ARTS AND CULTURAL DEVELOPMENT 2014-19

STRATEGIC MANAGEMENT PLAN

APPROVED BY COUNCIL ON TUESDAY 4 NOVEMBER 2014
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The importance of culture and the role of the arts

Through artistic and creative expression we will achieve vibrant and resilient communities’.

‘A society in which arts practice is not endemic risks its future. It is important that we offer all the opportunity to actively participate in arts practice; for our community to make their own culture. Creativity, engagement, cohesiveness, wellbeing and respect for difference will be inevitable outcomes’. 1

Arts and culture are an integral part of our communities. They represent local character and identity and contribute to the cultural vitality, wellbeing and economic prosperity of our region. Culture is created by community and reflects our ‘way of life’. It encompasses values, customs, and aspirations, and is expressed through various mediums, including the arts. 2

“Culture is more than the arts, but the arts play a unique and central role in its development.” 3

Cultural Development is about acknowledging, expressing and celebrating our past, the now and our aspirations for the future. It’s about the social production and transmission of identities, meaning, knowledge, beliefs, values, aspirations, memories, purpose, attitudes and understanding. It encompasses our values and aspirations, the processes through which we develop, receive and transmit these values and aspirations and the tangible and intangible manifestations of these values and aspirations.

Arts refers to a full range of creative expression such as craft and design, dance, digital technology, fashion, film, interior design, literature, music, performance, and visual arts (eg drawing, painting, photography, printmaking). Through art our communities can express their ideas and feelings, and inspire creativity, reflection and social debate. The arts have a long history of encouraging social inclusion and participation, and facilitating positive health outcomes via community art and health initiatives and creative design in our public places and spaces.4


3 Australian Government, 2013, Creative Australia – The National Cultural Policy

4 12th National Rural Health Conference, 2012, Deborah Mills, An exciting new direction for arts
Art and culture is also an important contributor to the economy. It generates more revenue and employs more people than many other essential industries, including agriculture, electricity, gas, water and waste services. In 2009/10 the live music industry in Australia injected $1.21 billion into the national economy, with total profits of $652 million and almost 15,000 full-time jobs. In South Australia, festivals have contributed $63 million to the South Australian economy each year, creating 790 full time jobs.

The arts are a major contributor to the cultural and economic vitality in the City of Onkaparinga with major music and performance concerts, arts festivals and thriving community based arts groups and activities drawing in local and interstate visitors as we celebrate food, wine and art to strengthen tourism in the region.

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5 ARC Centre of Excellence for Creative Industries and Innovation, Creative Economy Report Card (2011)

PURPOSE AND STRATEGIC LINKS

The Arts and Cultural Development strategic management plan (Plan) will increase our communities’ participation in the arts such as performance and visual art, literature, dance and music, public art and facilitate opportunities to support our local artists.

It is the first Plan for arts and cultural development developed for the city, and will guide our work in this area for the next five years. The Plan contributes to achieving the goal ‘Vibrant and Resilient Communities’ and addresses objective 2.3 ‘Artistic and Creative Expression’ in our Community Plan 2035.

Key

<table>
<thead>
<tr>
<th>RCe</th>
<th>Regional Centre</th>
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</thead>
<tbody>
<tr>
<td>DCe</td>
<td>District Centre</td>
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<tr>
<td>NCe</td>
<td>Neighbourhood Centre</td>
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<tr>
<td>*</td>
<td>Structure Plan (state government responsibility)</td>
</tr>
</tbody>
</table>
STONG VIBRANT COMMUNITIES

VIBRANT RESILIENT COMMUNITIES

Community Capacity and Culture
- Youth
- Positive Ageing
- Community Development, Leadership and Learning
- Arts and Cultural Development
- History and Heritage

Healthy Lifestyles
- Recreation and Open Space
- Recreational Trails
- Sports and Active Recreation

Community Safety
- Environmental Health
- Animal Management
- Emergency Management

PROSPEROUS ECONOMY

Economic Development
- Tourism
- Small and Medium Enterprises
- Digital Economy
- Investment Attraction
- Migration and Population
- Regional Trade

SUSTAINABLE ENVIRONMENTS

Environment
- Coast and Natural Resources
- Green Buildings and Streets
- Climate Adaptation
- Waste and Resource Recovery

COUNCIL OF EXCELLENCE

Corporate Services
- A great place to work
- Governance
- Engagement and Communications
- Strategic and Corporate Systems
- Technology

Financial Sustainability
- Long Term Financial Plan
- Corporate Asset Management Plan
METHODOLOGY

A range of local, state and federal government strategy and policy documents were reviewed, as well as the arts, culture and public art strategies of selected local authorities in South Australia and interstate. These sources can be found in the bibliography attached as appendix one.

