginal arts and cultural heritage and its expression.	31
O	Pursue funding and investment in the creative arts.	35
O	Implement marketing strategies for programs, venues and events across the shire.	39
O	Monitor local and visitor audience attendance and feedback for quality improvement.	40
O	Seek opportunities to engage arts practitioners, programs and events from diverse backgrounds as part of annual programming.	46

Note on this report: While each prioritised action is assessed on its own, where two or more actions are interdependent or overlap, they have been grouped together to present a clearer picture of delivery.

1. Complete the Moruya Library and Basil Sellers Exhibition Centre project.

The Moruya Library extension and the Basil Sellers Exhibition Centre (the Bas) are now fully established as major cultural assets for Eurobodalla, significantly enhancing how the community learns, connects and engages with creativity. Completion milestones include:

- The Bas opened in February 2019.
- Workshop rooms and the Moruya Library extension were completed in September 2019.
- Creative Capital Grant delivered further improvements in 2022:
 - Accessible sound baffling installed in the gallery.
 - Kitchen equipment upgrades.
 - Gallery equipment upgrades including ceiling projector and lighting improvements.
- Rear library carpet replacement completed in 2023.
- The Bas reception refurbishment completed in 2024.

2. Finalise the design of a purpose built, quality performing arts and associated creative arts facilities, as part of the Batemans Bay Regional Aquatic, Arts and Leisure Centre. and

3. Pursue funding for the completion of the Batemans Bay Regional Aquatic, Arts and Leisure Centre. and

4. Complete construction of a purpose built, quality performing arts and associated creative arts facilities, as part of the Batemans Bay Regional Aquatic, Arts and Leisure Centre.

The Bay Pavilions was completed in 2022 and has become a substantial community creative hub, with its purpose-built performing arts and creative arts facilities receiving significant recognition at state and national levels. Since opening in 2022, the centre has been acknowledged for excellence in design, construction, community impact and sustainability. The project has received multiple prestigious awards, including:

- 2022 Master Builders Association of NSW, Excellence in Construction Award (Public Building over \$60 million)
- 2022 Best Regional Project, Australian Institute of Project Management (NSW)
- 2022 Editor's Choice, National Sustainability Awards (Australia)
- 2022 Australian Sport, Recreation & Play Innovation Award, National Winner (Facility Design Category)

11. Implement the Public Art Policy and Public Art Code of Practice.

Eurobodalla's Public Art Policy and Public Art Code of Practice was adopted in 2019 and implemented across the life of the Strategy. In this time there have been 48 public art projects including commissions, donations and community initiated projects on Council owned land or facilities. Highlights include:

- Commissions:
 - Two sculptures commissioned for Bay Pavilions.
 - Batemans Bay bridge replacement commission.
 - Maureen Nathan community gift commission.
 - The Moruya Library carpark mural commission.

- Donations:
 - Eight Sculpture for Clyde sculptures.
 - Two Basil Sellers sculptures by Terrance Plowright.
 - Gillie and Marc sculpture donation of 23 bronze sculptures.
- Community initiated projects:
 - The Hanging Rock water tank mural.
 - The River of Art Revive mural project.
 - The Narooma Legacy mural in Narooma.

Policies are reviewed with each Council term, with the most recent update in 2025.

12. Develop a Public Art Strategy in partnership with the Public Art Advisory committee.

The Public Art Strategy was developed in partnership with the Public Art Advisory Committee and adopted by Council in 2021. It is supported by the Public Art Policy and Code of Practice.

The strategy encourages place-based artworks that respond to Eurobodalla's natural environment, heritage, First Nations culture and diverse communities.

Since its adoption, Council has coordinated:

- 6 commissioned sculptures.
- 35 donated sculptures.
- 8 murals on Council owned facilities.

13. Investigate an annual capital allocation for public art as part of the operational plan.

In 2018 staff advocated for an annual capital art acquisition budget of \$8,000. In 2024 this amount was reduced to \$4,000 as part of Council budget cuts. In 2023 a \$27,000 capital budget for the installation, management and long-term care of public art was allocated. Together, these allocations have enabled Council to maintain existing works, safely assess and install donated pieces, plan future commissions responsibly, expand the Council art collection, and support the ongoing stream of new sculptures and murals.

19. Develop a creative arts volunteer program to support Council run creative arts activities.

and

20. Manage the creative arts volunteer program.

Since its inception in 2019, Council's arts volunteer program has grown to include 57 volunteers. They have contributed over 8000 hours to arts activities including:

- Gallery invigilation
- Exhibition installation
- Social media support
- Poster and flyer distribution
- Merchandise fabrication
- Event hospitality
- Visitor information
- Public art management

25. Develop promotional material to showcase local creative arts to other levels of government, industry, business and external bodies.

Council develops and distributes a range of promotional materials that highlight local artists, creative projects and cultural events. These are delivered through coordinated print and digital channels to community audiences, industry networks and government partners. This includes:

- The Arts Canvas newsletter – promoting 350 to 400 arts events and opportunities annually to more than 2,500 recipients.
- Hardcopy promotional materials such as posters and flyers, produced and circulated through community venues and partner networks.
- Dedicated arts social media promotion, sharing arts activities and opportunities across Instagram and Facebook, with more than 300,000 views across both channels over the last 12 months.
- Information distribution through regional platforms, including South East Arts, local media outlets and digital arts networks such as ArtsHub.

