

October 2018 DRAFT

# Creative Arts Strategy 2019

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### Acknowledgement of Country

Eurobodalla Shire Council recognises Aboriginal people as the original inhabitants and custodians of all land and water in the Eurobodalla and respects their enduring cultural and spiritual connection to it.



"Rockpools" artist: Bronwen Smith

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**Eurobodalla has a rich  
creative and cultural life,  
with over 600 creative arts  
events per year, community  
music and arts festivals  
and three arts prizes.**



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# Executive summary

Creativity is at the heart of the Eurobodalla Creative Arts Strategy 2019 (The Strategy). It is expressed in how we support creativity and artistic expression, in the creative experiences and programs we provide, in the spaces and places we make, and the creative skills we bring to both education and the pursuit of industry development and positive economic outcomes.

The Strategy sets a clear vision for Eurobodalla to become known as the creative arts destination for South East NSW, with significant growth in creative arts infrastructure, programming and audiences.

Eurobodalla has a rich creative and cultural life, with over 600 creative arts events per year, community music and arts festivals, three arts prizes (including the statewide Basil Sellers Art Prize) and active arts organisations and arts practitioners, both recreational and professional.

Eurobodalla is currently enjoying significant creative arts infrastructure development, with the Basil Sellers Exhibition Centre under construction, the Narooma School of Arts Inc. developing plans for arts infrastructure in the south of the shire, and the Batemans Bay Regional Aquatic, Arts and Leisure Centre entering the design phase. These facilities will be a game changers for our creative arts landscape, enabling our community to own and experience high quality, industry standard arts facilities, inclusions and programming opportunities.

Council has engaged with the community over a number of years and in a variety of ways to inform the development of the Strategy and assess our creative assets, in the built and natural environment, and in our people, skills and programs.

Council will continue to work with the community, government, creative industries and the private sector to build the capacity of our creative arts in the making and expression of art in all its forms, in our diverse and inclusive arts activities, and in creating exciting and memorable audience experiences.

The Strategy sits under Council's Community Strategic Plan outcome, which is to achieve a community with celebrated creativity, culture and learning.

**To realise our vision Council will focus on four strategic outcome areas. They are:**

1. Places and spaces
2. Connections and collaboration
3. Creative capacity
4. Participation and access.

We will measure our progress against each of the strategic outcomes and track our success in achieving our creative arts vision for Eurobodalla and the region.

## 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

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

8.

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

<b>Priority</b>	<b>Action</b>	<b>Action number</b>
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





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## Vision

**During the next decade, Eurobodalla will become known as the creative arts destination for South East NSW and experience significant growth in creative arts infrastructure, events and programming.**

Council is committed and ambitious in its pursuit of quality arts infrastructure and strategic creative arts programming. We will actively seek opportunities to integrate creativity into many aspects of community life and encourage community members and visitors to participate and be engaged.

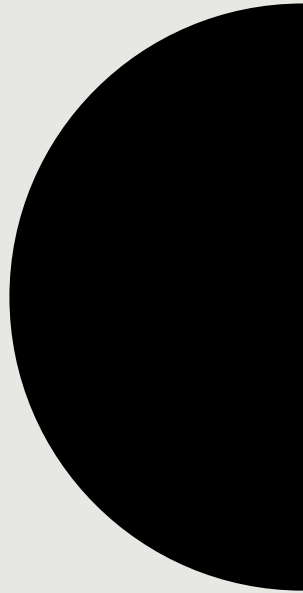
### **What will achieving the vision look like?**

We will have places and spaces that are appropriate and affordable, catering to arts practitioners who work in a range of mediums, both professional and community based, celebrating our creative life and identity.

We will enjoy stronger, more dynamic collaborative relationships that connect and enhance the creative and economic opportunities of our community.

We will see more skilled practitioners, better resources and thriving creative industries.

We will provide more inclusive, accessible and diverse creative arts experiences and venues for our community and visitors.



# spaces

Shakespeare in the Park 2018  
*Twelfth Night*  
Essential Theatre Cast

*Ghosts I've Met*  
artist: Merryn Sommerville  
2016 Basil Sellers Art Prize winner





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## Our role

**As we work towards our creative future we recognise the ways in which Council can support creative arts and contribute to our aspirations.**

- **Custodian**

In partnership with community and creative organisations, we share responsibility for providing access to and caring for our collective creative histories, collections and places.
- **Connector**

Identify and connect commercial, government and others to encourage innovation and maximise investment from a broad range of sources.
- **Trusted partner**

An approachable, open and committed approach creates opportunities for collaborations and partnerships.
- **Advocate**

Champion the role creativity and the arts play in building a strong and healthy community.
- **Leader**

Listen to our community and urge innovative approaches to the development of our distinctive personality and identity.
- **Producer**

Invest in and plan for conditions in which our local creative sector and community can flourish.
- **Host**

Create and maintain the right environment for creative engagement.



**custodian**



**connector**



**trusted  
partner**



**advocate**



**leader**



**host**



**producer**



Art becomes part of the community – places of practice for youth, more arts infrastructure, visual and performing arts space for both participants and audience.








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## Defining creative arts and culture

Creative arts refers to the creation, study or appreciation of work that falls under the core art categories of visual art, performing art, music or literature.

Creative industries refers to businesses that produce art or support the production of art in the creative art categories.

Culture refers to the ideas, customs, social behaviours and heritage of the community.

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## Our story so far

There is a long history of creative arts in our community, including Aboriginal art and cultural activities, arts and crafts, and community and professional arts practitioners across a range of platforms and formats, festivals and events.

