

Arts and Cultural Plan 2018-2022

Discussion Paper

14 NOVEMBER 2017
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DRAFT FOR COUNCIL ENDORSEMENT

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Arts and Cultural Plan Background

The following Discussion Paper consolidates the community consultation for the Arts and Cultural Plan 2018-2022.

In 2013, the Australian Government's Minister for the Arts, state and territory arts and cultural ministers and the Australian Local Government Association, on behalf of local government agreed to a National Arts and Culture Accord. The Accord recognises the importance of the arts and the need to support strong and vibrant arts, cultural heritage and creative industries sectors. The Accord provides a framework for all tiers of government to work together to support Australian artists, cultural institutions and creative industries, to ensure participation in the cultural life of their community and enjoy the arts.

The Australian Local Government Association (ALGA) recognises that strategic cultural planning is integral to enabling local communities to respond to changing social, recreational, leisure and economic needs, and to address the increasing demand for cultural resources. It also recognises that cultural services include provision of libraries, museums, art galleries, performing arts centres, employment and provision of assistance to professional cultural workers. Local governments therefore have a responsibility, through the Accord, to set long-term objectives for cultural planning and the arts, support local institutions such as libraries and galleries, and utilise the arts to improve community health and wellbeing.

Section 3C of the Local Government Act 1989 provides for the promotion of social, economic, and environmental sustainability of the municipality; ensure best value services and efficient use of resources, and improvement of the overall quality of life for community members.

Creative Victoria is the peak statutory body for arts and culture for the State of Victoria. It recognises the investment that local government makes in the arts and culture sector which delivers important economic, social and cultural outcomes. This investment has significant impact on communities' liveability, social cohesion, education, employment and cultural tourism. In Creative Victoria's four year strategy, *Creative State*, local government is identified as having an important role in the planning, development and provision of creative industry infrastructure and services.

Municipals Association Victoria (MAV) worked closely with Creative Victoria in developing *Creative State*. MAV similarly acknowledges that creativity and culture are central to our identity, to the liveability of our communities, to our social cohesion and to our productivity.

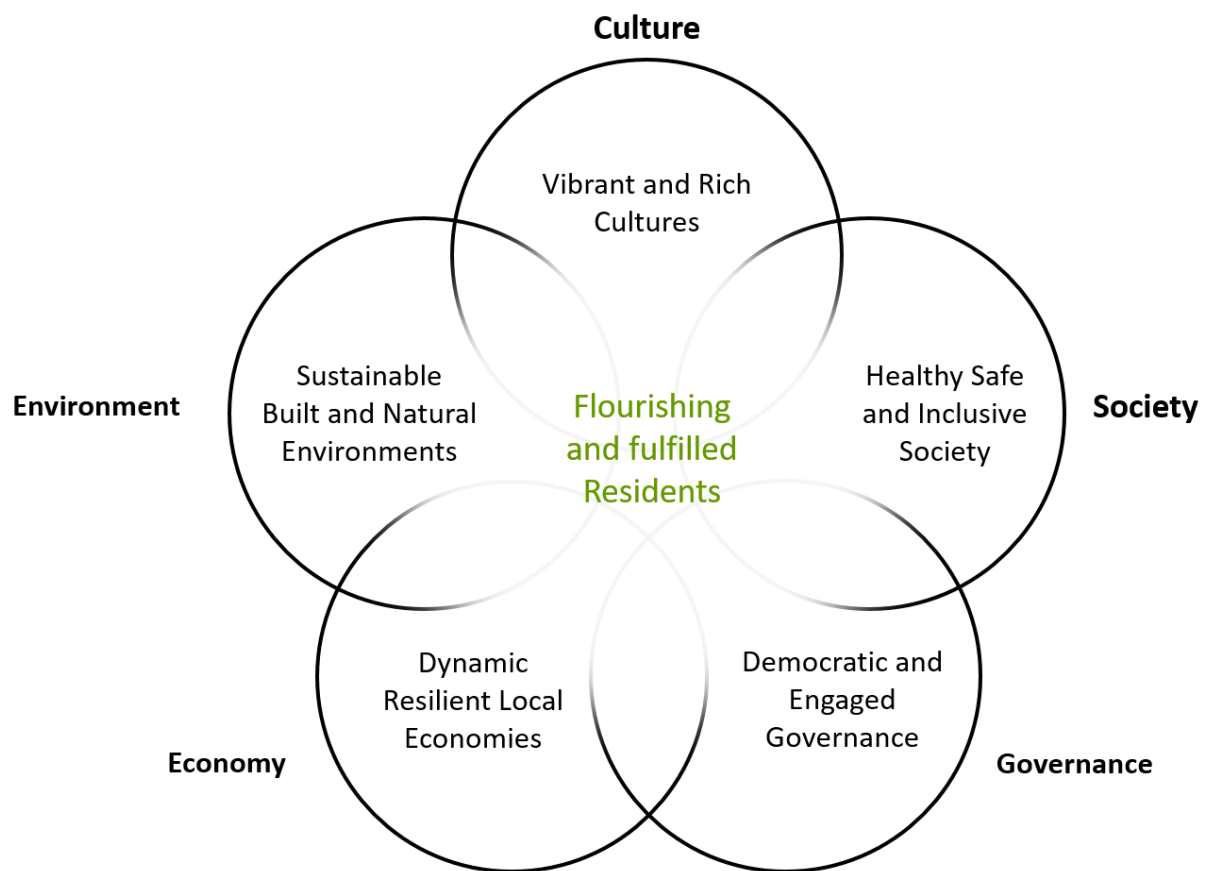
Culture is built upon our beliefs and values; and the arts are an expression of our culture. Strong cultural planning should be based on community values.



The Arts and Cultural Plan 2018-2022 will

- Respond directly to the new Council Plan 2017-2021.
- Be based on community values and a diverse spread of community needs and aspirations;
- Be evidence based;
- Enable the community to actively contribute to the development, implementation and evaluation of the plan;
- Be consistent with the National Arts and Culture Accord’s definition of arts and culture:
 - Core arts: music, performing arts, literature and visual arts, including established and emerging art forms, and inter-arts activities, education, collections and performances; whether they be individual or collective activities; for vocational or recreational purposes; and publicly accessible via galleries, libraries, theatres, cultural venues, training institutions, on-line and broadcast.
 - Creative industries: Film, television production, broadcasting, electronic games, architecture, design and fashion, publishing, media and advertising; where diverse creative and business skills are harnessed for commercial production and dissemination.

- Cultural heritage: preservation and public access to artefacts and intangible cultural heritage (particularly indigenous culture) as undertaken by museums, galleries, libraries and archives.
- Be consistent with the Council Plan and Municipal Health and Wellbeing Plan.
- Activate mechanisms for evaluation and measurement. Nillumbik Shire Council has worked closely with Cultural Development Network and will adopt its *Schema for Measurable Cultural Outcomes*¹. The *Measurable Cultural Outcomes* are applied across the five policy domains that relate to the Council Plan 2017–2021 as follows:



¹ Cultural Development Network, 2016, <http://www.culturaldevelopment.net.au/planning/policy-domains/> Arts and Cultural Plan 2018-2022 Discussion Paper

Community engagement and consultation methodology

Diverse community consultation was undertaken as follows.