33. Develop an annual program for the Basil Sellers Exhibition Centre.

Council delivers an annual program of nine exhibitions through the Basil Sellers Exhibition Centre (the Bas) and coordinates a further 4 – 5 exhibitions annually through the Mechanics Institute in Moruya under the Bas banner. The exhibition program is supported by a curated mix of workshops and public programs. The program and facilities have been developed to support a wide range of mediums and present opportunities for artists at all stages of their creative development.

Across the life of the strategy, Council has delivered more than 430 exhibitions, workshops and public programs through the Bas and Mechanics Institute.

The exhibition program alone has delivered 73 exhibitions since 2019, representing 532 participant artists. This program consists of recurring projects, philanthropic and other partnerships, grant funded opportunities, First Nations programming, Bas initiated projects and annual artist expressions of interest (EOI). Highlights include:

- Recurring projects:
 - The biennial \$50,000 national Basil Sellers Art Prize.
 - The Little Sellers Art Prize.
 - The Bas/ANU graduate program.
- Philanthropic and other partnerships:
 - The Wonderful World of Dr Suess – courtesy Gary Smith AM.
 - I made you a Mixed Tape - Jo White, Courtesy Michael Reid Gallery.
 - Painting on Country - Group, courtesy Christina Kennedy.
- Grant funded opportunities:
 - Wonga and the Waratah - Cheryl Davison
 - Untold Eurobodalla - Lee Grant and Amadis Lacheta
- First Nations projects
 - Ngaranggal Muruda (Women's Footprints) - Group
 - minga bagan (mum's country) - Natalie Bateman
 - Ngaranggal Djinama – Group

- Bas initiated projects
 - Seawater and Soil - Group
 - River of Dreams - Group
 - What's Past is Prologue – Group
- Annual artist EOIs
 - Hope is the Thing with Feathers - Gillian Wilde
 - Shimmering – The Mona Hessing Tribute Project - EFTAG
 - Wander Wonder - Group

The EOI process is assessed by the following criteria:

- Quality of the work and proposal.
- Originality of concept and intent.
- Contribution to a diverse and relevant annual program.
- Compatibility with the Bas or Mechanics Institute exhibition spaces.

Since 2019 Council has received:

- 114 EOIs for exhibitions at the Bas or the Mechanics Institute.
- Resulting in 46 exhibitions.
- Representing 200 participant artists.

In 2025, Council introduced a feedback process for all unsuccessful artists, replacing the previous by-request system and setting a new benchmark for best practice in artist care.

37. Develop and implement a marketing strategy for the Basil Sellers Exhibition Centre. and

39. Implement marketing strategies for programs, venues and events across Eurobodalla. and

21. Promote community based creative arts events, programs and services via the Arts Exchange newsletter and other formats, where appropriate. and

39. Implement marketing strategies for programs, venues and events across the shire.

Council has implemented a coordinated marketing strategy that supports the Basil Sellers Exhibition Centre (the Bas) and broader creative arts programming, ensuring exhibitions, programs, venues and community-based events are promoted consistently across multiple channels. This strategic framework aligns with Council's Communications Guidelines and leverages digital platforms, social media, print collateral, partner networks and dedicated web listings to maximise visibility, audience engagement and sector reach. This includes:

Web platforms

- Coordinated management of the Bas website and Council's Arts webpage ensures exhibitions, workshops and events are consistently discoverable, bookable and accessible.

Arts social media

- Three to four scheduled posts per week across Facebook and Instagram.
- Annual arts content generated:
 - ~250,000 organic Facebook views (unpaid promotion).
 - 59,700 Instagram views, reaching 8,300 accounts.
 - Supported by 333 posts, 113 stories and 56 reels.

- Facebook provides broad community reach.
- Instagram strengthens cultural storytelling and engagement.
- Arts social media is also supported by Eurobodalla Shire Council social communications.

Print and digital promotional materials

- Flyers, posters and digital assets are produced for every exhibition, program and event.

Arts Canvas newsletter (formerly Arts Exchange)

- Monthly e-newsletter operating for 10+ years.
- Reaches more than 2,500 subscribers with consistently strong open and click-through rates.
- 340 new subscribers annually.
- Promotes 350–400 events and opportunities annually (≈30–35 per issue).
- Acts as active cultural infrastructure, connecting local, regional and national opportunities for artists and audiences.

Extended distribution networks

- Content supplied regularly to:
 - South East Arts newsletter
 - Tourism's *What's On Eurobodalla*
 - Library Services newsletter
 - Youth Services newsletter
 - ArtsHub
 - Additional state and national arts channels such as PAC Australia, NAVA and Regional Arts Development Organisations (RADOs).

Major event communications

- Flagship events, most notably the Basil Sellers Art Prize (BSAP) are supported by dedicated communications plans including:
 - Placement in more than a dozen print and digital publications.
 - Targeted outreach through state and regional networks.
 - Tailored messaging through dedicated database of 667 subscribers.

43. Ensure that events, venues and programs include planning that supports participation by people of all abilities.

Council adopts a proactive approach to strengthening access and inclusion across programs venues and planning. All promotional materials are produced in line with Council's accessibility guidelines, supporting clear, consistent and inclusive communication.