Council began a more structured, strategic journey in relation to creative arts development in 2002, supporting the establishment of the regional arts organisation South East Arts and, in 2005, with the preparation of the Eurobodalla Shire Cultural Plan 2006 – 2010. At that time Council's role was identified as creating 'greater awareness of the cultural impacts of Council decisions and activities and primarily to a facilitation role in the delivery of cultural services'.

The Cultural Plan 2006-2010 planted the seed for the strategic growth of creative arts and industries. Under this plan, and in subsequent years we accomplished an extraordinary and diverse range of initiatives in the creative arts arena.

Council created a dedicated Community Arts Officer position on a part-time basis in 2007. This position has since become the full time Coordinator, Creative Arts Development; and is still the only such dedicated local government Arts position in south east NSW.

The Coordinator provides support to local arts practitioners, promotes community generated programs and events, administers and coordinates a range of programs, including support for festivals and major arts events, and contributes professional expertise to planning and the development of creative arts infrastructure.

In 2010 Council commissioned the preparation of the Situation Analysis, Arts and Cultural Infrastructure Report, which investigated the shire's then arts and cultural activities, the facilities used, the aspirations of the people and groups using them and future infrastructure requirements.

More recently, a new arts acquisition budget of \$8,000 has been included in the Operational Plan 2018-19, and a part time Arts Officer position has been created to spearhead arts programming, primarily for the new Basil Sellers Exhibition Centre. In addition, Council is entering the design phase for the Batemans Bay Regional Aquatic, Arts and Leisure Centre, which will include performing arts, gallery and creative spaces.

### Arts and Cultural highlights – a snapshot

- The regional biennial Basil Sellers Art Prize
- 90 yearly exhibitions, floor talks and workshops through the Eurobodalla Libraries
- Shakespeare in the Gardens
- Weekly Arts Exchange Newsletter
- ReVive Art Prize
- Refurbishment and fit out of shire facilities for creative arts use
- Annual Open Studios Program
- Underground Youth Photography Exhibition
- Creative Dance Program
- Annual Little Sellers Art Prize
- Annual Mayor's Writing Competition
- Quarterly Arts Networking Mornings
- RENEW Eurobodalla
- Art20 Art Prize
- The support of community initiated festivals including River of Art, Granite Town, Narooma Oyster Festival and Sculpture on Clyde.
- A Memorandum of Understanding (MOU) with South East Arts with continued collaborative events including Masked and Youf Tube
- Development of MOU with Narooma School of Arts & War Memorial Hall Inc. (SoA)
- Development of regional arts facilities.

The Eurobodalla is home to both professional arts practitioners and recreational artists and arts organisations. Artists in Eurobodalla present in excess of 600 creative arts events per year aimed at local audiences and seasonal tourists. These take the form of exhibitions, floor talks, workshops, artist retreats, performances and concerts, underlining the appetite for creative participation within the community.

At present a range of locations and venues are used for key events, including community halls, clubs, pubs, libraries, community theatres, school halls, spaces, parks and private premises.

The construction of the purpose built Basil Sellers Exhibition Centre and the Batemans Bay Regional Aquatic, Arts and Leisure Centre will enable a significant increase in the range and quality of creative arts that can be provided.

This may be further augmented with funding for the development of the Narooma School of Arts site in Narooma, with an Arts Centre and community spaces planned by the management committee for the site.

Volunteer-run creative arts organisations are an important and well established part of the creative landscape in our community.

Eurobodalla is host to a number of arts and music events, including the River of Art, Granite Town Music Festival, Sculpture on Clyde, the Batemans Bay Writers Festival, the Narooma Oyster Festival, and the South Coast Pastel Society National Exhibition and Art Festival, generally run by volunteer committees made up of local community and business people. In most instances, our local festivals operate from year to year, with a mixture of grants, sponsorship and attendance fees supporting each event.

There are a number of major regional art prizes, including the Basil Sellers Art Prize and ReVive Art Prize.

Eurobodalla has established markets in Batemans Bay, Moruya and Narooma that provide a platform for local makers and draw interest from around the region.

The Eurobodalla creative arts community, both recreational and professional, has reached a pivotal point. There is now real momentum to take creative arts as an industry and expression of community and civic life to 'the next level', growing audiences, developing quality infrastructure, increasing skills and opportunities, developing real sustainability in arts programming and annual events, and enriching creative education and expression.

Through our arts activities and achievements we find ourselves endowed with the power to provoke change, grow and unite our communities, improve quality of life, be connected with heritage, identity and family, improve social discourse, bring joy and inspiration, solve problems, as well as having significant potential for economic growth.

The Creative Arts Strategy 2019 will move us forward.

*Captions right:*  
Art installation  
Little Sellers 2018, Josephine,  
Alison and Ruby.  
Granite town  
Artist: Peter Janelsin