- **Stage 1** was the **confirmation of community values** through independently facilitated focus group meetings and hosted by ward councillors when available.

Through the *Travelling Teapot*, 138 community members were met at eleven focus group sessions, in each ward of Nillumbik. The demographics attending the *Travelling Teapot* were diverse, from youth to seniors, and comprising representatives from the arts, local history, traders and industry, sport and recreation, emergency services, and community more generally.

- **Stage 2** was a survey campaign utilising traditional methods of data collection and social media.

Survey respondents overwhelmingly represented the arts audience sector. This shows a strong interest in the general community for the arts, particularly with a holistic notion of culture and the importance of its ownership by the whole of community. With 145 survey responses received, the data correlated with that obtained through the *Travelling Teapot* focus group sessions.

In particular:

- There is a shift away from awards to a high demand for grants to enable artist and community lead initiatives. The diminishing demand for awards is evident through the continuing decline of entries to the Alan Marshall Short Story Award and Nillumbik Ekphrasis Poetry Award, as both these awards compete for relevance in a lucrative awards market.
- Strong demand was called for exhibition spaces, investment in community arts and public arts. Township festivals were shown to be important to the community.
- Interestingly, the survey showed less demand for an artist residency than that evidenced through the *Travelling Teapot* focus group sessions.
- There was an overwhelmingly high call for performing arts, specifically, music.

- **Stage 3** is the development of this Discussion Paper to confirm the community's needs and aspirations identified through the first two stages and to **develop the framework of the Arts and Cultural Plan responsive to the Council Plan goals** of:
 - Engaged connected communities;
 - Safe and healthy environments;
 - A prosperous economy;
 - Active and creative people; and
 - Responsible leadership.

The Arts and Cultural Plan will be developed and will return to Council for endorsement before being released in draft to the community for comment.

- **Stage 4** will see the **launch** of the Arts and Cultural Plan 2018-2022 in early 2018 with an exhibition of the *Travelling Teapot* artworks at Eltham Library Community Gallery.

Australia Council: National Arts Participation Survey

Australia Council's recent National Arts Participation Survey cites that 98% of Australians engage with the arts².

The *Travelling Teapot* focus group sessions and survey results closely reflect the national creative conversation and participation in the arts, particularly in relation to:

- A call for progressive contemporary arts that challenge the participant or viewer;
- A hollistic interpretation of public art with a call for participatory and experiential arts in the public realm; and
- A strong appreciation and call for music in all its forms.

² Australia Council, 2017, <http://www.australiacouncil.gov.au/research/connecting-australians/>
Arts and Cultural Plan 2018-2022 Discussion Paper

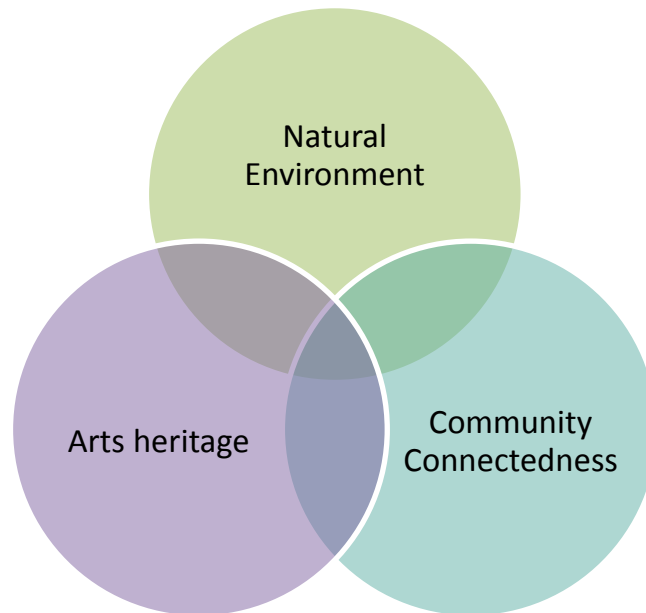
Key messages

Values

Through the Travelling Teapot creative consultation, we asked as to the community's values, through two key questions:

- *If you left Nillumbik, what would you take with you?*
- *What is the heartbeat of Nillumbik?*

Three key values were confirmed.



- **Environment**

The community is fiercely protective and proud of its green canopy. The natural environment is the very essence of why we live where we live. The natural environment is ingrained in our everyday culture and this is manifested and expressed deeply through the arts. The natural environment provides a sanctuary for community who appreciate the seclusion that sets them apart from other Melbourne suburbs.

The community expressed grave concern towards any possible erosion of the Green Wedge to make way for inappropriate development and gentrification. The community enjoys the unique environmental character of the locale, which sets it apart from any other suburban fringe. Gentrification is now an issue for local artists, as for other areas across Melbourne which have seen artists migrate from one locality to another in order to maintain affordability. The community seeks protection for artists with access to affordable spaces for production and presentation of the arts.

- **Community Connectedness**

An active notion of community and connectivity is strongly expressed as an everyday appreciation. The importance of grassroots networks, volunteerism, and neighbourly support was overwhelmingly apparent. This translates to appreciation of diversity, collaboration, and the building of resilience.

The community has an extremely strong sense of identity and ownership. In relation to identity, connection with the environment and heritage are intertwined. That heritage comprises the artist heritage that underpins Nillumbik's outward presence, together with its colonial and indigenous history. In relation to ownership, the community relishes the opportunity to be actively involved in decision-making, wants to have its say, and values the opportunity to do so. The unique village lifestyle that Nillumbik is renowned for is closely linked to the community's identity and ownership, and the community is equally protective of this.

- **The Arts**

The arts are valued as an inherent to everyday life and appreciated as a key aspect of local identity. This applies to non-artists and practising artists alike. Regardless of participation or uptake, the arts are appreciated for the essence of its presence. The community cited its appreciation of opportunities afforded through the arts, expressed from health and wellbeing, community inclusion, volunteerism, placemaking, to the utmost respect for arts as a profession, like any other.