A comprehensive community and stakeholder engagement plan was implemented. We sought views about big picture ideas for the arts, thoughts on the role of council, and the benefits of the arts to our communities. Specific questions about artist and business partnerships, what people like about and want to see more of in the arts were also presented.

Key themes arising from the feedback assisted in developing the aims and actions for this Plan. For a full copy of the engagement results please refer to the arts page on www.onkaparingacity.com

REPORTING AND REVIEW

The Plan has four aims with 11 actions that will contribute to achieving the Plan’s objective over the next five years. The associated Action Plan will show how we will achieve these. Actions will be delivered via the business plans of relevant teams throughout the organisation. A Progress and Update Report on the Plan will be delivered each year with a full review to be completed in 2015 and 2019.
The impetus and direction for this Plan is based on the policy principles presented in our Community Plan. The following policy principles will specifically underpin our work in arts and cultural development:

- Increasing the links between social, environmental and economic wellbeing.
- Equitably representing our communities, be they place, age, culture or interest-based.

Our communities have a right to participate in artistic and creative pursuits that support health and wellbeing and contribute to cultural vitality. Participation in art activities supports our communities to connect with others and their environments. It is therefore important to support a range of art forms throughout our city incorporating our southern, central and northern communities.

- All people regardless of age, gender, heritage or level of ability, including people of Aboriginal decent, should have access to create and participate in art and cultural development activities. The provision of facilities, programs and services need to consider a broad range of user groups and physical accessibility requirements.

Focussing first on the needs and aspirations of people and then shaping our services, processes, places, infrastructure, and facilities, to suit.

- Actively engaging with our communities and stakeholders, encouraging participation and input.

Achieving art and cultural development objectives and initiatives will require actively engaging our communities and working with a range of groups and contributors. Collaborative efforts and partnering will improve the quality, diversity and sustainability of arts facilities, services and programs. Engaging with communities to understand their needs regarding arts and cultural development will be important to the effective planning and implementation of our services and programs.

- Applying a strategic and systematic approach that sees the bigger picture, anticipates opportunity, responds to threats and sets policy to guide activity.

Developing and applying a strategic approach underpins the development of this Plan, and will guide our program delivery and how we work with others to respond to future opportunities and threats.

- Recognising the strengths and opportunities of the private and non/other-government sectors, seeking co-operations, and working together for community benefit.

Seeking the cooperation and involvement of the private sector, government and non-government sectors will strengthen our local arts communities and support our response to community issues through the arts with us leading the way in innovative arts policy and practice.
COUNCIL ROLES

SERVICE PROVIDER

Regulatory
Council required by legislation to provide a specific service.
No significant regulatory role.

Direct
Council responsible and providing full or majority resources for a service.

Provision of public art across the region and the Arts Centre, Port Noarlunga.

Part
Council contributing minority/part resourcing to a service for which others have responsibility.

Agent
Council providing a service on behalf of, and funded by, others that involves ‘hosting’ or other in-kind use of Council resources.

Host an artist in a studio space as part of the artist in residence program. Subsidise and support art groups at to maintain a diverse arts program.

OWNER CUSTODIAN

Council owning or managing infrastructure, facilities, reserves and natural areas. This is a supporting role to ‘Service Provider’ and will appear together with one of these provider roles, and has particular public liability responsibilities.

We manage community owned infrastructure such as the Arts Centre in Port Noarlunga to support the art practice of emerging and professional artists, and to provide a venue for our communities to participate in art and culture activities.

ADVOCATE

Council seeking support from others (eg state/federal government, NGO, private sector, community groups, individuals) who are able to apply influence to an issue, or funding/investment/resources to a service, project or area.

We make representations on behalf of local arts organisations to influence funding and project opportunities.

INITIATOR/FACILITATOR

Council bringing together or connecting stakeholders to pursue an issue, opportunity or shared interest and determine appropriate action.