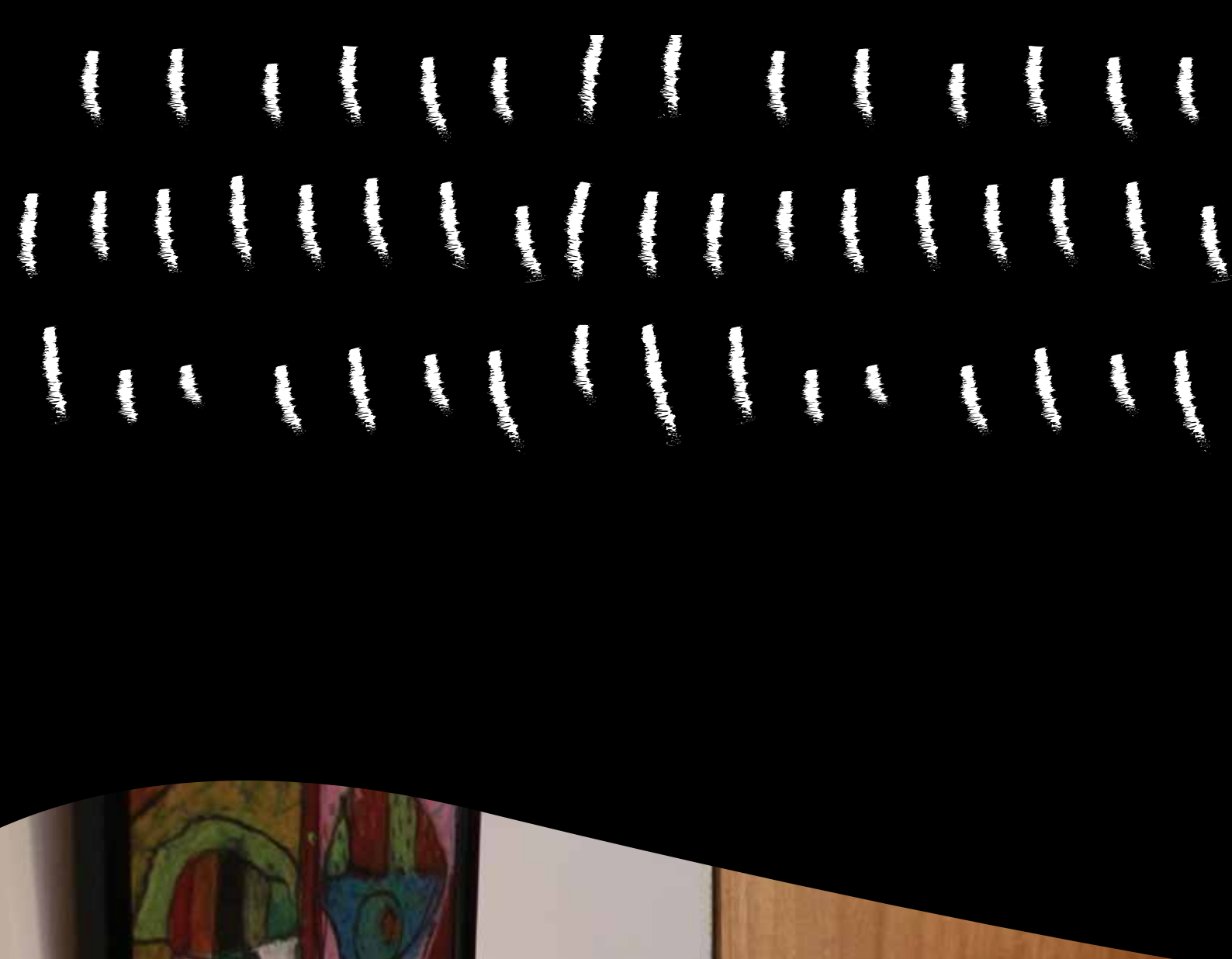


**vibrant**



**thriving**





Small white labels with illegible text, likely providing information about the artwork.

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## Our creative landscape - a snapshot



- **Visual Arts**

SoArt Gallery  
 Narooma School of Arts' Studios  
 Creative Arts Batemans Bay Inc  
 South Coast Pastel Society  
 Eurobodalla Fibre Textiles  
 Artist Group (EFTAG)  
 Artisans Nest  
 The Eurobodalla Embroiderers  
 Montague Arts and Craft Society  
 Eurobodalla Photographic Group  
 Art Central  
 Mogo Collective  
 Bee Bee Knitting Club  
 Narooma and District Camera Club  
 Tuross Head Floral Art and Garden  
 Group  
 Eurobodalla Spinners and Weavers  
 Splinters  
 Woodies (hosted by the Original Gold  
 Rush Colony)  
 River of Art  
 Sculpture on Clyde

- **Music**

Eurobodalla Live Music  
 South Coast Music Society  
 Deep River Choir  
 Slightly Bent Choir  
 Granite Town  
 Acapellago Singing Group  
 St Cecilia's Music Scholarship  
 Montague Choristers

- **Performing Arts**

Bay Theatre Players  
 Red Door Theatre Company  
 Moruya Film Club  
 Narooma Film Society

- **Literature**

Batemans Bay Writers festival  
 Narooma Writers Club  
 Eurobodalla Branch Australian  
 Federation of Writers

- **Cultural Groups**

Narooma Historical Society  
 Batemans Bay  
 Historical Society  
 Moruya Historical Society  
 PERFEX

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## Participation and attitudes in the arts

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98% of Australians engage with the arts and more people recognise the positive impact of the arts. Online and live arts experiences are important to Australians

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7 million Australians experienced First Nations arts last year (double the number from 2009)

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Music is the most popular art form, with 97% of Australians listening to recorded music and more than half attending live music

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Younger Australians (aged 15-24) create and experience the arts at the highest rates

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One in four Australians give time or money to the arts

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80% of Australians agree that Indigenous arts are an important part of Australia's culture

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70% of Australians agree that artists should have complete freedom of expression

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73% of Australians agree that the arts are an important way to get a different perspective on a topic or issue

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75% of Australians agree that arts reflect Australia's cultural diversity

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81% of Australians engage with the arts online

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64% believe that the arts impact their understanding of other people and cultures and allow them to connect with others

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Almost half of NSW residents attend arts festivals, and are more likely to attend multi-form arts festivals compared to other Australians

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14% of NSW residents were involved in community arts and cultural development activities that actively engaged community members in art creation and collaboration with professional artists (2016)

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86% of Australians aged over 15 acknowledged the significant positive impacts of the arts

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60% of Australians believe the arts have a big impact on their sense of wellbeing and happiness (52% in 2013)

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69% of Australians believe the arts have a big impact on their ability to express themselves (61% in 2013)

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67% of Australians believe the arts have a big impact on their ability to think creatively and develop new ideas (59% in 2013)

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74% of Australians agree that the arts make for a richer and more meaningful life

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76% of Australians feel proud when Australian artists do well overseas

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75% of Australians agree that the arts should be an important part of the education of every Australian



**98%**

**of Australians engage  
with the arts and more  
people recognise the  
positive impact of the arts...**

# 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.

The Strategy acknowledges the strategic planning framework made up of South East Arts, Regional Arts NSW, Arts NSW, The Australia Council for the Arts and the Federal Department of Communications and the Arts.