Accessible programming, upgrades and pathways include:

- Delivery of activities for the International Day of People with Disability, including:
 - All-ability creative workshops.
 - Exhibitions in libraries featuring artists with disability.
- Four to five dementia-friendly exhibition tours delivered annually at the Bas.
- Digital 360 degree tours of every exhibition at the Bas housed on the website.
- Live streaming events such as the Sydney Writer's Festival and Headland Writer's Festival.
- Quiet openings offered for all Bas exhibitions, providing a low-sensory environment and accessible entry experience.
- Over 30 no skill required, creative workshop programs delivered.

- Grant-funded improvement to sound quality in the Bas.
- Grant-funded installation of an accessibility ramp at the Mechanics Institute.
- Grant-funded installation of more accessible, safer lighting and hanging systems in the Mechanics Institute.

Council has also reinforced the end-to-end experience for artists of all abilities participating in creative programs and prizes. The Basil Sellers Art Prize 2024 served as a test case for improving accessibility across every stage of engagement, with insights informing changes now being implemented across other processes including the annual callout for exhibitions and ticket purchasing. BSAP enhancements include:

- Clear, accessible calls for entry.
- Flexible submission options.
- Improved web navigation and inclusion of FAQs.
- Streamlined terms and conditions.
- Reduced financial barriers to entry.

45. Seek opportunities to develop and showcase local Aboriginal creative arts and arts practitioners.

Since the strategy was implemented, Council has significantly expanded its support for Aboriginal creative practice, working closely with local artists, Elders, knowledge-holders and community groups to celebrate Yuin culture and create meaningful creative opportunities. This work has resulted in a series of culturally important, artist-led and community-driven achievements that have strengthened cultural visibility. Key highlights include:

- Securing funding for *Yuin Country Explored* - a landmark collaboration with the National Museum of Australia. This documentary project showcases Yuin stories and visual art, celebrating the spirit, resilience and cultural strength of the Yuin Nation.
- Securing funding for the Yuin Country Revealed, in which local Aboriginal artist's work was animated and projected onto the Council building.
- Selected works from Yuin Country Revealed were licenced for reproduction across Council facility entrances, including the Council Chambers, administration building and the libraries.
- [**Yuin Country Explored | Eurobodalla Council**](#)
- Presenting three major First Nations exhibitions from a private collection, featuring some of Australia's most significant Aboriginal artists and offering local audiences access to nationally important works.
- Supporting Eurobodalla artist Cheryl Davidson in the creation of new work for *Wonga and the Waratah*, funded by Council and Create NSW and now touring multiple NSW galleries and events.
- Supporting local artist Natalie Bateman, including staging an exhibition of her work and acquiring a major piece for permanent display in the Eurobodalla Shire Council chambers.
- Commissioning Aboriginal artists for major public projects, including the Eurobodalla town signs, Wagonga Living Inlet Project, the Munjip Trail, and a range of cultural and corporate commissions that embed Aboriginal stories and design.

- Advancing the Living Aboriginal Art Strategy, with community consultation scheduled for 2026 to guide long-term investment and creative pathways for local First Nations practitioners.

6. Complete the Eurobodalla Regional Botanic Garden re-development.

The redevelopment of the Eurobodalla Regional Botanic Garden was completed in 2019, and despite being threatened during the Black Summer bushfires, the core buildings remained largely intact. Since then, the Garden has continued to thrive as a valued community asset, supporting education, recreation and connection to nature, and welcoming growing numbers of visitors each year.

5. Implement the Memorandum of Understanding with the Narooma School of Arts and War Memorial Inc. (SoA).

The Memorandum of Understanding with the Narooma School of Arts has been active since 2018, guiding a strong, cooperative relationship. The MOU is focussed on ensuring information sharing in relation to strategic planning and infrastructure, so that developments complement rather than compete.

Council has provided letters of support for funding and shared information to assist the development of the new Narooma Arts Centre as requested. With the centre's completion imminent, Council looks forward to future collaboration, taking a whole-of-shire approach to arts and cultural activity.

7. Review assets (Council and other) and develop a hierarchy of facilities suitable for creative arts activities and events.

8. Review existing facilities hire fees, in line with identified hierarchy, to enable appropriate spaces for creative arts activities.

A shire-wide review of venues was completed in 2024 as part of the Events Strategy 2025, supported by a comprehensive assessment of all Council-operated facilities undertaken during the transition to a unified booking system.

This work established a hierarchy of creative arts venues to guide programming, community use and professional practice across Eurobodalla. They include:

- The Bas. A fully serviced regional gallery with professional exhibition infrastructure and year-round arts programming.
- The Mechanics Institute. A programmed and hireable heritage building, which has been upgraded as a dedicated creative arts space. Upgrades include:
 - renovated kitchen
 - heating and cooling systems
 - new blinds
 - accessible ramp
 - professional gallery lighting and hanging systems
- The Clyde Gallery in the Bay Pavilions operates as a serviced, hireable exhibition and events space, providing flexible options for emerging and established creatives.

Council supports a wider network of arts-ready facilities, including:

- The Yuin Theatre. A purpose-built 350 seat performance venue.

- A fit for purpose dance and rehearsal studio with sprung-floor, mirrors, curtains and dance equipment.
- Equipped wet and dry workshop rooms at the Bay Pavilion and Moruya Library and Arts Centre, representing over 3000 booked hours annually.

Venue hire fees and charges are reviewed annually in line with the established hierarchy to ensure equitable and appropriate access for creative arts activities.