We bring together organisations and stakeholders to respond to issues and pursue opportunities that support local artists to build their art practice.

INFORMATION PROVIDER/PROMOTER

Council providing information on, or strategically promoting, community services, opportunities, events, people and places.

We promote the work of local and visiting artists and provide information on national and local opportunities that will support the development of local artists.
Future Visions
Arts and Cultural Development will continue to be the lens through which we view our collective aspirations for the future of the city as a place where ‘strong vibrant communities’ can continue to prosper. Arts and Cultural Development will be forefront in the delivery of infrastructure upgrades, projects, place making initiatives, events, festivals and service provision and will drive new opportunities across the city.

We will increase our public art and art and cultural development activity through engagement with our community centers, libraries and community groups.

We will develop a central arts space with the development of the Noarlunga District Centre, increase the usage of the Arts Centre at Port Noarlunga, activate Sauerbier House as an arts facility and develop arts warehouse opportunities across the city.

The following Objective, Aims and Actions have been developed as our strategic directions for arts and cultural development over the next five years. These have been informed by the strategic context and the input and analysis sections of this Plan. Specific actions that relate to the operation of the Arts Centre (opening hours, volunteer management and storage) will be developed as part of the facility management plan for the centre.

Objective
The city is recognised for supporting local artists and providing opportunities for our communities to participate in the arts.
<table>
<thead>
<tr>
<th>AIMS</th>
<th>ACTION</th>
<th>ROLES</th>
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<tbody>
<tr>
<td>Art reflects local character, history and culture and contributes to the identity and vibrancy of our centres and public spaces.</td>
<td>Deliver permanent and temporary public art via the art in public space program in town centres, parks, and natural places throughout the city.</td>
<td>Initiator/Facilitator, Owner Custodian</td>
</tr>
<tr>
<td></td>
<td>Engage artists, designers and creative professionals to participate in projects at the pre-scoping stage to offer creative ideas and solutions on projects, in particular infrastructure and urban design projects.</td>
<td>Advocate, Initiator/Facilitator</td>
</tr>
<tr>
<td></td>
<td>Support local Aboriginal artists to participate in public art, including Neporendi</td>
<td>Advocate, Initiator/Facilitator</td>
</tr>
<tr>
<td>Art is incorporated into healthy lifestyle programs and services to promote positive wellbeing outcomes.</td>
<td>Identify opportunities to integrate art into the design of public spaces, programs and events.</td>
<td>Advocate, Initiator/Facilitator</td>
</tr>
<tr>
<td></td>
<td>Develop an arts program with community stakeholder that promotes healthy living, positive wellbeing and awareness of health issues and brings people together to reduce social isolation.</td>
<td>Initiator/Facilitator</td>
</tr>
<tr>
<td></td>
<td>Support Aboriginal groups to exhibit in venues around the City including Neporendi</td>
<td>Advocate, Initiator/Facilitator</td>
</tr>
<tr>
<td>The work of local and visiting artists is showcased to promote local talent and increase access to and participation in arts and cultural development activities.</td>
<td>Profile and promote the work of local artists through our art collection, various marketing and promotion mechanisms, including social and print media communication.</td>
<td>Service provider (Direct)</td>
</tr>
<tr>
<td>Professional and community based artists develop and build sustainable arts practice.</td>
<td>Promote arts related grant opportunities from our grants and sponsorship program.</td>
<td>Information Provider/Promoter</td>
</tr>
<tr>
<td>---</td>
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</tr>
<tr>
<td></td>
<td>Pursue federal, state and philanthropic and private sector grant opportunities.</td>
<td>Initiator/Facilitator</td>
</tr>
<tr>
<td></td>
<td>Develop a program of mentoring and workshop opportunities to assist artists to develop good business practices.</td>
<td>Initiator/Facilitator</td>
</tr>
</tbody>
</table>

Create an arts webpage that is accessible by all and includes a register of our art collection, local artists, information about exhibitions, available funding, development and networking opportunities. | Service provider (Direct) |

Promote the internet and social media to local artists and arts organisations to increase accessibility and participation in the arts and access global markets. | Advocate, Information Provider/Promoter |

Develop a program to increase live music, performance and visual arts and literature across the city through Sauerbier House, the Arts Centre, an arts warehouse and other facilities. | Information Provider/Promoter, Service Provider (Part) |
The City of Onkaparinga is South Australia’s largest metropolitan council and home to approximately 165,000 people from a range of social and cultural backgrounds.