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

- Australian Council for the Arts 2015. Arts Nation: an overview of Australian Arts
- National Arts and Disability Strategy 2009
- Create in NSW: Arts and Cultural Policy Framework, 2012 – 2022
- NSW Aboriginal Arts and Cultural Strategy 2015 – 2018
- South East Arts Strategic Plan 2016 – 18.

The current strategic directions for the support, promotion and provision of creative arts in the region, state and country can be distilled to the following focus areas:

- Accessibility to the arts
- Professional development of arts practitioners
- Arts business sustainability
- Cultivating and promoting the social and economic value of the arts
- Aboriginal arts and culture celebration and development
- Arts, health and enriching daily life
- Arts and cultural tourism.

## The wider strategic context

### Australian

The Australian Department of Communication and the Arts support arts and cultural development in regional and remote communities to help overcome the obstacles presented by distance and population size.

Currently there are four streams of support for regional arts. They are:

### Regional Arts Fund

The Regional Arts Fund is an Australian Government program that supports sustainable cultural development in regional and remote communities in Australia. The program is managed by Regional Arts Australia and organisations in each state and territory.

### Festivals Australia

Festivals Australia supports community participation in, and access to, the arts and aims to support partnerships and collaboration across the sector.

### Visions of Australia

The Visions of Australia regional exhibition touring program supports audience access to Australian arts and cultural material, with a particular focus on tours to regional and remote Australia.

### National Regional Programs - touring

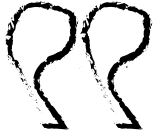
The Australia Council delivers National Regional Programs to support tours by performing artists, musicians and exhibitions.

The National Regional Programs aim to give all Australians the chance to experience the arts and increase arts audiences across Australia. There is a particular focus on regional and remote communities.

### The National Regional Programs include:

- Playing Australia: Regional Performing Arts Touring Fund
- Contemporary Touring Initiative
- Contemporary Music Touring Program.





**Arts can assist in responding to local issues and politics, environment, older people, refugees.**




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## State

The NSW Government is currently investing significantly in regional infrastructure. This has provided opportunities unlike ever before where Council is well placed to have a number of local projects for creative arts infrastructure considered.

Create NSW is the NSW Government's new arts and cultural driver, which brings together arts, screen and culture functions in a new integrated entity. Create NSW was established on 1 April 2017 and has responsibility for many of the functions previously undertaken by Arts NSW and Screen NSW.

The new entity forms part of the Arts and Culture Division within the Department of Planning and Environment and is responsible for furthering the Government's vision for NSW to be known for its bold and exciting arts and culture that engages the community and reflects the state's rich diversity.

Create NSW has established a 10 year strategic framework that focuses on increased Access for audiences, organisational Strength and artistic Excellence across Western Sydney, Regional NSW and metropolitan Sydney. Further information available at [www.create.nsw.gov.au](http://www.create.nsw.gov.au)

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## Regional

### Regional Arts

Regional Arts NSW is the peak body for arts and cultural development in regional NSW with the role of building the capacity of existing 14 Regional Arts Development Organisations (RADOs) to deliver programs to the majority of regional NSW and represent the sector at a state and national level.

South East Arts is the RADO supporting arts and cultural development in the South East region of NSW, by creating strategic initiatives and projects across all art forms, providing advice and delivering cultural services for the communities, artists and Councils of Bega Valley, Eurobodalla and Snowy Monaro.

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## Eurobodalla

### Community Strategic Plan – One Community 2017 – 2021

The Community Strategic Plan is a whole of community plan and is prepared on behalf of the community by Council. Its purpose is to identify the community's main priorities and aspirations for the future, and to provide strategies for achieving these goals.

The Community Strategic Plan describes what we need to do to take Eurobodalla forward into the future and to be one community. The Strategy has a vision to be friendly, responsible, thriving and proud. This vision is at the heart of what we need to do together to achieve the future our community desires.

Council's Creative Arts Services fall primarily within Outcome Area 2 of the Community Strategic Plan.

### Celebrated creativity, culture and learning

The Delivery Program 2017-21 sets out activities that Council will complete in a four year period which is aligned to a Council term, along with measures to track our progress in achieving the activities.

The Operational Plan 2017-18 shows the actions, projects and capital works Council will deliver in the year and the activities that will help Council to achieve its long term outcomes, in this case, celebrated creativity, culture and learning.



## Let's look at the arts as being about connection.



### The key objective for creative arts in the Delivery Program 2017 -21 is to:

Support and encourage the expression of our vibrant creative arts sector.

#### 2.1.1 Develop and promote creative arts activities and industries.

- Collaborate with strategic partners for creative arts infrastructure and sector development.
- Provide opportunities for the community to participate in creative arts.
- Coordinate the Public Art Advisory Committee and associated projects.
- Investigate opportunities to further grow the Basil Sellers Art Prize.
- Implement the Creative Arts Strategy.