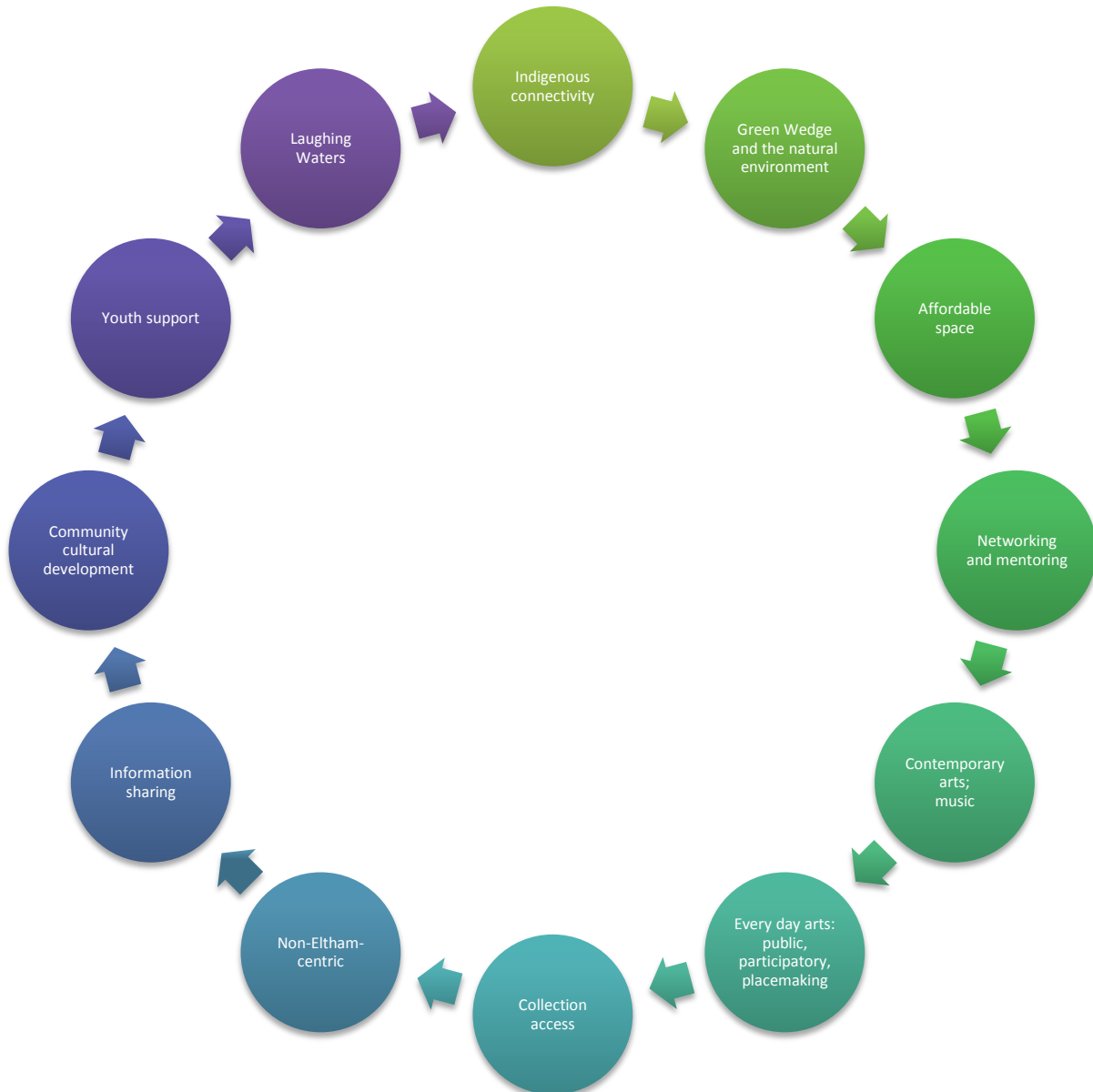
A wide interpretation of the arts was particularly valued by the community. This extended from the more predominantly supported visual and literary arts to truly contemporary arts with new media, public participatory arts and performing arts, and particularly featured music. The community showed a call for a more nuanced interaction with the arts, with a yearning for challenge through progressive contemporary arts, and access to the arts in the public realm as an everyday occurrence.

Arts and cultural needs

Overwhelmingly, the community called for:

- progressive contemporary arts;
- innovative public art, participatory arts and performing arts;
- opportunities for community to come together and exchange ideas;
- space for production and presentation, place making and place activation; and
- increased availability of grants and flexible funding models.

Throughout the *Travelling Teapot* focus groups, the following key themes recurred:



• Indigenous

The community seeks a greater presence of Nillumbik's indigenous heritage. This extends from opportunities for the community's learning and appreciation of indigenous culture but also opportunities for indigenous artists.

- **Green Wedge and the natural environment**

The natural environment is integral to local culture and as such it is embedded in local arts practices.

- **Access to space**

There is an ever-increasing need for space for production and presentation of the arts. Local hall hire for grassroots organisations is cost-prohibitive, yet there is a perceived abundance of under-utilised facilities.

The non-existence of a dedicated public gallery is, once again, highly noted by the community. The importance of a public gallery that reflects local identity is called for. The Nillumbik Shire Art Collection, of which the community takes much pride and ownership is regarded as in need of a publicly accessible home. Further, an industry standard gallery space is seen as a centrepiece for a strong arts community, particularly as Nillumbik brands itself as *The Artisan Hills*.

- **Access to the Nillumbik Shire Art Collection**

The community takes great pride and ownership in the Nillumbik Shire Art Collection. As such it seeks permanent access to it, ideally through the context of a public gallery. However, given such infrastructure is not currently available the community seek new ways in which it can interact and enjoy its collection.

- **Contemporary arts**

The community expressed a strong desire to see progressive contemporary arts, communicating that too high an emphasis has been given to what it regards as traditional arts. There is a rejection of high arts and elitism, and the community seeks innovative pop-up participatory arts, which it can access as an everyday interaction.

- **Placemaking**

Just as the community wants to see innovative contemporary arts in public places, it seeks opportunities for placemaking and activation. The community appreciated the unique locations and meeting the community in community's own places through the *Travelling Teapot*. It expressed its wish to use interesting locations for the arts, and a desire for the development of flexible multi-use arts spaces.

A wider interpretation of public art was expressed. While street art and wall murals were appreciated as having their place as one artistic expression, public art was overwhelmingly seen as participatory, active and innovative, and called for as such.

- **Non-Eltham-centric**

A strong aversion to a perceived Eltham-centric-bias was conveyed. The arts communities throughout Nillumbik are respectively thriving and each see themselves as active and uniquely celebrating their own identity.

- **Community cultural development**

The community highly regards the role that the arts play in health and wellbeing, identity and expression, building bridges and connectivity, and establishing a level of resilience. The importance of investing in community cultural development to support grassroots arts activity forms the bedrock to a thriving arts community and society as a whole. This is seen as particularly important given the demographic shifts within Nillumbik, and the emerging multiculturalism which is warmly embraced by the wider community.

Formerly Arts and Cultural Development's role has been heavily weighted towards programming. However, a significant shift is now recorded with a strong calling for support directly to the community through grants, allowing for community driven initiatives. The community sees Council's role as an enabler. This is certainly consistent with Council's wider service shift from direct programming to capacity building.

- **Networking and mentoring**

The *Travelling Teapot* provided a unique opportunity for diverse community members to meet and understand aspects of the locale that they may not have otherwise had interaction with. There is a strong call for ongoing networking within the arts community but also "cross-pollination" opportunities with the wider community.

Furthermore, support for emerging artists through mentoring is seen as an important investment in the legacy of the local arts community.

- **Youth**

Nillumbik's youth seek a voice and representation in the arts. Greater opportunities for youth to express themselves both creatively and intellectually are sought and appreciated across the age demographics.

- **Access to information**

The arts and wider community yearn for an information exchange portal such as a “What’s On” or “Gig Guide”. There is much diverse activity taking place throughout Nillumbik, and a central site for messaging out or to obtain information is highly sought after.

The community see rich opportunities to be gained through *The Artisan Hills*, and ability to access and disseminate information through this avenue.

- **Laughing Waters Artist Residency**

The hiatus of the Laughing Waters Artist Residency is keenly felt, and the prospect of the program formally concluding is anticipated and mourned by diverse sectors of the community. There is a strong appreciation for the cultural heritage of the Laughing Waters locale.

There is also a strong appreciation for the role of an artist residency and the positive impact of such a program on the local community and the arts sector. If an artist residency does not continue in the form of Laughing Waters, the community has instilled the importance of the development of a new signature residency program to affirm Nillumbik’s commitment to investment in the arts.