The population is anticipated to increase to approximately 200,000 people by 2035, with particularly strong growth in the southern part of the city.

The council area is located on the southern fringe of Adelaide and encompasses 518 square kilometers including beaches, Southern Mount Lofty Ranges, vineyards and the Onkaparinga River.

The area comprises both urban and rural communities and is a major contributor to the state’s population and economy. Several local businesses service international markets, while the region has played an important role in enhancing the state’s global reputation for producing quality food and wine.

The region boasts a vibrant arts scene with regular festivals, exhibitions and concerts, and a strong community arts sector. The City of Onkaparinga owns a number of arts facilities and gallery spaces. These include the Arts Centre, Port Noarlunga which has three gallery spaces, and the Stump Hill Gallery at the McLaren Vale and Fleurieu Visitor Centre.

Non-traditional exhibition spaces are also a feature with travelling displays of artist’s work shown as part of festivals and major events throughout the city and our six libraries also host individual and group exhibitions. A number of smaller private galleries are organised by artist collectives, and larger gallery spaces are also found within wineries.
Public art is a significant component of our Plan. A program schedule (appendices, table 4) has been developed to highlight the areas across the city where public art is likely to be implemented over the next five years. Public art is regarded as the artistic expression of a contemporary art practitioner presented within the public arena, outside the traditional gallery system, where it is accessible to a broad audience.

The public arena includes both indoor and outdoor spaces, including parks, open plazas, road reserves, civic centres and library foyers that are accessible to the public. Works of art in the public arena take many forms, including paintings, prints, murals, photography, sculpture, earthworks, details in streetscapes, performance, installation, sound works, text, audio and multimedia and may be permanent or temporary.

Updates to this schedule will occur as a part of the yearly Update and Progress Report for the Plan. This public art program schedule provides the opportunity to work with artists and designers through an expression of interest process. Submissions will be considered via our Public Art Project Advisory Panel (PAPAP). We will also work with community members who are seeking to implement art in public spaces outside of this planned schedule of work. The timing of program delivery will be subject to council approval and budgetary processes.
Trends in attendance and participation

The Community Wellbeing Monitor reports bi-annually on city-wide trends and as part of this process tracks our communities’ participation in arts and cultural activities.

Through the community wellbeing monitor survey, respondents were asked if they had participated in any arts and cultural events in the city over the last 12 months.

In 2009 47.7% of respondents had attended a community event in last year. This figure declined marginally by 2011 to 45.5%. All other arts and cultural categories increased between 2009 and 2011.

Table 1: Comparison of the percentage of survey respondents participating in arts or cultural activities

<table>
<thead>
<tr>
<th>% participated</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community events</td>
<td>47.7%</td>
<td>49.5%</td>
<td>45.5%</td>
</tr>
<tr>
<td>Festivals</td>
<td>26.5%</td>
<td>28.2%</td>
<td>29.4%</td>
</tr>
<tr>
<td>Art programs</td>
<td>14.3%</td>
<td>15.6%</td>
<td>15.2%</td>
</tr>
<tr>
<td>Exhibitions</td>
<td>23.3%</td>
<td>28.2%</td>
<td>28.1%</td>
</tr>
<tr>
<td>Other cultural activities</td>
<td>12.1%</td>
<td>17.7%</td>
<td>16.5%</td>
</tr>
</tbody>
</table>
Further indicators relating to arts and culture are being investigated as part of updating the Community Wellbeing Monitor in late 2014. The data in figure 1 has informed the Plan on our approach to increase our engagement of artists, increase the opportunity for our community to engage in arts practice and for us to diversify our marketing and promotion to ensure greater participation and access to or arts and culture program.

**NATIONAL RESEARCH**

A significant research study was undertaken by the Australian Arts Council to understand how people participate in the arts, whether as an artist or participant. Findings from the study ‘More bums on seats’ showed the arts are strongly supported by communities with attitudes towards the arts and its benefits increasingly positive. The internet is now an important tool for the arts with 1 in 3 Australians using the internet to research artists and arts events or to share works of art. More than half of 15-24 year olds are engaging in some form of online art. Popular forms include writing, visual art, film and video.  