#### 2.1.2 Develop and promote the Moruya Library and Arts Centre Project.

- Seek additional funding to implement remaining stages of the Moruya Library and Arts Centre Project.
- Develop a plan for ongoing operations of the Moruya Arts and Exhibition Space, known as The Basil Sellers Exhibition Centre.

#### Creative arts policy

The delivery of Council services are governed by Council policies and codes of practice. The Eurobodalla Shire Council's Creative Arts Policy (revised 2017) is designed to position the role of arts and creativity as instrumental to engaging communities, cultivating new industries, celebrating, promoting and developing the Eurobodalla's distinctive characteristics, economy and reputation as a strong and vibrant community.

The following policies and codes of practice relate to the delivery of Creative Arts Services:

- Creative Arts Services Policy (adopted 2017)
- Public Art Policy (adopted 2017)
- Public Art Code of Practice (adopted 2017)
- Art Acquisitions Policy (draft 2018)
- Art Acquisitions Code of Practice (draft 2018).

#### Public Art Advisory Committee

The Public Art Advisory Committee provides expert cultural and artistic advice and guidance to Council and staff on planning public art and related matters. It comprises of skills based community representatives, a Councillor and Council officers who have specialist knowledge or interest in public art.

Policies and Codes of Practice relating to creative arts services and information regarding the Public Art Advisory Committee can be found on Council's website [www.esc.nsw.gov.au](http://www.esc.nsw.gov.au)

Council has a range of strategic documents to integrate creative arts with economic development, tourism, events, heritage and asset management.

#### Current Council Creative Arts Infrastructure projects

1. **Moruya Library and Basil Sellers Exhibition Centre.** The project includes expansion of the existing library space and purpose built high quality exhibition space for local and professional creative arts experiences. Construction of milestone 1 and 2 commenced in June 2018. Further funding, received in August 2018, will enable the completion of milestones 3 and 4.
2. **The Batemans Bay Regional Aquatic, Arts and Leisure Centre.** The project includes plans for a performing arts theatre, gallery, dance and music facilities and a range of creative spaces. The design phase commenced in September 2018.
3. **Eurobodalla Regional Botanic Gardens redevelopment.** The project will include a multipurpose function space, with exhibition quality lighting and fittings, artist workshop space and facilities to accommodate an Artist in residence program.

#### Creative Arts Infrastructure MoU

4. Memorandum of Understanding (MoU) with the Narooma School of Arts & War Memorial Hall Inc. (SoA) signed in July 2018 will ensure collaborative creative arts infrastructure planning. SoA have plans to develop existing infrastructure at the Narooma SoA site, as well as develop additional creative arts infrastructure, depending on funding.



# Our Strategy responds to our community

Council began a strategic examination of the local creative arts environment with two key planning processes; in 2005 with the development of the Cultural Plan 2006-2010 and in 2010, with the preparation of the Situation Analysis, Arts and Cultural Infrastructure Report. The report identified the key issues of:

- Facilities (hard infrastructure)- including consideration of purpose built accessible facilities and a hierarchy of facilities across the shire.
- Resources (soft infrastructure) - including appropriate skills development, opportunities to attract visiting artists and touring product and limited funding for the arts coming into the shire.

Further targeted engagement has occurred over a number of years, including surveys at events and activities, meetings with community and arts groups, arts practitioners and business owners, and feedback and community involvement with creative infrastructure and programming proposals. We value community opinions.

In 2016 Council undertook a community wellbeing phone survey, with 433 randomly selected local people participating. Key results in relation to creative arts include:

- 86% of residents reported that they had participated in arts and cultural events in the past 12 months.
- 60% reported that they had attended a festival and/or community event in the past 12 months.
- In response to the question, 'What activities would you like to be able to do?', 30% of respondents stated dissatisfaction with arts (and other) local offerings. Within that cohort, key creative arts activities that people would like more of included music festivals, live theatre and concerts, ballroom dancing, dance classes, local art galleries, more cultural events and more performing arts groups.

In 2016 Council undertook a customer satisfaction survey in relation to Council services, with 436 randomly selected local participants. The mean score for satisfaction with Council's provision of arts and cultural programs and services such as exhibitions, community festivals and public art, was 3.66 out of 5 (within 0.15 of the local government benchmark). This result is better than the 3.16 satisfaction mean score reported in the same customer satisfaction survey, conducted in 2012.

This increase in satisfaction is in part attributable to the increased number of Council generated creative arts programs scheduled annually, and the growth in community and business generated arts and music events during that period. Council will continue to build on this area of strength going forward, with key actions in place.

The review and development of Council's Delivery Program 2017-21 included a Citizens' Jury deliberative consultation process, conducted by a not-for-profit research organisation. The Citizens' Jury process was undertaken in 2016 and brought together broadly representative, random samples of everyday people who were given time, access to information and the support needed to explore issues.

Key outcomes from this engagement included a desire for Council to maintain the current arts services and spaces it provides and investigate opportunities to expand; improve communication and promotion of the arts; work to ensure the vitality of the live performance industry; improve accessibility and affordability of venues for creative arts and engage more regularly with artists and creative arts organisations.

In late 2016 Council conducted a one day arts focused workshop. More than 40 arts practitioners attended to undertake a SWOT analysis, identify key issues for consideration, and to explore what arts and creative culture mean to us all.

Council has used feedback, ideas and information from these various engagement processes to inform the development of the Strategy. Ongoing engagement and collaboration with the community will continue to occur as we implement the Strategy and achieve the vision for creative arts.