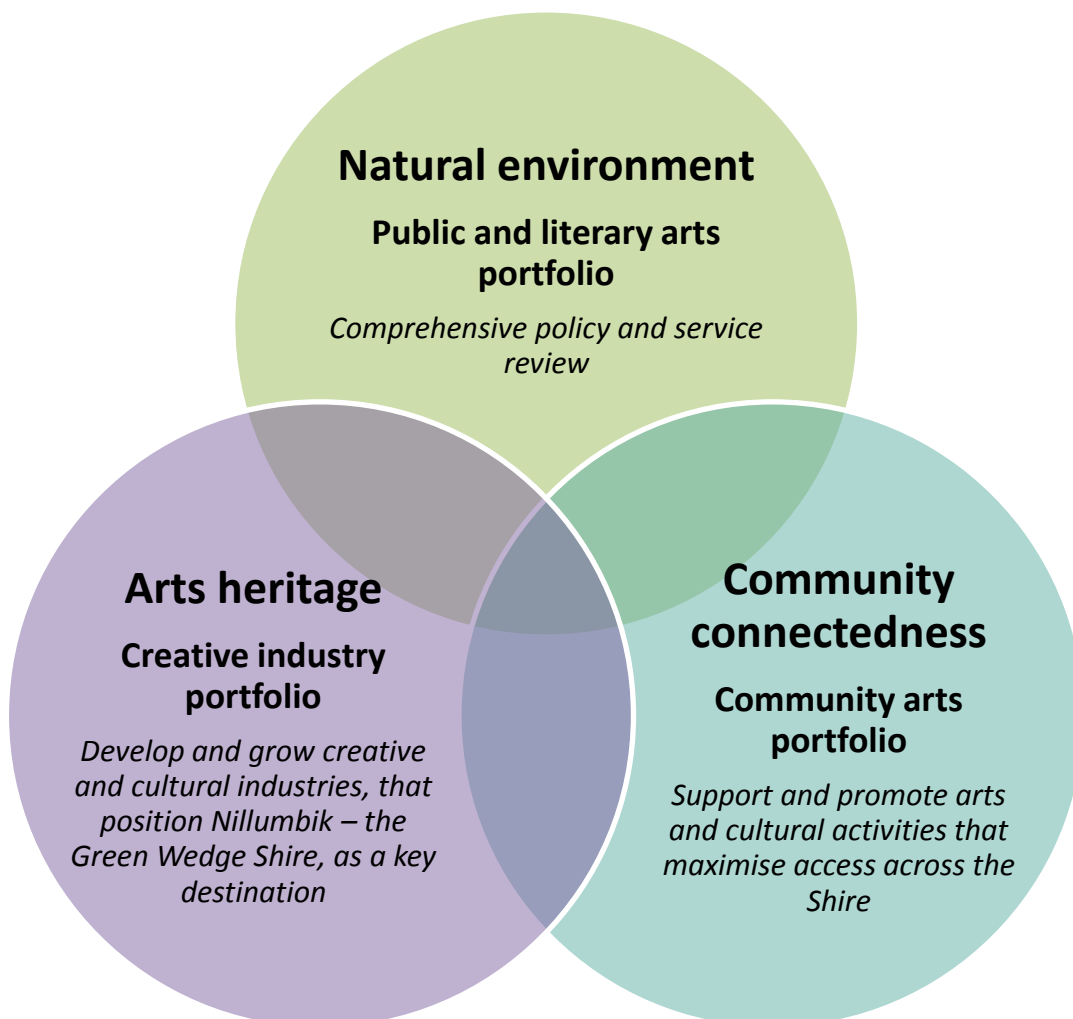
Draft Arts and Cultural Plan 2018-2022

The Arts and Cultural Plan 2018-2022 will set the parameters for Arts and Cultural Development to lead the delivery of strategy objectives 2.2.1-2, and 2.2.4-7 of the Council Plan 2017-2022 to foster active lifestyles and artistic expression through participation and innovation. The Arts and Cultural Plan will also work to support other service units to deliver numerous other strategies across all five policy domains of the Council Plan. Several actions can serve multiple strategies and utilise economies of scale in doing so.

Vision: That the community's values surrounding the natural environment, sense of community and artistic heritage are honoured and celebrated through diverse opportunities of creative participation.

Mission: To enable participation in the cultural life of the community and to enjoy the arts by providing diverse and innovative opportunities for active lifestyles and artistic expression.

The Arts and Cultural Plan 2018-2022 will provide a spectrum of cultural development based on community values. The portfolio structure is non-linear, with the three portfolio areas intersecting with each other:

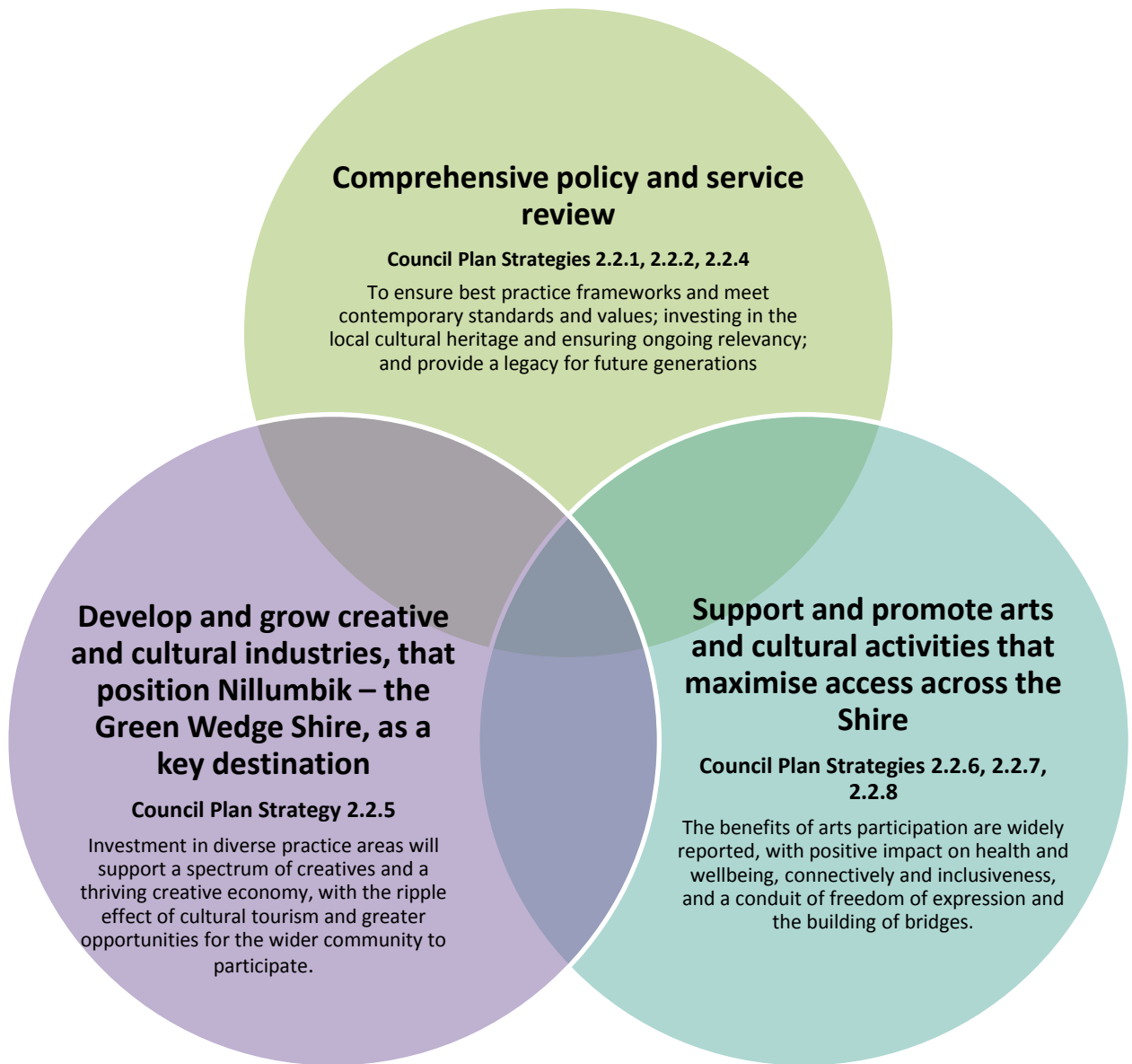


Key activities:

- Focus on service reviews and policy development during the first year, including those specified in the Council Plan such as the Nillumbik Shire Art Collection Policy and Laughing Waters Artist Residency.
- Given the high call for public art, it is pertinent to develop a Percent for Art Policy and a Public Art Strategy in order to establish a self-sustaining funding model and an ongoing cultural legacy as Nillumbik progresses in a 21st century world.
- Shift from direct service and program delivery to greater provision of grants that invest in innovation and capacity building through community and artist led projects.
- Honour our indigenous heritage with Wurundjeri Tribe on its country, finding new ways to extend our learnings through tangible opportunities for indigenous artists.
- Embrace our local history through cross-disciplinary projects and significant exploration of our shared heritage, incorporating multi-culturalism into that ever-evolving story.
- Utilise new spaces, built and natural, for the delivery of innovative creative practices, and in doing so celebrate the natural environment which underpins our reason for living where we live.
- Provide greater diversity and extend the participatory reach, by delivering major programs bi-annually. In particular, alternating the delivery of the Nillumbik Prize with a bi-annual major collection show; and likewise a public arts program held bi-annually with Literary Nillumbik, each complete with complementary public programs. This enables space between each programming year for the development of new works, and opportunities to refresh the creative ingenuity.
- Invest in the development of a diverse and thriving creative industry and economy, that establishes a strong cultural tourism market reinforcing the arts in the Artisan Hills.

Goals:

The Arts and Cultural Plan will be in direct correlation with Council Plan goals, strategic objectives and priority actions.



<p>Council Plan Strategic Objective 2</p>	<ul style="list-style-type: none"> • Active and creative people: Active lifestyles and artistic expression through participation and innovation
<p>Council Plan Strategies 2.2.1, 2.2.2, 2.2.4 Comprehensive policy and service review</p>	<ul style="list-style-type: none"> • To ensure best practice frameworks and meet contemporary standards and values, investing in the local cultural heritage and ensuring ongoing relevancy, and provide a legacy for future generations.
<p>Community value: Environment</p>	<ul style="list-style-type: none"> • The environment is the very essence of why we live where we live. The natural environment is ingrained in our everyday culture and this is manifested and expressed deeply through the arts.
<p>Public and literary arts</p>	<ul style="list-style-type: none"> • Adopting art-based participation models can also be a powerful tool for engaging community debate on the use of public space. When a community becomes involved from the design to realisation phase of a project it can enhance their sense of belonging, encouraging them to become custodians of their local environment. (State Government of Victoria, Creative Victoria, 2013, <i>The Arts Ripple Effect</i>, p6.2)
<p>Range of activity types</p>	<ul style="list-style-type: none"> • Develop <i>Percent for Art Policy</i> and a <i>Public Art Strategy</i> and pilot new public art initiatives • Activation of place and spaces through progressive public arts • Implement innovation in public arts, incorporating new models for literary and performing arts • Development of gallery Master Plan to enable the sourcing of external funding • Review residency program, prize models and <i>Nillumbik Shire Art Collection Policy</i>
<p>Measurable cultural outcomes</p>	<ul style="list-style-type: none"> • Cultural domain: Vibrant and rich cultures • Governance domain: Democratic and engaged governance • Environment domain: Sustainable built and natural environments
<p>Indicators</p>	<ul style="list-style-type: none"> • Qualitative data • Quantitative data • Participant observations • Expert opinion • Most significant change

<p>Council Plan Strategic Objective 2</p>	<ul style="list-style-type: none"> • Active and creative people: Active lifestyles and artistic expression through participation and innovation
<p>Council Plan Strategy 2.2.5 Develop and grow creative and cultural industries</p>	<ul style="list-style-type: none"> • Investment in diverse practice areas will support a spectrum of creatives and a thriving creative economy, with the ripple effect of cultural tourism and greater opportunities for the wider community to participate.
<p>Community value: Arts heritage</p>	<ul style="list-style-type: none"> • The arts are valued as an inherent aspect of everyday life and appreciated as a key part of local identity. This applies to non-artists and practising artists alike. Regardless of participation or uptake, the arts are appreciated for the essence of its presence.
<p>Creative industries</p>	<ul style="list-style-type: none"> • The skills associated with artistic practices - creative thinking, self-discipline, collaboration, risk taking, and innovation - are skills that are in great demand in our contemporary knowledge economy. Investment in cultural infrastructure and events contributes to local economies by providing a focal point to attract tourist dollars and help promote a city's image as a cultural destination and by attracting highly skilled and educated workers to communities. (State Government of Victoria, Creative Victoria, 2013, <i>The Arts Ripple Effect</i>, p4.2)
<p>Range of activity types</p>	<ul style="list-style-type: none"> • Launch and implement new residency program and prize models • Investment in professional practice and support to Nillumbik's creative industry • Development of local cultural tourism sector through The Artisan Hills • Visible, active and productive relationship with Wurundjeri Tribe, Indigenous artists and engagement with the wider community • Collaboration and co-location with other cultural organisations in Nillumbik and beyond
<p>Measurable cultural outcomes</p>	<ul style="list-style-type: none"> • Cultural domain: Vibrant and rich cultures • Economic domain: Dynamic resilient local economies
<p>Indicators</p>	<ul style="list-style-type: none"> • Qualitative data • Quantitative data • Participant observations • Expert opinion • Most significant change