22. Encourage sustainable practice in community-based creative arts groups

Council provides ongoing support, guidance and practical advice to strengthen the sustainability, governance and operational capacity of community-based creative arts groups across the Shire. Support is offered proactively and upon requests. Over the life of the Strategy, Council staff have met with numerous community arts groups to provide advice on succession planning, financial and operational sustainability, and risk management and compliance. These groups include:

- River of Art Festival.
- Sculpture for Clyde
- Creative Arts Batemans Bay Inc.
- Eurobodalla Fibre Textiles Artists Group.
- Eurobodalla Live Music.
- Narooma School of Arts.
- Granite Town

In addition, Council's annual membership contribution to South East Arts provides important regional capacity-building support for community arts groups and event organisers. South East Arts organises one on one meetings with artists and creative groups quarterly in Eurobodalla.

As part of the Creative Arts Consultation in 2025, Council compiled a list of 80 cultural assets across Eurobodalla, double the number identified at the beginning of the previous strategy. All groups on this list were invited to meet with Council staff and share feedback on their needs and aspirations for creative arts in the Shire. The success of this engagement has demonstrated strong community interest and provided an important collective voice to Council, laying the groundwork for continued consultation in future years.

23. Actively engage business and the private sector to increase investment in the creative arts infrastructure and programming.

Council has engaged proactively with private sector partners and philanthropic supporters and local businesses to strengthen creative arts infrastructure and expand programming across our Shire. Key examples include:

- Seven successful grant applications.
- Exhibition and event private and business sponsorship including The Mayor's writing Competition and The Wonderful World of Dr Seuss.
- Three annual fundraisers annually since 2024.
- Sale of Volunteer made and branded merchandise.
- Basil Sellers AO – long-standing philanthropic supporter whose contributions have:
 - Enabled the establishment of the Basil Sellers Exhibition Centre.
 - Funded the Basil Sellers Art Prize.
 - Created sustained opportunities for artists at all career stages.

This investment also generates positive flow-on effects for local creative industries including:

- Framers.
- Designers.
- Printers.
- Photographers.
- Art handlers.
- Fabricators and suppliers.
- Hospitality and tourism operators.

27. Seek opportunities to showcase best practice creative arts programs and events.

Industry best practice underpins Council's Creative Arts Services, reflected in the strong commitment to artist care, access and equitable participation. Best practice can be demonstrated in the following ways:

- The Basil Sellers Art Prize's sector-leading innovations through payment of courier fees for finalist artworks, the strong focus on artist time, care and wellbeing, and a framing subsidy to reduce financial burden for finalists.
- Artists engaged by Council are paid in line with industry benchmarks.
- Industry codes of practice are applied consistently across all programs including:
 - NAVA – National Association for the Visual Arts - Code of Practice for Visual Arts, Craft and Design.
 - PAC Australia (Performing Arts Connections Australia) - Code of Practice for Presenting and Touring.
 - Regional Arts Australia (RAA) - National Regional Arts Practice Standards.
 - Arts Law Centre of Australia - Best Practice Guidelines and Agreements.
 - Creative Australia (formerly the Australia Council) - Protocols for Working with First Nations Artists.
 - Museums and Galleries Australia (MGA) - National Standards for Australian Museums and Galleries.
 - Live Performance Australia (LPA) - Ticketing Code of Practice and other industry guidelines.
 - Australasian Performing Right Association / Australasian Mechanical Copyright Owners Society (APRA AMCOS) - Music Licensing and Copyright Guidelines.
- Aboriginal cultural protocols for ICIP are embedded in program delivery.
- Exhibition standards are supported by strong curatorial guidance, accessible programming and inclusive practice.
- Council's public art processes reflect contemporary best practice through transparent commissioning frameworks, safe installation and management and maintenance procedures.

30. Work with local educational providers to encourage the delivery of more creative arts at a primary, secondary and tertiary level.

Council has strengthened creative pathways for young people across primary, secondary and tertiary levels. The Little Sellers Art Prize (LSAP) began as a small satellite event to the Basil Sellers Art Prize and has grown into a major program providing meaningful early creative experiences for primary and secondary students. Programs and outcomes include:

- Over 2,000 entries since 2019 into the LSAP.
- Four \$2,000 scholarships awarded to Year 11 and 12 visual arts students.
- A partnership with the ANU School of Art and Design has reinforced the Scholarship stream by offering an outstanding graduating artist the opportunity to exhibit at the Bas. The selected artist delivers outreach sessions to Eurobodalla secondary students, demonstrating a clear pathway from school-based creativity to tertiary study and professional practice.
-

The long-term impacts of these programs are now emerging, including:

- Three scholarship recipients studying art at a tertiary level.
- LSAP alumnus entering the Basil Sellers Art Prize.
- LSAP alumnus exhibiting as professional artists through the Mechanics Institute program.

Eurobodalla Libraries, Children's Services and Youth Services also provide a range of creative literacy arts programming for young people from pre-school to tertiary age, delivered under their respective strategic plans.

34. Develop an operational plan and annual creative arts program for the Batemans Bay Regional Aquatic, Arts and Leisure Centre.

and

38. Develop and implement a marketing strategy for the creative arts, facilities and programs included in the Batemans Bay Regional Aquatic, Arts and Leisure Centre.

