



POLICY

Policy Name	ARTS AND CULTURE POLICY
Department	Council
Responsible Position	Group Manager Council
Policy Approved	Ordinary Council Meeting (12/10/2004)
Next Revision Due	1 July 2009
Supporting	Arts and Culture Advisory Board Terms of Reference

REVISIONS

Document	Date	Description	Authorised By	Approved
Original	12/10/2004			Council
Revision 1	03/10/2006	Terms of reference added	Council Report	Council

1 POLICY OBJECTIVES

The objective of this policy is to outline Councils responsibility in ensuring arts and cultural services are delivered to provide maximum benefit to the East Gippsland community.

2 BACKGROUND

In December 1994, the involvement of the former Councils of the region in the provision of Arts and Cultural services was largely confined to the provision of funding in conjunction with Arts Victoria to Arts Network East Gippsland (ANEG) for the employment of a part time arts officer.

In December 1995, Council entered a five (5) year Service Agreement with ANEG for the provision of arts and cultural services throughout the Shire. At the time Council acknowledged that the organizational objectives of ANEG were consistent with the Shire's objectives in this area of activity.

The initial Service Agreement has subsequently been reviewed and extended on three occasions, with the current term due to expire on 31 December 2004. A Best Value Service Review for arts and cultural services was completed in February 2004. The major recommendation from the Best Value review was for Council to adopt an Draft Arts and Culture Policy and a suitable model of delivery for arts and culture services.

3 CONSULTATION WITH STAKEHOLDERS

The provision of an ongoing consultative process for the arts community is proposed for future arts and Culture development within the Shire and that consultation with the broader community occurs at least once on an annual basis.

Additionally the consultant K Easton and Associates undertook consultation with key stakeholders, the community and service users in conjunction with a recent best value service review.

POLICY STATEMENT

History and Heritage

Council will celebrate the local culture, its diversity, history and heritage.

Council supported activities may include:

- a. Provision of support to the East Gippsland Heritage Network.*
- b. Recognition of Shire heritage studies and the overlay on the planning scheme*

- c. Acknowledgment of the regions indigenous heritage and the oral histories of local townships and encourage these to be written up for publication.*

Creative Arts Industry

Council will actively encourage and foster an innovative arts and cultural environment within the Shire and participate in events which it supports.

Council will support a range of creative arts & cultural activities for the community.

Council supported activities may include:

- a. Support for local bands in the region*
- b. Literary competitions.*
- c. Local art initiatives grant funds for arts and cultural groups.*
- d. Identification of the strengths and weaknesses in the arts and culture sector within the Shire.*
- e. Development of an arts directory and database to provide information on the East Gippsland arts community.*
- f. Performing arts and live theatre.*
- g. Target specific community groups with creative arts activities eg young people, elderly and isolated rural communities.*
- h. Encourage activities that support the development and retention of local talent.*

Economic Growth

Encourage, support and promote the capacity of arts and cultural activities to generate economic growth and employment for the community.

Council supported activities may include:

- a. Sourcing resources to provide local artists, arts volunteers, and arts and cultural groups with opportunities for professional development, information exchange and training presented around the region.*
- b. Work in partnership with a range of organizations to encourage cultural tourism opportunities.*

Infrastructure and Planning

Develop and encourage public places and the built environment to reflect a sense of place, community spirit, civic pride and recognition of community history and heritage.

Provide facilities and activity spaces that are accessible, affordable, well managed and maintained, to attract performances and high quality exhibitions.

Council supported activities may include:

- a. *Development of strategies that ensure 'access for all' people to arts and cultural activities, programs and events.*
- b. *Planning and establishment of appropriate cultural venues/precincts within towns and localities in the Shire.*
- c. *Pursue provision of a cultural facility that will accommodate a wide range of productions, increase audience capacity, improve technical services and provide patrons with high quality amenities.*
- d. *Maintain the facilities on Shire managed land eg the East Gippsland Art Gallery and the buildings occupied by the heritage groups.*
- e. *Identify and maintain a register of existing facilities and outdoor public spaces to determine the range and the suitability for arts and cultural activities.*

Strategic Coordination

Develop and implement a strategic and coordinated approach to cultural services across the Shire. In partnership with internal and external organisations Council will encourage all groups involved in arts and culture services to work cooperatively and collaboratively. Council supported activities may include:

- a. *Integration of arts and culture into Councils policy and strategic documentation. e.g. Council's economic development, tourism policies and the health and well-being plan.*
- b. *Establish a register and policy for the local artwork and cultural material owned by Council.*
- c. *In collaboration with cultural groups develop a Public Art policy for selected public space areas within the Shire.*
- d. *Facilitate the development of a three-year strategy plan and an annual business plan for the cultural industry in the region.*
- e. *Work in partnership with external organizations eg. Arts Victoria, Regional Arts Victoria, and Creative Gippsland to ensure National, State and regional trends and opportunities are utilized in strategic direction for the Shire.*
- f. *Establish an Arts and Culture Strategic Advisory board.*

The Arts and Culture Strategic Advisory board is established under the Arts and Culture Terms of Reference and will:

- i. *Act as a consultative mechanism for Council and the community*

- ii. Assist in provision of strategic direction to Arts and Cultural activities within the Shire.
- iii. Meet at least on a quarterly basis.
- iv. Provide recommendations to Council on the best utilization of the Arts and Cultural budget.
- v. Have representatives with a staggered term of office around municipal elections.
- vi. Ensure the delivery of the strategic outcomes of the 5 Year Arts and Culture Strategic Plan 2006/07 –2010/11

Council will appoint a range of community members after consideration of all applicants.