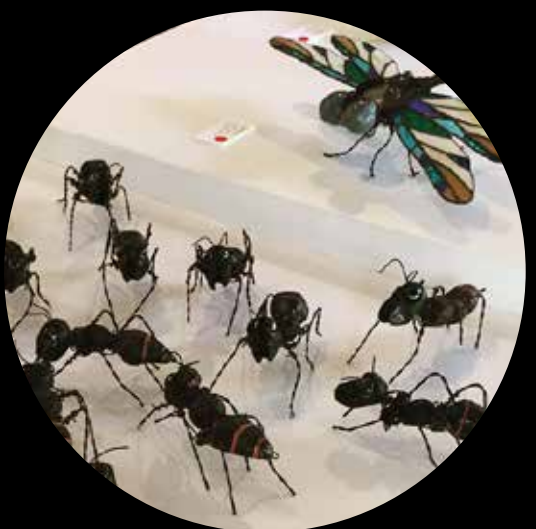
*Captions right:*  
ReVive 2017 Susan Bomball with Bill.  
Open studio Paul Dimmer.  
2016 Basil Sellers Artwork Artist: Nicki Hall.  
Art exhibition.

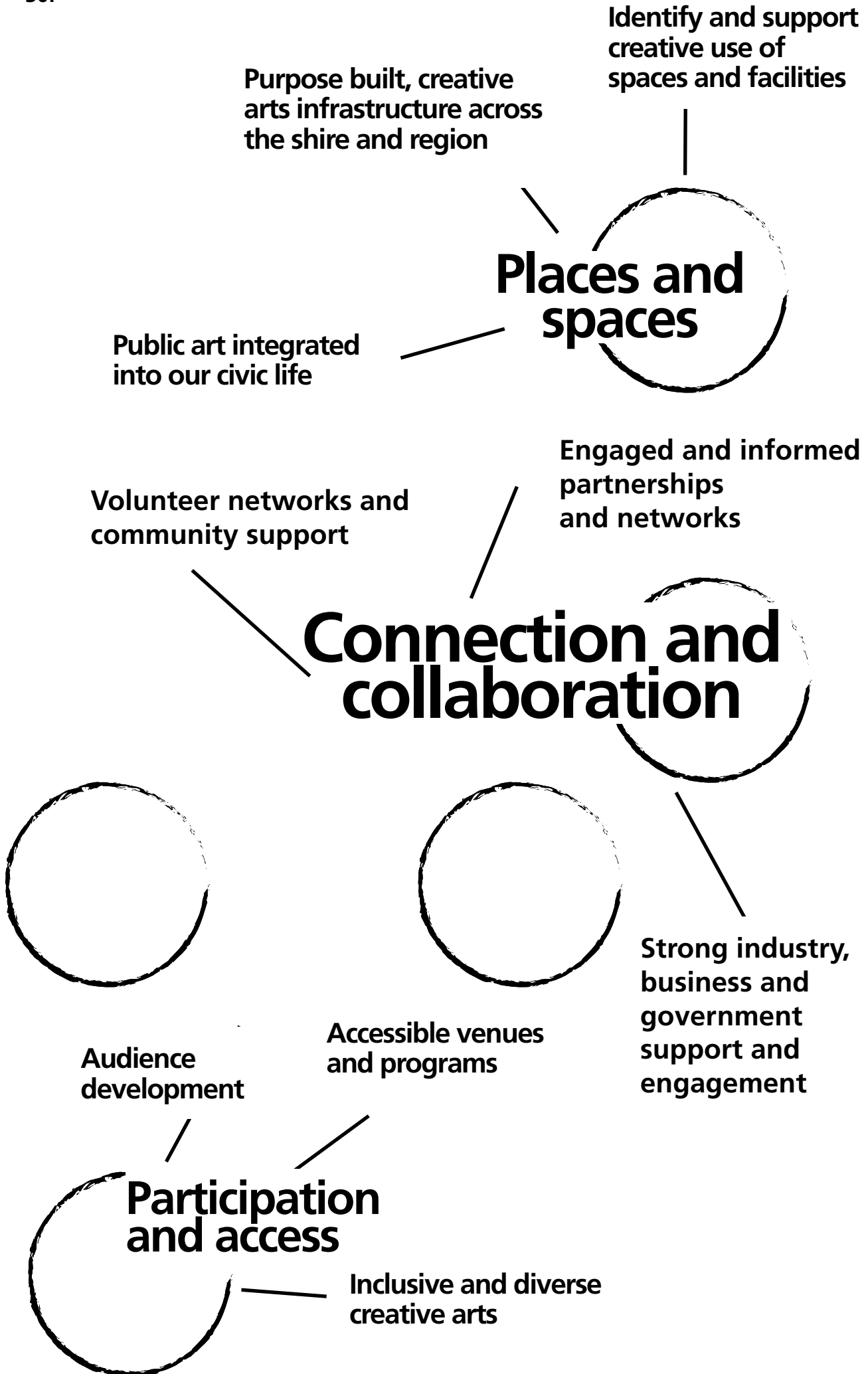


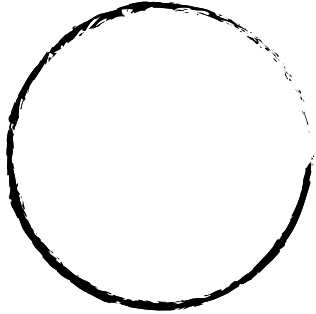
**connect**



**integrate**







**Grow and celebrate  
our creative industries  
and local skilled  
practitioners**

**Creative  
capacity**

**Develop skills,  
exposure and  
opportunities for  
key target groups**

**Resourcing our  
creative arts**

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## Key themes for action

Key themes and issues running through all formal and informal engagements, linked with strategic arts aim and objectives (national, state, regional) can be grouped under the following headings:

### Places and spaces

- Purpose built, creative arts infrastructure provided across the shire and region
- Identify and support creative use of spaces and facilities
- Public art integrated into our civic life.