The Batemans Bay Regional Aquatic, Arts and Leisure Centre (Bay Pavilions) operates under a comprehensive operational and marketing plan delivered by Aligned Leisure, who hold full responsibility for daily management, marketing, programming and service delivery across the facility.

Council's Creative Arts Team meet regularly with Aligned Leisure to support service and marketing outcomes.

36. Investigate annual arts seed funding opportunities and programs.

Council has secured a range of seed funding opportunities that have strengthened creative programs, supported local artists and improved arts infrastructure across the Shire. Seed funding outcomes include:

- The Mechanics Institute exhibition program was established through the Country Arts Support Scheme (CASP) seed funding from South East Arts in 2020 of \$2,384 and has since delivered 17 exhibitions, involving 82 Eurobodalla artist participants.
- Creative Capital funding enabled significant upgrades to the Mechanics Institute, including lighting, hanging systems and accessibility improvements, directly supporting artists and community hirers.
- Seed funding has supported the growth of the LSAP, Scholarship and Graduate Program, enabling structured development pathways for young creatives.

- Early scoping and consultation for the Living Aboriginal Art Strategy has been supported through seed funding, laying the groundwork for ongoing opportunities and sustainable creative pathways for First Nations artists.

41. Work in partnership with creative arts organisations and government to promote Eurobodalla creative arts externally.

Council partners with creative arts organisations and government bodies to promote Eurobodalla's creative sector and expand regional, state and national visibility. Partnerships and sector engagement include:

- Council collaboration with South East Arts and the three member councils within the South East Arts catchment to support regional promotion and joint initiatives.
- Council representatives participate in regional and state-wide networking events hosted by Regional Arts NSW, Create NSW and the Local Government Association.

In addition key Council staff were invited to undertake a professional sabbatical in the United States, sponsored by Basil Sellers. The delegation met with groundbreaking arts education providers in Kalamazoo, connected with teams at the Krasl Art Centre in St Joseph, Michigan, and visited organisations ranging from grass roots community arts organisations to major cultural institutions including the Metropolitan Museum of Art, the Smithsonian, the Harvard Art Museum and the Art Institute of Chicago.

Insights from this exchange strengthened Council's capacity to promote Eurobodalla's creative sector externally by deepening understanding of global best practice and consolidating professional networks.

Alongside the work with arts organisations and government bodies Council also works closely with local artists, and community arts groups. Each year Council provides between five and ten letters of support to funding bodies, strengthening external grant applications and raising the profile of local creative talent.

42. Engage with the community to plan for creative art's needs.

Creative Arts Services maintains ongoing engagement with the community to ensure programs, exhibitions and services reflect local needs. Feedback is actively gathered from all creative arts activities, with every exhibition collecting visitor comments that are also shared with the exhibiting artist. Feedback mechanisms include:

- Visitor comments collected for all 56 exhibitions at the Bas since 2019.
- Program participants and exhibiting artists are routinely invited to provide feedback on what works well, what could be improved and to offer suggestions for future delivery.
- Three arts networking events in Moruya and Batemans Bay and Narooma.
- Attendance at 4 South East Arts networking lunch events across Eurobodalla
- Council fields more than 2,500 comments across arts social media platforms annually, enabling community members to ask questions, share ideas and connect directly with Creative Arts staff.

- The Bas and Arts Canvas have dedicated email addresses and regularly receive enquiries, feedback and suggestions from the community through these channels.
- Council regularly engages in planning conversations with community arts groups.
- Council consults the community on major creative arts projects, such as the development of the Public Art Strategy and proposed Gillie and Marc sculpture donations.
- Three hundred respondents contributed feedback through the comprehensive community consultation undertaken to inform development of the next Creative Arts Strategy.

In addition the community makes use of the organisations avenues to ask questions and provide feedback through council@esc.nsw.gov.au and regularly exercise their voice to Council by meeting directly with Councillors or through public forum.

44. Investigate funding options to support people from all walks of life to attend ticketed events and programs.

- Council has actively sought and secured funding to ensure that people of all ages, abilities and backgrounds can access, enjoy and participate in a wide range of creative programs and ticketed events. This commitment to inclusivity has enabled us to remove financial barriers and deliver meaningful cultural experiences to the whole community. Highlights include:
 - Djinama Yilaga Choir presentation and artist talk, offered free of charge, celebrating language, culture and shared connection.
 - Dhurga language workshops, supporting cultural learning and community access to First Nations language revival.
 - All-abilities workshops delivered as part of the International Day of People with Disability, ensuring creative participation for everyone.
 - Free exhibitions and public programs at the Bas, keeping high-quality arts experiences accessible year-round.
 - Subsidised performances at the Yuin Theatre, making professional touring shows more affordable for local audiences.
 - International Women's Day events, providing inspiring creative and cultural experiences at little or no cost.
 - A wide range of subsidised activities for Seniors Week, NAIDOC Week and Children's programs, ensuring all community members see themselves reflected and welcomed in our creative calendar.

29. Investigate the inclusion of a creative arts award in the annual Eurobodalla Business Awards.

Council's Events team oversees the Eurobodalla Business Awards, and Creative Arts Services has been working closely with them to increase the visibility of arts businesses and organisations within the program. Discussions are continuing around the introduction of a dedicated Creative Arts category and its potential inclusion in a future awards cycle, with 2026 a likely target as planning evolves.