<p>Council Plan Strategic Objective 2</p>	<ul style="list-style-type: none"> • Active and creative people: Active lifestyles and artistic expression through participation and innovation
<p>Council Plan Strategies 2.2.6, 2.2.7, 2.2.8 Support and promote arts and cultural activities that maximise access</p>	<ul style="list-style-type: none"> • The benefits of arts participation are widely reported, with positive impact on health and wellbeing, connectively and inclusiveness, and a conduit of freedom of expression and the building of bridges.
<p>Community value: Community Connectedness</p>	<ul style="list-style-type: none"> • The community has an extremely strong sense of identity and ownership. In relation to identity, connection with the environment and heritage are intertwined. The importance of grassroots networks, volunteerism, and neighbourly support translates to appreciation of diversity, collaboration, and the building of resilience.
<p>Community arts</p>	<ul style="list-style-type: none"> • Research indicates the value of acknowledging different 'community identities'. Communities that are able to embrace diversity, creative expression and cultural activity are richer, stronger and more able to deal with social challenges. (State Government of Victoria, Creative Victoria, 2013, <i>The Arts Ripple Effect, pIII</i>)
<p>Range of activity types</p>	<ul style="list-style-type: none"> • Transition from direct service & program delivery to inclusive and accesible capacity building • Greater access to grants to enable artist led and community driven initiatives • Support, facilitate and promote diverse arts and cultural activities including performing arts • Collaboration and co-location with other community cultural development organisations in Nillumbik • Flourishing community arts embracing multi-culturalism alongside local history and our indigenous heritage
<p>Measurable cultural outcomes</p>	<ul style="list-style-type: none"> • Cultural domain: Vibrant and rich cultures • Society domain: Healthy, safe and inclusive society
<p>Indicators</p>	<ul style="list-style-type: none"> • Qualitative data • Quantitative data • Participant observations • Expert opinion • Most significant change

Addendum A

Examples of the spectrum of activity types and strategic alignment

Council Plan Strategic Objective 2.2: Active and Creative People

Creative and activated places and spaces that have good connectivity and promote social interaction

Council Plan Priority Action 2.2.1:

Develop and implement an Arts and Cultural Plan that builds on Nillumbik's rich artistic, cultural and Green Wedge heritage

To embed cultural value across the Council's policy and planning and to enshrine the human right to participate in the cultural life of the community and participate freely in the arts. Through an innovative and active Arts and Cultural Plan providing diverse opportunities, the community will build on its artistic heritage and celebrate its values through evidenced-based best practice in the arts.

This is the overarching priority action, under which other priority actions will sit.

How	When	Measurable cultural outcomes	Indicators
2.2.1a Having undertaken inclusive creative consultation, the Arts and Cultural Plan 2018-2022 will be responsive to community values and needs	2017 consultation 2018 – 2022 implementation	Stimulate creativity Experience aesthetic enrichment Gain new knowledge, ideas and understanding Appreciate cultural diversity Belonging and connection to shared heritage	Participation rates Quantitative data Qualitative data Officer observations Expert opinions Most significant change
2.2.1b Arts & Cultural Plan launch at Eltham Library Community Gallery to coincide with <i>Travelling Teapot</i> community exhibition	2018	Stimulate creativity Experience aesthetic enrichment Gain new knowledge, ideas and understanding Appreciate cultural diversity Belonging and connection to shared heritage	Participation rates Quantitative data Qualitative data Officer observations Expert opinions Most significant change
2.2.1c Cultural Development Network Measurable Cultural Outcomes online evaluation platform subscription	2018	Gain new knowledge, ideas and understanding	Quantitative data Qualitative data Most significant change

Council Plan Priority Action 2.2.2: Review the artist residency program and the Nillumbik Shire Art Collection Policy

Laughing Waters is recognised as an important aspect of Nillumbik’s cultural heritage, together with that of wider arts, heritage and indigenous sectors. The prospective loss of Laughing Waters has been shown through recent consultation as keenly felt. Recent consultation has shown the importance of an artist residency program to Nillumbik, and to the wider arts sector in the provision of time and space for research and development. The Nillumbik Shire Art Collection Policy provides best practice framework for the acquisition, conservation and management of the Nillumbik Shire Art Collection in order to build on the local cultural heritage, provide an investment asset for Council and a legacy for future generations. In order that the Collection remains relevant, it needs regular reviewing to ensure budgets reflect contemporary standards and arts values, and being mindful of the currency an acquisition brings to an artist’s career.

How	When	Measurable cultural outcome	Indicator	Other strategic objectives	Other cultural outcome domains
2.2.2a Artist residency review <ul style="list-style-type: none"> Continue advocating to state government for the protection and conservation of Laughing Waters Identify and ascertain appropriate and existing Council-asset for the allocation and re-housing of a new artist residency Develop and implement new artist residency program to be housed within Council’s own asset Annual residency allocation for an indigenous artist 	2018	Belonging and connection to shared heritage	Most significant change	1.5.3. Community trust 1.5.6. Reconciliation 4.1.6. Wurundjeri Tribe 5.2.1 Advocacy 5.2.2. Vic State Election 5.2.4. Vic State budget	Social, Economic, Civic
	2018	Belonging and connection to shared heritage	Most significant change	1.4.3. Repurposing	Social, Economic
	2019 > 2022	Stimulate creativity Gain new knowledge, ideas and understanding Appreciate cultural diversity Belonging and connection to shared heritage	Participation rates Qualitative data Officer observations Most significant change	1.1.4. Advs Committees 1.5.1. Volunteerism 1.5.3. Community links 1.5.6. Reconciliation 4.1.6. Wurundjeri Tribe 4.2.2. Artisan Hills	Social, Economic
2.2.2b Nillumbik Shire Art Collection review <ul style="list-style-type: none"> Increased acquisition budget to reflect contemporary standards and values The building of an Indigenous Collection with an annual indigenous acquisition 	2018	Experience aesthetic enrichment Gain new knowledge, ideas and understanding Belonging and connection to shared heritage	Quantitative data Expert opinions Most significant change	1.1.4. Advs Committees 1.5.1. Volunteerism 4.2.2. Artisan Hills	Social, Economic, Civic
	2019 - 2022	Stimulate creativity Appreciate cultural diversity Belonging and connection to shared heritage	Quantitative data Expert opinions Most significant change	1.1.4. Advs Committees 1.5.1. Volunteerism 4.1.6. Wurundjeri Tribe 4.2.2. Artisan Hills	Social, Economic, Civic

Council Plan Priority Action 2.2.2: Review the artist residency program and the Nillumbik Shire Art Collection Policy (con't)

How	When	Measurable cultural outcome	Indicator	Other strategic objectives	Other cultural outcome domains
2.2.2b Nillumbik Shire Art Collection review (con't) <ul style="list-style-type: none"> Major public sculpture commissioning program Conservation and maintenance to include four-yearly Collection insurance valuation Robust de-accessioning program 	2019 2018 – 2022	Stimulate creativity Experience aesthetic enrichment Belonging and connection to shared heritage Gain new knowledge, ideas and understanding	Quantitative data Qualitative data Expert opinions Most significant change Quantitative data Expert opinions Most significant change	1.1.4. Advs Committees 1.5.1. Volunteerism 4.2.2. Artisan Hills 4.4.1. Precincts 3&4 4.5.3. Beautification 1.1.4. Advs Committees 1.5.1. Volunteerism 1.5.3. Community links 5.1.1. Governance	Social, Economic, Civic Civic

Council Plan Priority Action 2.2.4: Seek government funding for the development of a public art gallery of regional significance

There is a significant gap in cultural infrastructure with neither a public gallery nor theatre, which in line with contemporary cultural practices should be co-located. Consultation shows a strong call from community for a public gallery in order to appropriately house and provide access to the Shire's Collection. A gallery of regional significance will attract touring shows and create greater opportunities for collaboration with peak arts organisations and generate cultural tourism.