### Connection and collaboration

- Engaged and informed partnerships and networks
- Volunteer networks and community support
- Strong industry, business and government support and engagement.

### Creative capacity

- Grow and celebrate our creative industries and local skilled practitioners
- Develop skills, exposure and opportunities for key target groups
- Resourcing our creative community.

### Participation and access

- Audience development
- Accessible venues and programs
- Inclusive and diverse creative arts.



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## How the Strategy works

The Strategy sits under the Council's Community Strategic Plan and seeks to assist in implementing the outcome regarding Creative Arts, which is to achieve a community with celebrated creativity, culture and learning.

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 with a clear vision supported by four key Strategic Outcome areas. They are:

1. **Places and spaces**
2. **Connection and collaboration**
3. **Creative capacity**
4. **Participation and access.**

This structure links back to Council's Community Strategic Plan and Delivery Program. Each strategic outcome includes focus areas with the following structure:

- Focus Area
- What the vision will look like when we achieve our strategic outcome
- Specific actions to support achievement of the focus area and overall strategic outcome
- Measures.





# places and spaces

**We will have places and spaces that are appropriate and affordable, catering to arts practitioners who work in a range of mediums, both professional and community based, celebrating our creative life and identity.**



**1.**

**Purpose built, creative arts infrastructure provided across the shire and region**

## Action

1. Complete the Moruya Library and Basil Sellers Exhibition Centre project.
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.
3. Pursue funding for the completion of the Batemans Bay Regional Aquatic, Arts and Leisure Centre, Batemans Bay.
4. Complete construction of purpose built, quality performing arts and associated creative arts facilities, as part of the Batemans Bay Regional Aquatic, Arts and Leisure Centre.
5. Implement the Memorandum of Understanding with the Narooma School of Arts & War Memorial Hall Inc. (SoA).
6. Complete the Eurobodalla Regional Botanic Gardens re-development.

## Measures

- Moruya Library and Basil Sellers Exhibition Centre capital works completed.
- Purpose built, quality performing arts and associated creative arts facilities, as part of the Regional Aquatic, Arts and Leisure Centre, Batemans Bay, designed to meet industry benchmarks and professional requirements.
- Construction of the purpose built, quality performing arts and associated creative arts facilities, as part of the Batemans Bay Regional Aquatic, Arts and Leisure Centre, completed.
- Memorandum of Understanding with the Narooma School of Arts & War Memorial Hall Inc. (SoA) implemented effectively.
- Eurobodalla Regional Botanic Gardens redevelopment completed.



## Places of practice for youth, more arts infrastructure, visual and performing arts space for both participants and audiences



### Identify and support creative use of spaces and facilities

#### Action

7. Review shire assets (Council and other) and develop a hierarchy of facilities suitable for creative arts activities and events.
8. Review existing facility hire fees, in line with identified hierarchy, to enable the appropriate spaces for creative arts activities.
9. Activate and promote facilities to the creative arts community.
10. Facilitate innovative use of facilities and spaces for creative arts programming and events.

#### Measures

- Review of shire assets (Council and other) completed.
- Hierarchy of facilities suitable for creative arts finalised and promoted.
- Review of facility hire fees, in line with identified hierarchy, completed.
- Creative arts programming and events occur at a range of locations and spaces.

### Public art integrated into our civic life

#### Action

11. Implement the Public Art Policy and Public Art Code of Practice.
12. Develop a Public Art Strategy in partnership with the Public Art Advisory Committee.
13. Investigate an annual capital allocation for public art as part of the operational plan.
14. Develop partnerships with external agencies and the private sector to develop public art, both permanent and ephemeral, at key locations and events.
15. Use creative arts to celebrate our local character and identity, including Aboriginal culture, in public spaces and facilities.

#### Measures

- The Public Art Policy and Public Art Code of Practice are implemented effectively.
- The Public Art Strategy is completed and adopted.
- Annual capital budget allocation investigated, in line with the Public Art Strategy.
- Public art, both permanent and ephemeral, installed.
- Local character and identity, including Aboriginal culture, celebrated creatively in our public spaces and facilities.

# Connection and collaboration

**We will enjoy stronger, more dynamic collaborative relationships that connect and enhance the creative and economic opportunities of our community.**



**action**

**2.**

## **Engaged and informed creative partnerships and networks**

### **Action**

- 16.** Facilitate opportunities to engage creative arts practitioners and groups.
- 17.** Work with all areas of Council to promote and incorporate creative arts activities in the projects and services delivered, including tourism and events.
- 18.** Actively participate in local and regional creative arts networks and planning.

### **Measures**

- Local creative arts practitioners and groups are engaged with Council.
- Creative arts consideration incorporated into Council's Project Management Guide and projects, including tourism and events.
- Evidence of participation in local and regional creative arts networking and planning.

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### **Volunteer networks and community support**

#### **Action**

- 19.** Develop a creative arts volunteer program to support Council run creative arts activities.
- 20.** Manage the creative arts volunteer program.
- 21.** Promote community based creative arts events, programs and services via the Arts Exchange newsletter and other formats, where appropriate.
- 22.** Encourage sustainable practice in community based creative arts groups.

### **Measures**

- Creative arts volunteer program developed, with clear policies and procedures in place.
- Creative arts volunteer program managed effectively.
- Community based creative arts events, programs and services promoted.
- More community based arts groups are sustainable.