32. Work collaboratively to improve health and support healthy ageing through creative arts.

Council supports community wellbeing and healthy ageing by integrating creative experiences into programs for older residents and people with diverse needs. Creative Arts Services collaborates across Council and with community partners to deliver meaningful, socially connected activities that promote cognitive health, creativity and lifelong learning. Programs and collaborative activities include:

- Four gallery tours annually for community groups such as Probus, Rotary and U3A.
- Five dementia-friendly exhibition tours have been delivered for aged care residents and carers.
- Services across Council collaborate to deliver a coordinated Seniors Week program, with 15 creative and cultural events offered across Council services in 2026.
- The Creative Arts volunteer program is supported by 57 volunteers all aged over 55, helping providing connection and purpose for older residents, including volunteers up to the age of 84.

28. Inspire local practitioners with the provision of Eurobodalla art prize opportunities.

The Eurobodalla art prizes have become catalysts for inspiration, opportunity and professional growth for local artists.

Over the life of this strategy, the Basil Sellers Art Prize (BSAP) and the Little Sellers Art Prize (LSAP) have expanded substantially in scale, profile and impact, providing meaningful pathways for emerging, mid-career and established practitioners. The LSAP has been discussed under other actions. The following relates to the BSAP:

- The BSAP celebrated a 20-year collaboration with Basil Sellers AO in 2024, marking a longstanding philanthropic partnership that has transformed the region's creative landscape.
- Basil Sellers' satisfaction with the Prize has led to a doubling of the total prize money, now set at \$50,000 making the prize amongst the most significant prizes in the country.
- BSAP entries reached 487 in 2024, more than doubling from previous years and confirming the Prize's growing national reach.
- Entry fees contributed just under \$22,000 toward community arts projects in 2024 and close to \$60,000 in the life of this strategy.
- There have been four Eurobodalla Award recipients, strengthening the profile of local artists within a competitive national field.
- All local winners have gone on to present highly successful solo exhibitions at the Bas, demonstrating the strong development pathways generated through Prize participation.
- 2024 saw the first Aboriginal artist to be awarded a major prize through the program.
- The BSAP attracts work from leading Australian artists, giving local audiences access to outstanding creative talent and allowing regional practitioners to exhibit alongside highly regarded national peers.

- The Bas has become a recognised leader in ethical, artist-centred practice, offering sector-leading levels of artist care including framing subsidies, courier support and wellbeing-focused exhibition processes.

9. Activate and promote facilities to the creative arts community. and

10. Facilitate innovative use of facilities and spaces for creative arts programming and events.

Council has actively encouraged and enabled innovative creative use of facilities and public spaces, transforming both traditional venues and unexpected locations into vibrant cultural settings for community engagement and artistic expression. Programs and creative activations highlights include:

- Four outdoor performances of Shakespeare in the Garden.
- 17 Exhibitions in the Mechanics Institute.
- Annual From the Forest exhibition and Photographic exhibition at the Eurobodalla Regional Botanic Garden.
- Annual Literary Salons in the Library started in 2018.
- Council has contributed to the design of the new Eurobodalla Regional Hospital through the Arts Working Group.
- The Bas About Town program of large-scale ephemeral public art of 15 paste-ups, across Eurobodalla as part of the exhibition Untold Eurobodalla.
- Annual Battle of the Bands at Riverside Park and the Moruya RSL hall
- Reconnecting Regional creative arts workshops at the Moruya Showground facilities.
- Financial support has been provided to creative events on Council-managed land and in community facilities, including Sculpture for Clyde, River of Art and Crank It Up festivals.
- Council venues are promoted through the Arts Canvas newsletter, Council's arts webpage and dedicated social media which highlights exhibition opportunities, venue availability, calls for artists and workshops.
- Regular communication keeps practitioners informed about venue upgrades and new opportunities.
- Council's bookings Office provide up to date information about all Council Venues on the Corporate website.

14. Develop partnerships with external agencies and the private sector to develop public art, both permanent and ephemeral, at key locations and events.

Council has established strong partnerships with external agencies, philanthropic supporters, private donors and community arts organisations to deliver both permanent and ephemeral public art across the Shire. These collaborations support the creation, installation and long-term care of artworks that enrich public spaces. Partnerships and outcomes include:

- Partnerships:
 - Two murals and a large scale public sculpture as part of the Batemans Bay bridge replacement through Transport for NSW and Service NSW
 - Two public sculptures at the Tuross development through the McCloy Group.
- Philanthropic supporters and private donors:
 - Three sculptures at Council's Moruya administration building

- The Hanging rock sculpture commission with former Cllr Maureen Nathan
- The Gillie and Marc sculpture donation of 23 bronze artworks in 2025.
- Community groups and arts organisations:
 - Seven donated sculptures from Sculpture for Clyde.
 - Multiple mural projects supported and delivered through partnerships with the River of Art Festival, the Durras Progress Association, the Narooma RFS, Legacy Narooma and a collaborative project at Hanging Rock focused on the prevention of youth suicide.

15. Use creative arts to celebrate our local character and identity, including Aboriginal culture, in public spaces and facilities.

Public art is addressed elsewhere in this document. Under this action, the focus is on Council's Art Collection.

In 2018, staff advocated for a dedicated art acquisition budget of \$8000, and over the life of this Strategy the Collection has grown from a small number of donated works and existing sculptures in Vulcan Street Moruya into a large, carefully curated body of work supported by clear policy and strong cataloguing systems. The Collection now comprises more than 200 artworks representing prominent Eurobodalla artists as well as nationally recognised practitioners. It should be noted that the majority of the art collection has been donated rather than purchased and that many of these donations have been managed through the Cultural Gifts Program.