How	When	Measurable cultural outcome	Indicator	Other strategic outcomes	Other cultural outcome domains
2.2.4a Advocate for cultural centre that incorporates a gallery and theatre space	2018 - 2022	Gain new knowledge, ideas and understanding	Most significant change	1.5.3. Community trust 5.2.1 Advocacy 5.2.2. Vic State Election 5.2.3. Crwth Election 5.2.4. Vic State budget	Social, Civic
2.2.4b Undertake gallery masterplan for incorporation in Precinct 3 & 4 masterplanning to be position as "shovel-ready" in anticipation of funding opportunities	2018	Gain new knowledge, ideas and understanding	Most significant change	1.5.3. Community trust 4.2.2. Artisan Hills 4.4.1. Precincts 3&4 5.1.1. Governance	Social, Economic, Civic

Council Plan Priority Action 2.2.5: Recognise and support opportunities which develop and grow creative and cultural industries, that position Nillumbik – the Green Wedge Shire, as a key destination

In line with the State of Government of Victoria's recognition of the significant contribution of the creative industries to Victoria's economy, so too, is the impact of Nillumbik's creative industry. Investment in diverse practice areas will support a spectrum of creatives and a thriving creative economy, with the ripple effect of cultural tourism leveraging The Artisan Hills identity, and greater opportunities for the wider community to participate.

How	When	Measurable cultural outcome	Indicator	Other strategic outcomes	Other cultural outcome domains
2.2.5a Develop and implement a Percent for Art Policy to generate funding through capital works and developer contributions to off-set arts funding	2018	Gain new knowledge, ideas and understanding	Quantitative data Qualitative data Expert opinions	1.4.2. Equitable funding 2.1. Infrastructure 3.3.1. Planning scheme 4.3.1. Activity centres 4.4.1. Precincts 3&4 4.5 Township plans 5.1.1. Governance	Social, Economic, Civic
2.2.5b Develop and implement a Public Art Policy that provides opportunities for the installation place-based of art in public places <ul style="list-style-type: none"> Pilot private-community joint mural commissioning program Introduce hoarding board arts program to commission local artists 	2018	Gain new knowledge, ideas and understanding Stimulate creativity Experience aesthetic enrichment	Quantitative data Qualitative data Expert opinions	1.4.2. Equitable funding 1.5.3. Community trust 2.1. Infrastructure 3.3.1. Planning scheme 5.1.1. Governance	Social, Economic, Civic, Ecological
2.2.5c Review the Nillumbik Prize to attract wider contemporary arts participation catchment and cultural tourism: <ul style="list-style-type: none"> Development of philanthropic/ corporate sponsorship Launch re-branded bi-annual Nillumbik Prize Lucrative acquisitive prize competitive with industry standards Public programs suite 	2018	Stimulate creativity <ul style="list-style-type: none"> imagination sparked piques participant curiosity increased desire to engage with new or different cultural experiences new works created 	Participation rates Quantitative Qualitative data Officer observations Expert opinions Most significant change	1.5.3. Community trust 4.1.6. Wurundjeri Tribe 4.2.2. Artisan Hills 5.1.1. Governance	Social, Economic, Civic

2.2.5. Recognise and support opportunities which develop and grow creative and cultural industries, that position Nillumbik – the Green Wedge Shire, as a key destination (con't)

How	When	Measurable cultural outcome	Indicator	Other strategic outcomes	Other cultural outcome domains
<p>2.2.5d Provide opportunities for 21st century arts practice new media:</p> <ul style="list-style-type: none"> • Develop partnerships with peak industry organisations • Develop partnerships with local industry • Cross-disciplinary to extend opportunities for literary arts 	2018 - 2022	<p>Stimulate creativity Experience aesthetic enrichment Gain new knowledge, ideas and understanding</p>	<p>Participation rates Quantitative data Qualitative data Officer observations Expert opinions Most significant change</p>	<p>1.1.4. Advs Committees 1.4.5. Knowledge 1.5.1. Volunteerism 4.1.6. Wurundjeri Tribe 4.2.2. Artisan Hills</p>	Social, Economic, Civic, Ecological
<p>2.2.5e Professional development and support to Artists Open Studios</p> <ul style="list-style-type: none"> • Exploration of diversification of studios beyond the visual arts to include diverse disciplines • Studio representation across all wards 	2019 - 2022	<p>Stimulate creativity Gain new knowledge, ideas and understanding Belonging and connection to shared heritage</p>	<p>Participation rates Quantitative data Qualitative data Officer observations Most significant change</p>	<p>1.4.5. Knowledge 4.2.2. Artisan Hills</p>	Economic
<p>2.2.5f Develop opportunities to provide equitable support to Nillumbik's peak arts organisations, Baldessin Press, Dunmoochin Foundation and Montsalvat</p> <ul style="list-style-type: none"> • Opportunities for innovation in contemporary arts • Fellowship to research and reflect on the Nillumbik Shire Art Collection and develop new work for acquisition 	2018 - 2022	<p>Stimulate creativity Experience aesthetic enrichment Gain new knowledge, ideas and understanding Belonging and connection to shared heritage</p>	<p>Participation rates Quantitative data Qualitative data Expert opinions Most significant change</p>	<p>1.4.5. Knowledge 4.2.2. Artisan Hills</p>	Economic
<p>2.2.5g Identify appropriate and existing Council-asset to repurpose for the allocation and housing of an arts project space</p>	2018 - 2022	<p>Gain new knowledge, ideas and understanding</p>	<p>Expert opinions Most significant change</p>	<p>1.4.3. Repurposing</p>	Social, Civic
<p>2.2.5h Provide regular networking and mentoring opportunities for professional practitioners</p>	2018 - 2022	<p>Stimulate creativity Gain new knowledge, ideas and understanding</p>	<p>Quantitative data Qualitative data Most significant change</p>	<p>1.4.5. Knowledge 1.5.2. Young people 1.5.3. Community trust 1.5.8. Inclusivity</p>	Social, Civic

Council Plan Priority Action 2.2.6: Support and promote arts and cultural activities that maximise access across the Shire

The benefits of arts participation is widely reported, with positive impact on health and wellbeing, connectively and inclusiveness, and a conduit of freedom of expression and the building of bridges.

How	When	Measurable cultural outcome	Indicator	Other strategic outcomes	Other cultural outcome domains
<p>2.2.6a Provide opportunities for innovative and contemporary public and participatory arts</p> <ul style="list-style-type: none"> Extend the Public Art Incubator as an annual place-based event celebrated best practice in public art and generating cultural tourism Incorporate cross-disciplinary opportunities such as the inclusion of performing and literary arts in public art Environmentally sustainable practice models 	2018 - 2022	<p>Stimulate creativity Experience aesthetic enrichment Gain new knowledge, ideas and understanding Appreciate cultural diversity Belonging and connection to shared heritage</p>	<p>Participation rates Quantitative data Qualitative data Officer observations Expert opinions Most significant change</p>	<p>1.4.5. Knowledge 1.5. Inclusion 2.1. Infrastructure 3.3.1. Health/Wellbeing 4.1.6. Wurundjeri Tribe 4.2.2. Artisan Hills 5.8.1. On-line services 5.8.2. Digital technology</p>	Social, Economic, Civic, Ecological
<p>2.2.6b Generate opportunities for cross-disciplinary projects, such as those between:</p> <ul style="list-style-type: none"> Local history groups Development of community arts for health and wellbeing, inclusion, gender diversity, LGBTIQ 	2018 - 2022	<p>Stimulate creativity Gain new knowledge, ideas and understanding Appreciate cultural diversity Belonging and connection to shared heritage</p>	<p>Participation rates Quantitative data Qualitative data Officer observations Most significant change</p>	<p>1.4.5. Knowledge 1.5. Inclusion 3.3.1. Health/Wellbeing 4.2.2. Artisan Hills</p>	Social, Economic, Civic, Ecological
<p>2.2.6c Support community cultural development (grassroots and community led) initiatives through Council grants and in-kind support</p>	2018 - 2022	<p>Stimulate creativity Experience aesthetic enrichment Gain new knowledge, ideas and understanding Appreciate cultural diversity</p>	<p>Participation rates Quantitative data Qualitative data Officer observations Most significant change</p>	<p>1.4.5. Knowledge 1.5. Inclusion 2.1. Infrastructure 3.3.1. Health/Wellbeing 4.2.2. Artisan Hills</p>	Social, Economic, Civic, Ecological