**FEDERAL GOVERNMENT DIRECTIONS FOR THE ARTS**

A change of federal government leadership occurred in September 2013. At the time of writing, no change in government policy relating to arts and culture had been introduced. Any updates to the federal or state strategic context will be provided in the Yearly Progress and Update Report.

In 2013 the Federal Government released the Creative Australia Policy that builds on the first national cultural policy, Creative Nation, released in 1994. The Policy aims to ensure the cultural sector—incorporating aspects of arts, cultural heritage and the creative industries—has the skills, resources and resilience to play an active role in the economic and social success of Australia.  

The Creative Australia Policy introduced reforms to the Australian Arts Council and new strategic directions for arts education, arts in health and a framework for government cooperation and support for the Australian cultural sector.

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7 Australian Government, Australia Council for the Arts, 2010, More than bums on seats: Australian participation in the arts

8 Australian Government, 2013, Creative Australia – The National Cultural Policy - Executive Summary, p1
The diagram below provides an overview of the areas of reform and their detail:

**Australia Arts Council**
- new streamlined, peer review grant management system
- administer the Visual Arts & Craft Strategy funding (build strong, dynamic visual arts & craft sector) In South Australia, the Jam Factory and Guildhouse receive VACS funding.

**National Arts and Disability Strategy 2009**
- build on the existing Strategy to increase the participation of people with a disability in the arts
- actions relating to local government include encouraging greater on-line and venue accessibility and seeking partnership opportunities to incorporate accessibility criteria into cultural planning.

**Australian Curriculum: art education**
- universal arts education in schools – reception to primary
- more arts subjects in high school across five art types – dance, drama, media arts & visual arts

**Arts & Health Framework**
- increase the profile of arts in health
- promote integrating arts in health services & facilities
- Victorian and South Australian governments to develop and implement the framework
- current SA government initiatives include: commissioning arts as part of infrastructure design (Glenside mental health facility, Women and Children’s Hospital) and the Arts in Health program at Flinders University

**National Art & Culture Accord**
- governments to affirm art & culture in government policy & acknowledge contribution to community wellbeing
- role for local government in infrastructure development and encouraging community participation in arts and culture
- local councils to set long-term objectives for cultural planning & the arts through the National Local Government Cultural Forum
Available funding under the Policy will include $60 million for artists and arts organisations, $5 million for a Major Performing Arts Excellence Pool, $4 million to build the professional capacity of the arts sector, and $4 million for a data collection program to inform research for the sector. Given the inclusion of local government as part of the National Accord and arts in health agenda, opportunities exist to investigate suitable funding for arts infrastructure and program development. This will provide new opportunities for Council, our artists and arts organisations as reflected in the aims and actions.

SOUTH AUSTRALIAN DIRECTIONS FOR ARTS AND CULTURE

A review of progress against the targets showed the number of people participating in arts activities (for example, Fringe, OzAsia Festival, Festival of Ideas) doubled to 8.6 million in 2011 since the inception of the state strategic plan in 2004.

South Australia’s share of the Australian film and screen production also increased by 1% from 3% in 2009/10 to 4% in 2010/11. Negative movement was recorded for the number of people attending cultural institution. This was largely attributed to a reduction in attendance at the State Library due to people accessing services on-line rather than in person.

In terms of how our region compares against the SASP targets, participation across the region has increased in all forms of cultural/art activities and events (with the exception of community events) over the past three years, indicating we are on par with the arts and culture SASP targets.

The Plan will continue to contribute to the goals stated but won’t be measured against the targets as they are specifically State government

9 Ibid
Increasing people's attendance at arts institutes and their participation in the arts is currently measured through the following South Australian Strategic Plan (SASP) goals and targets:

<table>
<thead>
<tr>
<th>GOAL</th>
<th>TARGET</th>
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</thead>
<tbody>
<tr>
<td>We are the Festival State. Our festivals, cultural venues and events</td>
<td>Target 3. Cultural vibrancy – arts activities: Increase the vibrancy of</td>
</tr>
<tr>
<td>create a vibrant and energetic atmosphere, generating excitement.</td>
<td>the South Australian arts industry by increasing attendance at selected</td>
</tr>
<tr>
<td></td>
<td>arts activities by 150% by 2020.</td>
</tr>
<tr>
<td>We value and promote artistic vibrancy and excellence and celebrate</td>
<td>Target 99. Cultural engagement–institutions: Increase the number of</td>
</tr>
<tr>
<td>community expressions through the arts.</td>
<td>attendances at South Australia’s cultural institutions by 20% by 2014</td>
</tr>
<tr>
<td></td>
<td>and maintain or improve thereafter.</td>
</tr>
<tr>
<td></td>
<td>Target 100. Screen industry: Increase South Australia’s share of</td>
</tr>
<tr>
<td></td>
<td>Australian film and screen production to 6% by 2020</td>
</tr>
</tbody>
</table>
LOCAL GOVERNMENT DIRECTIONS FOR ARTS AND CULTURE

The Local Government Association of South Australia support arts and culture through providing advice on best practice and policy development and by funding arts and culture research and is committed to the development of arts and culture development in councils across South Australia.

Our city is leading the way in developing the Plan which reflects community need and reflects State and National policy and trends in arts and culture.

All Councils in SA are involved in supporting artistic and cultural growth and expression.

Councils invest in arts and cultural policy and practice to provide valuable support for each community to celebrate its unique culture.

Culture in a local government context defines what we are, who we are, what we do and what is around us. It reflects, challenges, adds value to and enhances our lifestyles. Culture also includes the diverse sectors of our individual and collective community.

Positive interaction with each other’s cultures extends to the creative forms of all personal and public expression. Councils across the state identify social, economic, environmental and cultural benefits from engaging in arts and culture policy.

Councils recognise the importance of arts and culture by reflecting arts and culture policy and practice in their community plans or through the development of specific arts and culture strategies. The City of Marion, Adelaide City Council and City of Playford for example have arts and culture strategies to guide their work in these areas.

Interstate the City of Melbourne, City of Sydney, Frankston City Council and Yarra City Council have arts and culture strategies.
The process of developing this Plan has involved considering the strategic context and engaging with our communities to understand their current and future needs, issues and opportunities.

Overview of community participation outcomes

The engagement process with our communities highlighted a number of recurring themes:

- Public art plays an important role in representing community identity and the cultural heritage of the region and should continue to be a significant feature throughout the city.

- Arts plays a critical role in contributing to the health of our communities by bringing people together and positively influencing our communities state of health, including mental health.

- Artists, professional and community-based, need diverse sources of funding to support their development, to exhibit and build their reputation. This includes one off funding to exhibit as an emerging artist, attend workshops and conferences and participate in art residencies.

- Locating suitable and affordable space in the region for artists to conduct their art practice, store equipment safely or to run a workshop is difficult to find and afford.

- Council has a key role as a facilitator and information provider to promote local artists and to bring together and connect artists with other groups such as business.

- Opening the Arts Centre on weekends would contribute to the vitality of Port Noarlunga and attract more people to visit and use the Centre. Upgrades to the Centre to support performing arts, workshops and storage space for artists were options forwarded to improve this space.
ANALYSIS

Pursue various funding streams
Applying for federal and state government funding and seeking philanthropic and private sector sponsorship needs to be actively pursued. The revised purpose, governance and funding structure of the Australian Arts Council will open up funding streams to support innovative art practices and could also support arts hub initiatives via funding for arts organisations under the Visual Arts and Craft Strategy. Partnering on projects related to arts in health and education are opportunities that can be pursued through state government departments.

Sponsorship and partnering support for our initiatives such as the Shimmer Photography Festival would assist with the program expansion as their success grow. A number of banks support the arts including BankSA who support events such as the Adelaide Fringe, Departure at the Art Gallery of South Australia, and small community events. The Community Enterprise Foundation is a charitable arm of the Bendigo and Adelaide Bank that also provides funds to build stronger communities through the arts.

Improving access and promotion through on-line capabilities.

The strong trend towards Internet use to promote the arts will increase opportunities for local artists to present their work interstate and overseas, and increase receptive participation in the arts. Recent funding provided by the Australian Arts Council to Whittlesea Council in Victoria has supported the implementation of an online public artwork highlighting the impact of natural disasters on their community. 10

The move towards access and participation via on-line capabilities can be pursued as part of developing an on-line artist register. The inclusion of an audio component would assist artists with a hearing disability to access information.

