

# Arts Strategy

2015 – 2017 Action Plan

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**MOUNT ALEXANDER**  
SHIRE COUNCIL

## Introduction

The Mount Alexander Arts Strategy 2011 – 2015 aims to achieve the Council Plan 2009 – 2013 objective to:

*“Encourage a vibrant community that promotes participation in the arts and an appreciation of our cultural heritage”*

The goals and strategies in the Arts Strategy 2011 – 2015 focus on:

- Valuing the vibrant arts and cultural sector's contribution to the Shire;
- Nurturing the sustained growth of arts and cultural industries; and
- Celebrating and promoting cultural activity in Mount Alexander Shire

Based on consultations undertaken with internal and external stakeholders, and an extensive review of the current Arts Strategy, this two year Action Plan builds on the foundation of work already implemented as part of strategy from 2011 – 2015. The Action Plan provides a focus for the work of Council and its partners to further realise the goals of the strategy.

As an interim document for 2015 – 2017, this Action Plan will lead into the creation of a new Arts and Culture Strategy for 2017 to align with council's overall planning cycle and state wide Cultural Framework as recommended by the Cultural Development Network.

## Goal 1: Valuing the vibrant arts and cultural sector's contribution to the Shire

In addition to playing an integral role in the health and wellbeing of the community, arts and culture play a key role in the economic prosperity of the Shire. An increased knowledge around the broad contributions of the arts and culture sector is essential to providing a greater level of support and development within the sector.

### **Objective 1:**

Benchmarking to track progress and evaluate the contribution and impact of the art and culture sector to the community

#### **Actions:**

- 1.1 Develop shared resources and acquittal tools for use by cultural organisations and artists to measure and evaluate the impact of projects and activities;
- 1.2 Explore opportunities to measure the overall impact of arts and cultural activity within the Shire; and
- 1.3 Use existing internal reporting tools to capture Council initiated arts activities.

### **Objective 2:**

Valuing the arts and culture sector

#### **Actions:**

- 2.1 Continue to support Council's key funded cultural organisations to achieve best practice in operation, innovation and leadership for their sustained development; and
- 2.2 Ensure that the expertise within the arts sector is used to add value to Council projects and consultations where possible.

**Objective 3:**

Encourage broad participation in arts and cultural activities.

**Actions:**

- 3.1 Support projects that involve a broad cross section of the Shire's population; and
- 3.2 Encourage the development of intergenerational and intercultural projects.

## Goal 2: Nurturing the sustained growth of arts and cultural industries

Fostering a culture of knowledge sharing and tri-partisan collaborations between the arts, businesses and broader community provides ongoing support mechanisms and skill sharing opportunities.

**Objective 1:**

Encourage greater conversations and information sharing opportunities between Council and the arts and cultural community.

**Actions:**

- 1.1 Develop and deliver forums and professional development opportunities that build capacity, support skill development and networking;
- 1.2 Facilitate increased networking opportunities through annual meetings involving Council and arts and culture practitioners ; and
- 1.3 Continue to develop arts based social media sites and webpages as a hub for information about arts and cultural activities within the Shire.

**Objective 2:**

Promote the use of cultural spaces within the Shire to increase opportunities for the creation and experience of arts and culture.

**Actions:**

- 2.1 Undertake an audit and create a register of creative spaces available for arts and cultural activities;
- 2.2 Explore the feasibility of creating more virtual space through free Wi-Fi environments;
- 2.3 Develop a shared vision for cultural infrastructure within Castlemaine to support future use and growth; and
- 2.4 Increase usage of the Phee Broadway Theatre through established strategic, management and marketing plans.

**Objective 3:**

Foster the economic growth of the arts and cultural sector

**Actions:**

- 3.1 Continue to support arts organisations and activities through funding agreements and community grants program
- 3.2 Distribute information about funding opportunities to the arts and culture sector through e-newsletters and grant information sessions
- 3.3 Support collaborative initiatives that increase the awareness of arts businesses to new markets

## Goal 3: Celebrating and promoting cultural activity in Mount Alexander Shire

Celebrating, promoting and coordinating the cultural activity within the Shire increases the perception of Mount Alexander as a cultural tourism destination.

### **Objective 1:**

Increase collaboration between event organisers and Council to support the development of arts and culture activities within the Shire in a sustainable manner.

### **Actions:**

- 1.1 Develop a marketing and promotions plan for the arts and cultural sector
- 1.2 Continue to reinforce strategic partnerships at local, regional and state levels with key tourism organisations

### **Objective 2:**

Develop and deliver projects which promote and celebrate cultural activity.

### **Actions:**

- 2.1 Increase the emphasis on the diversity and quality of arts represented in the Shire through exhibitions and partnerships with the Market Building Castlemaine and the Visitor Information Centre;
- 2.2 Encourage and support projects that express and promote the diversity of heritage and contemporary culture across the Shire; and
- 2.3 Encourage the arts and culture sector to develop and refine event promotions across social media and in the events calendar.

**Objective 3:**

Invigorate and activate public spaces through a public places arts program

**Actions:**

- 3.1 Update the 2011 Public Art Policy;
- 3.2 Explore possibilities for arts opportunities to be integrated into Council's capital works, placemaking and open spaces programs and strategies;
- 3.3 Continue to allocate funds from strategy implementation to commission relevant, innovative and contemporary public art.