Council Plan Priority Action 2.2.6: Support and promote arts and cultural activities that maximise access across the Shire (con't)					
How	When	Measurable cultural outcome	Indicator	Other strategic outcomes	Other cultural outcome domains
2.2.6d Curate the Eltham Library Community Gallery and develop further opportunities to extend reach <ul style="list-style-type: none"> Explore collaborative and co-location opportunities with Eltham Library 	2018 - 2022	Stimulate creativity Experience aesthetic enrichment Gain new knowledge, ideas and understanding Appreciate cultural diversity Belonging and connection to shared heritage	Participation rates Quantitative data Qualitative data Officer observations Expert opinions Most significant change	1.4.5. Knowledge 1.5. Inclusion 3.3.1. Health/Wellbeing 5.8.1. On-line services 5.8.2. Digital technology	Social, Economic, Civic, Ecological
2.2.6e Review Literary Nillumbik (Alan Marshall Short Story Award and Nillumbik Ekphrasis Poetry Award) to ensure ongoing relevancy <ul style="list-style-type: none"> Bi-annual program Consider multi-discipline Ekphrasis Alternative industry support options 	2018	Stimulate creativity Experience aesthetic enrichment Gain new knowledge, ideas and understanding Appreciate cultural diversity Belonging and connection to shared heritage	Participation rates Quantitative data Qualitative data Officer observations Expert opinions Most significant change	1.1.4. Advs Committees 1.4.5. Knowledge 1.5.1. Volunteerism 3.3.1. Health/Wellbeing 4.1.6. Wurundjeri Tribe 4.2.2. Artisan Hills 5.1.1. Governance 5.8.1. On-line services 5.8.2. Digital technology	Social, Economic, Civic, Ecological
2.2.6f Provide opportunities for greater access for the community to enjoy the Collection <ul style="list-style-type: none"> Bi-annual Collection show Accompanied by a suite of public programs Commission new work in response to curated show Curator in residence for emerging curatorial professionals Collaborations with Eltham and Diamond Valley Libraries Collaboration with local history groups 	2018 - 2022 2020	Stimulate creativity Experience aesthetic enrichment Gain new knowledge, ideas and understanding Appreciate cultural diversity Belonging and connection to shared heritage	Participation rates Quantitative data Qualitative data Officer observations Expert opinions Most significant change	1.1.4. Advs Committees 1.4.5. Knowledge 1.5. Inclusion 1.5.1. Volunteerism 3.3.1. Health/Wellbeing 4.1.6. Wurundjeri Tribe 4.2.2. Artisan Hills 5.8.1. On-line services 5.8.2. Digital technology	Social, Economic, Civic

Council Plan Priority Action 2.2.6: Support and promote arts and cultural activities that maximise access across the Shire (con't)					
How	When	Measurable cultural outcome	Indicator	Other strategic outcomes	Other cultural outcome domains
2.2.6g Continued maintenance and updating of Victoria Collections on-line gallery	2018	Gain new knowledge, ideas and understanding	Quantitative data	1.4.5. Knowledge 5.8.1. On-line services 5.8.2. Digital technology	Civic
2.2.6h Maintenance of on-line VCE kit to include new acquisitions	2018-2022	Gain new knowledge, ideas and understanding	Quantitative data Expert opinions	1.4.5. Knowledge 5.8.1. On-line services 5.8.2. Digital technology	Social
2.2.6i Support co-location and studio sharing programs and exchange with other cultural organisations across Nillumbik, such as Living & Learning Nillumbik, Eltham and Diamond Valley Libraries among others	2018-2022	Stimulate creativity Gain new knowledge, ideas and understanding Belonging and connection to shared heritage	Participation rates Quantitative data Qualitative data	1.4.4. Comm/ facilities 1.4.5. Knowledge 1.5. Inclusion 4.1.6. Wurundjeri Tribe 4.2.2. Artisan Hills	Social, Economic
2.2.6j Support access to information sharing via The Artisan Hills and other platforms for all creatives across Nillumbik		Gain new knowledge, ideas and understanding	Participation rates Quantitative data Qualitative data	1.4.5. Knowledge 4.2.2. Artisan Hills 5.8.1. On-line services 5.8.2. Digital technology	Social, Economic, Civic

Council Plan Priority Action 2.2.7: Recognise performing arts through facilitation and promotion throughout the Shire

Performing arts is a rapidly growing creative sector within Nillumbik, with opportunities to participate in theatre and in particular music highly called for through recent consultation.

How	When	Measurable cultural outcome	Indicator	Other strategic outcomes	Other cultural outcome domains
2.2.7a Provide new opportunities for diverse performing arts, that includes music and theatre <ul style="list-style-type: none"> Advocate for emerging live music industry and support local venues Place activation utilising Council-owned venues across each ward, such as Outdoor Performing Arts Centre, Lot 1 Hurstbridge, etc 	2018 - 2022	Stimulate creativity Experience aesthetic enrichment Gain new knowledge, ideas and understanding Appreciate cultural diversity Belonging and connection to shared heritage	Participation rates Quantitative data Qualitative data Officer observations Expert opinions Most significant change	1.1.4. Advs Committees 1.4.4. Comm/ facilities 1.4.5. Knowledge 1.5. Inclusion 3.3.1. Health/Wellbeing 4.2.2. Artisan Hills 5.8.1. On-line services 5.8.2. Digital technology	Social, Economic, Civic

Council Plan Priority Action 2.2.8. Review Council's programs for grants to the community

Recent consultation has shown high demand for community-driven initiatives, with Council's role as an enabler through the provision of grants and in-kind support. A significant grants program provides a high emphasis on capacity building, community connectivity and collaboration and the building of resilience.

How	When	Measurable cultural outcome	Indicator	Other strategic outcomes	Other cultural outcome domains
2.2.8a Review \$10K Arts and Cultural stream of Nillumbik Community fund, and Heritage Grants: <ul style="list-style-type: none"> Provide increased and diverse funding opportunities to enable equitable support and generate new community-driven initiatives Review existing service agreements and transition to annual or triennial funding agreements Extend micro-funding for operational needs for local history groups to small community arts organisations 	2018	Stimulate creativity Gain new knowledge, ideas and understanding	Participation rates Qualitative data Most significant change	1.1.4. Advs Committees 1.4.2. Equitable funding 1.5. Inclusion 3.3.1. Health/Wellbeing 4.2.2. Artisan Hills	Civic, Social, Economic