A major milestone over the last 6 years was the acquisition of two significant artworks for the Council Chambers, representing both Indigenous and non-Indigenous artists and reflecting the cultural history of the region.

All artworks are included on Council's asset register and are catalogued using detailed information which includes:

- Artist
- Title
- Year created.
- Medium.
- Dimensions.
- Description
- Value.
- Provenance.
- Artist information.
- Maintenance notes.

An Art Acquisition Policy and Code of Practice was adopted in 2019 with the most recent review completed in 2025.

The collection focuses on works by practising local contemporary artists, with the aim of building a strong, accumulative record of significant artistic activity and development within Eurobodalla. Artworks must align with criteria set out in Council's Art Acquisition and Public Art Policies. Acquisition criteria and strategic priorities include:

- The artist being from Eurobodalla or having lived and worked in Eurobodalla as a practising artist for at least two years or the artist demonstrating a strong connection to Eurobodalla.
- The artist demonstrating a professional history in the visual arts, or in the case of emerging artists, clear potential for a long-term career.
- The artwork being significant example of the artist's practice

Exceptions may be made where:

- The artwork provides significant value or benefit to the collection or community.
- The work is the winner of a Council-run acquisitive prize or award.
- The work is an historical piece by a deceased Eurobodalla artist or holds cultural significance for the Shire.

Creative arts can be demonstrated to celebrate Aboriginal culture in public spaces and facilities in the following ways:

- Delivery of high-impact creative projects such as:
 - Yuin Country Revealed, a large-scale animated projection that transformed the Council Chambers façade into a visual celebration of Yuin stories, landscapes and cultural knowledge.
 - The documentary Yuin Country Explored, created in collaboration with the National Museum of Australia, has further amplified Yuin voices on a national level.
 - [Aboriginal culture | Eurobodalla Council](#)

In addition Council has commissioned Aboriginal artists for major public artworks, including:

- Eurobodalla town entry signs.
- The Wagonga Living Inlet Project.
- The Munjip Trail.
- A range of corporate artworks for document, uniform and presentation design.

16. Facilitate opportunities to engage creative arts practitioners and groups.

Across the life of this Strategy, Council has delivered more than 420 exhibitions, artist talks, workshops and creative arts events through Creative Arts Services alone. This figure does not include the substantial creative programming undertaken by Libraries, Youth Services, Children's Services, Sustainability, the Botanic Garden and the Bay Pavilions who use creative arts as a core programming tool. Importantly, the vast majority of these programs, workshops, exhibitions and events employ local Eurobodalla creatives, directly supporting local arts practitioners. Highlights of arts events delivered by services across Council include:

- Annual Literary Salons and Sydney Writer's Festival live-stream – Eurobodalla Libraries
- Battle of The Bands, Creative Arts Workshops through Art Central – Youth Services
- The Gruffalo at the Yuin Theatre – Children's Services
- Annual Art on the Path - Sustainability
- Up the Garden Path Sculpture and From the Forest exhibitions - Eurobodalla Regional Botanic Gardens
- Over 50 live performance events at the Bay Pavilion annually.

17. Work with all areas of Council to promote and incorporate creative arts activities in the projects and services delivered, including Tourism and Events.

Creative Arts Services has collaborated extensively across Council to embed creative thinking, cultural identity and artistic practice into a wide range of strategies, plans, projects and community services. This has included providing advice, input and creative guidance to major Council strategies and plans, including:

- The Recreation and Open Space Strategy.
- Batemans Bay Waterfront Activation Strategy.
- Hanging Rock Master Plan.
- Riverside Park Master Plan.
- Tourism Strategy.
- Events Strategy.
- Tourism and Wayfinding Strategy.
- Disability Inclusion Plan.
- Aboriginal Action Plan.
- Library Strategic Plan.
- Youth Action Plan.
- The Mogo Village Place Activation Plan.
- The Toilet Strategy.

Arts outcomes have been championed within key major projects, contributing to creative placemaking and integrated design across:

- The Munjip Trail.
- The Wagonga Living Inlet Project.
- Bay Pavilions design, build and operations.
- The Corrigans Beach Accessible Playground.
- The Moruya Airport upgrade.
- The Aboriginal Protocols document.
- The Eurobodalla Regional Botanic Garden upgrade.

18. Actively participate in local and regional creative arts networks and planning.

24. Maintain relationships with all levels of government, external agencies and funding bodies.

Eurobodalla Shire Council maintains connections across local, regional, state and national creative arts networks, ensuring our planning remains aligned with contemporary sector practice and emerging opportunities. Council has met regularly with South East Arts, and attended networking and industry events such as:

- Cultural Tourism forum.
- Arts and Health forum.
- First Nations ICIP information.
- Four networking lunches.

Council has met regularly with partner councils in the region, participated in regional and state arts planning through Regional Arts NSW and Create NSW forums, and contributed to planning for local arts events including the River of Art Festival, Sculpture for Clyde and the Narooma Oyster Festival.

Beyond this, networks and sector engagement includes:

- Performing Arts Australia.
- NSW and ACT Performing Arts Centre Association.
- Create NSW.
- Regional Arts NSW.
- Arts Law Australia.
- National Association for Visual Arts networks.
- National institutions such as the National Gallery of Australia and the National Museum of Australia.