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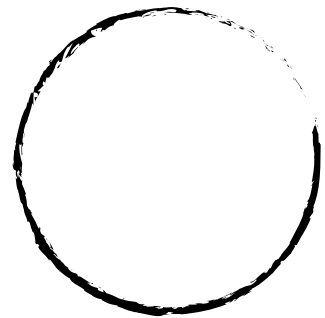
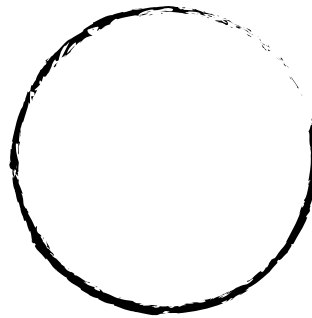
## **Strong industry, business and government support and engagement**

### **Action**

23. Actively engage business and the private sector to increase investment in the shire's creative arts infrastructure and programming.
24. Maintain relationships with all levels of government, external agencies and funding bodies.
25. Develop promotional material to showcase local creative arts to other levels of government, industry, business and external bodies.

### **Measures**

- Creative Arts industry information sessions provided to local business.
- Funding secured annually for creative arts programming, infrastructure or activities.
- Promotional material developed and distributed.



# Creative capacity

**We will see more skilled practitioners, better resources and thriving creative industries.**



**3.**

**Grow and celebrate our creative industries and local skilled practitioners**

#### Action

26. Seek opportunities to support, facilitate and partner for delivery of creative arts professional development.
27. Seek opportunities to showcase best practice creative arts programs and events.
28. Inspire local practitioners with the provision of Eurobodalla art prize opportunities.
29. Investigate the inclusion of a creative arts award in the annual Eurobodalla Business Awards.

#### Measures

- Creative arts professional development annual program delivered.
- Best practice creative arts programs and events identified and showcased locally.
- Local art prizes resourced and delivered.
- A creative arts industry award, as part of the Eurobodalla Business Awards is investigated.

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**Develop skills, exposure and opportunities for key target groups**

#### Action

30. Work with local educational providers to encourage the delivery of more creative arts at a primary, secondary and tertiary level.
31. Encourage the appreciation and development of Aboriginal arts and cultural heritage and its expression.
32. Work collaboratively to improve health and support healthy ageing through creative arts.

#### Measures

- Creative arts program delivered by local primary, secondary and tertiary education providers.
- Programs delivered that showcase and develop local Aboriginal art and artists.
- Programs delivered that target health with new networks and participants identified.

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**Resourcing our creative arts**

#### Action

33. Develop an annual program for the Basil Sellers Exhibition Centre.
34. Develop an operational plan and annual creative arts program for the Batemans Bay Regional Aquatic, Arts and Leisure Centre.
35. Pursue funding and investment in the creative arts.
36. Investigate annual arts seed funding opportunities and programs.

#### Measures

- Business plan and annual program for the Basil Sellers Exhibition Centre completed.
- Business plan and annual program for the creative arts components of the Batemans Bay Regional Aquatic, Arts and Leisure Centre completed.
- Funding and investment in creative arts pursued annually.

Art on the Path, Broulee



# Participation and access

**We will provide more inclusive, accessible and diverse creative arts experiences and venues for our community and visitors.**

**4.**

## **Audience development**

### **Action**

37. Develop and implement a marketing strategy for the Basil Sellers Exhibition Centre.
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.
39. Implement marketing strategies for programs, venues and events across the shire.
40. Monitor local and visitor audience attendance and feedback for quality improvement.

**action**

41. Work in partnership with creative arts organisations and government to promote Eurobodalla creative arts externally.
42. Engage with the community to plan for creative arts needs.

### **Measures**

- Marketing strategy for the Basil Sellers Exhibition Centre completed and implemented.
- Marketing strategy for the Batemans Bay performing and creative arts, as part of the Regional Aquatic, Arts and Leisure Centre, Batemans Bay, completed and implemented.
- Marketing of venues is in place.
- Eurobodalla creative arts is promoted locally and to visitor markets.
- Audience attendance and feedback data monitored and analysed effectively
- Increase in audience participation.





**Places of practice for youth,  
more arts infrastructure,  
visual and performing arts  
space for both participants  
and audiences.**




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### Accessible venues and programs

#### Action

- 43. Ensure that events, venues and programs include planning that supports participation by people of all abilities.
- 44. Investigate funding options to support people from all walks of life to attend ticketed events and programs.

#### Measures

- Increase in events, venues and programs that support participation by people with all abilities.
- Funding options to support people from all walks of life to attend ticketed events and programs investigated.

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### Inclusive and diverse creative arts

#### Action

- 45. Seek opportunities to develop and showcase local Aboriginal creative arts and arts practitioners.
- 46. Seek opportunities to engage arts practitioners, programs and events from diverse backgrounds as part of annual programming.

#### Measures

- Local Aboriginal arts practitioners and Aboriginal creative arts developed and showcased.
- Annual programming includes a diverse range of arts practitioners, programs and events, in line with planning priorities.

## How to contact us

- In person** Customer Service Centre  
Corner Vulcan and Campbell Streets,  
Moruya. Monday to Friday, 8.30am to  
4.30pm
- Phone** 02 4474 1000  
For after-hours emergencies  
call 1800 755 760
- Fax** 02 4474 1234
- Mail** PO Box 99, Moruya NSW 2537
- DX** DX 4873
- Email** [council@esc.nsw.gov.au](mailto:council@esc.nsw.gov.au)
- Web** [www.esc.nsw.gov.au](http://www.esc.nsw.gov.au) and click  
*Have Your Say*
- Councillors** See contact details on our website  
and on Council's Noticeboard page  
in local papers