Health in Arts
Opportunities exist to involve creative professionals such as (but not limited to) graphic designers, architects and visual artists as members of as part of organisational project teams. Particularly in the early stage of a project, their role would be to offer creative processes and solutions on projects.

Such projects could include the regeneration of town centres and the design of public spaces to ensure design facilitates community health and wellbeing. This approach can be pursued through the development of our Place Making and Regional Public Health plans. Ways to facilitate arts in health through specific arts initiatives can also be pursued as part of community based exhibitions and workshops.

Data collection for indicators
The focus on improving data collection will be important as we continue to develop indicators to track trends in arts and culture at a local level. The availability of data at a national and state level that specifically relates to culture and the arts will provide comparative data. This will support funding applications and assist our analysis to determine the impact of the arts on tourism, employment in the arts and community wellbeing.

Business and arts
Greater links with businesses such as wineries and cafes have seen the arts feature more in the commercial context particularly as a way to engage customers and promote the work of local artists.

Further opportunities to support collaborative efforts between businesses and artists can be facilitated by council where appropriate.

**Arts Centre**
Extending the opening hours of the Arts Centre to include weekend opening times, establishing a reference committee comprising facility users and introducing volunteers to support programs and activities at the Centre are areas to be considered as part of developing the facility management plan for the Centre.

**Sauerbier House**
An art gallery and studio space comprising an artist in residence program, artists’ studios and a permanent exhibition space within Sauerbier House will extend the arts program in our City.

**FEDERAL GOVERNMENT REPORTS AND STRATEGIES**
Australian Government, 2013, Creative Australia–The National Cultural Policy
Australian Government, Department of Regional Australia, Local Government, Arts and Sport, Visual Arts and Craft Strategy
Australian Government, Australia Council for the Arts, 2010, More than bums on seats: Australian participation in the arts, Sydney, Australia
Office for the Arts, 2013, National Arts and Culture Accord ‘Partnering for a Creative Australia’

**SOUTH AUSTRALIAN PLANS**
Carclew Youth Arts, Carclew Youth Arts’ Direction Statement 2013–2016
South Australian Government, South Australian State Strategic Plan 2010

**LOCAL GOVERNMENT STRATEGIES**
Adelaide City Council, Arts and Culture Strategy 2010–2014
City of Marion, Broad Horizons, Bright Future, City of Marion Strategic Plan 2010–2020
City of Melbourne, Arts Strategy 2010–2013
Frankston City Council, Council Plan 2013–2017
City of Playford, Playford Cultural Strategy 2007–2011
City of Sydney, City Art, Public Art Strategy 2013
Yarra City Council, Arts and Cultural Strategy 2011–2015

**OTHER**
Hawkes, Jon, 2001, The forth pillar of sustainability, culture’s essential role in public planning, Cultural Development Network, Melbourne, Victoria
The Institute for Creative Health, 2012, Draft National Arts and Health Framework, Draft for Consultation paper
## Public Art Program Schedule

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>Location</th>
<th>Proposed Commencement Period</th>
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</table>
| Main Streets/Plazas/Town Squares | Large Centres, Regional, District Centres        | Aldinga, Noarlunga, Seaford       | Aldinga Main Street Project 2015–16  
                                 |                                   | Noarlunga Activity Centre (each year for five years)  
                                 |                                   | Seaford Activity Centre 2015–16  
                                 |                                   | Aldinga Township 2016–17  
                                 |                                   | Willunga Township 2016            |
| Foreshore Nodes        | Christies Beach, Surf Lifesaving Clubs, Coastal Villages | Port Willunga, Tjibruke Trail    | Foreshore Access Plan (FAP stage 5  
                                 |                                   | Aldinga boat ramp to Star of Greece, Port Willunga) 2014  
                                 |                                   | Tjibruke Trail (as part of FAP 5) 2016–17            |
| Reserves/Parks         | Major strategic, regional                        |                                   | Frank Hilton reserve 2014  
                                 |                                   | Thalassa Park—every two years to coincide with the Reader’s and Writer’s Festival |
| Institutions           | Arts Centre, McLaren Vale and Fleurieu, Information Centre, Libraries, Community Centres |                                   | Community centres—2014  
                                                                 |                                   | • Aberfoyle park                 |
                                                                 |                                   | • Coromandel Valley               |
                                                                 |                                   | • Reynella                        |
                                                                 |                                   | • Woodcroft                       |