Creative Arts staff have attended a wide range of sector conferences and forums, including:

- The Remix Summit.
- Creative Ageing Conference.
- Community Development Conference.
- Artlands National Arts Conference.
- Artstate NSW Arts Conference.
- Local Government Awards.

26. Seek opportunities to support, facilitate and partner for delivery of creative arts professional development.

Council actively supports creative arts professional development for local creatives and staff by offering multiple pathways to build skills, strengthen practice and access industry expertise. These opportunities are promoted to the network of arts organisations in Eurobodalla. In addition Eurobodalla artists are regularly engaged to teach workshops, demonstrate techniques and share skills with the community, creating paid opportunities while fostering mentorship and peer learning.

Professional development initiatives include:

- Delivery of specialised arts programs such as:
 - Intellectual Property law.
 - Indigenous Cultural Intellectual Property law.
 - Social media for artists.
 - Tax for creative businesses.
 - Grant writing.
 - Creative business marketing.
 - Business planning.
- Practical, hands-on workshops delivered through the Art Ready workshop series, covering essential exhibition-readiness skills including:
 - Framing.
 - Photographing artwork.
 - Canvas preparation.
 - Planning an exhibition
 - Creating a website
- The Bas Long Table Lunch fundraisers, whilst providing valuable funds for the arts also provide opportunities for local artists to share their experiences and skills with the wider community.

The Mechanics Institute exhibition program also supports local artists to move toward, or deepen, professional standard exhibition practice by offering free venue hire, curatorial and administrative support, marketing assistance and a stipend to offset costs. In addition Council arts staff regularly attend industry conferences, forums and professional development events both in person and online.

31. Encourage the appreciation and development of Aboriginal arts and cultural heritage and its expression.

Other areas of support and development for Aboriginal arts and culture are covered elsewhere in this review. This action focuses on the Living Aboriginal Art Strategy.

In 2022, Council secured funding to develop an Aboriginal arts strategy; however, external factors delayed progress and prevented the employment of an Aboriginal project facilitator. In 2025, a respected facilitator with strong local connections was recommended, and working with Create NSW, a shift was supported to develop a living, community-led strategy.

A living strategy is an evolving, web-based framework that grows in response to ongoing cultural practice, community input and connection to Country, allowing updates, new stories and creative works to be integrated over time.

An Mou with the facilitator is now in place and work has begun on this project. It will support:

- First Nations leadership across public art, programming and curation.
- Embedding the Eurobodalla Aboriginal Cultural Protocols in day-to-day practice.
- Creating clear, paid pathways, from youth and emerging artists to established practitioners, through commissions, residencies, mentoring and artist-in-community projects.
- Champion place-based storytelling in language and on Country.
- Ensure access and inclusion.
- Establish sustainable funding and governance settings to support long-term cultural outcomes.

35. Pursue funding and investment in the creative arts.

Council has secured significant state and federal investment to transform key cultural infrastructure, including major capital funding for the Basil Sellers Exhibition Centre and workshop rooms, as well as the Bay Pavilions, one of the most substantial cultural and community developments in Eurobodalla's history. These investments have provided world-class spaces for exhibitions, performances, workshops and creative engagement, laying the foundation for a thriving arts ecosystem.

Beyond major capital builds, Council has pursued and secured a broad suite of arts funding streams throughout the life of this strategy including:

- Create NSW LGA Arts and Cultural Projects.
- Create NSW Creative Koori Grant.
- Create NSW Creative Capital.
- Reconnecting Regional NSW.

- National Museum of Australia project funding.
- South East Arts CASP funding.
- The Bas Donations Program.
- Philanthropic investment from Basil Sellers AO.

In addition Council provides between 5 and 10 Letters of Support for individual artists and community arts organisations, offering institutional endorsement to strengthen their funding applications.

40. Monitor local and visitor audience attendance and feedback for quality improvement.

Council monitors audience attendance and feedback across all exhibitions and programs to inform continuous improvement. Data is captured consistently, analysed regularly and used to refine program design, audience engagement and accessibility. Information collected includes:

- Attendance at the Bas which is approaching a milestone of 100,000 visitors.
- Postcode data for all events and activities to assess audience reach.
- Feedback gathered across exhibitions, workshops and events.
- Newsletter analytics collected monthly.
- Social media analytics collected quarterly.

46. Seek opportunities to engage arts practitioners, programs and events from diverse backgrounds as part of annual programming.

Council maintains a creatively diverse program across a range of cultures, ages, abilities and artforms.

Creative voices supported in Bas and Mechanics Institute programming include:

- Emerging, mid-career and established artists.
- First Nations artists.
- Youth.
- Seniors.
- Refugee experiences.
- Artists living with disability.
- Artists with lived experience of mental health and trauma.
- Bushfire and Covid 19 recovery and regeneration.
- Environmentally focused practitioners working across climate, ecology and sustainability themes.

Diverse creative disciplines showcased in the Bas programming include:

- Painting.
- Drawing.
- Printmaking.
- Mixed media.
- Ceramics.
- Textiles.
- Photography.
- Sculpture.
- Glass.

- Jewellery and 3D design.
- Music.
- Installation.
- Digital and Virtual artforms.
- Animation.
- Sound.
- Literature.
- Performance art.

