

**Surf Coast Shire  
Arts and Culture Strategy**

**2009 to 2014**

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## **1. Executive summary**

### **1.1 Context and purpose**

The *Surf Coast Arts and Culture Strategy 2009-2014* acknowledges the vital role that arts and culture play in building community wellbeing. It builds on the previous strategy, adopted in 1997, by setting out a vision for arts and culture in the Surf Coast, and the strategic objectives and actions Council will take over the next five years to achieve that vision.

The process of developing the strategy included desk research and community consultation to gain an insight into the current status of arts and culture in the Surf Coast. This included identifying the previous strategy's outcomes, along with current arts and culture assets, as a means of ascertaining current and future needs.

The ensuing strategy seeks to strengthen Council's capacity to deliver innovative, contemporary community arts and culture services and facilities across the Surf Coast, which contribute to community wellbeing, express a sense of place and community, and engage people. This aligns with Council's strategic priority (articulated in the *Council Plan 2009-2013*) relating to healthy, safe and resilient communities.

### **1.2 Key issues**

The following key issues, which emerged during the community consultation process, are addressed in the strategy:

- the need for more 'physical' arts spaces across the shire and possibly for an arts hub
- the need to gain wider community 'buy-in' to local arts and culture, including amongst those currently not engaged
- concerns about young people and a desire to engage with them through arts and culture
- recognising the resources required to build and maintain a strong, diverse and vibrant arts and culture environment
- fostering the future sustainability and ongoing development of arts and culture in the Surf Coast, and
- the need to develop the shire's arts and culture approach beyond Torquay.

### **1.3 Vision and objectives**

The strategy's vision of creating "*a range of diverse, inspirational opportunities for the community to experience and appreciate all aspects of arts and culture*" directly aligns with the shire's vision as a place of wellbeing where quality of life and community connections are preserved.

Its broad objectives encapsulate the community's desires and needs while describing what Council will achieve over the next five years to realise its arts and culture vision. These objectives are to:

1. Provide community arts events, programs and facilities to attract and engage more residents, ratepayers and community groups.
2. Develop support and provide increased funding for a diverse range of annual community arts programs and events linked with arts practitioners, community groups, neighbourhood houses, schools, seniors, youth and the unemployed.
3. Provide adequate staffing levels to develop partnerships and funding for increased arts and culture programming.
4. Provide effective and relevant information to all residents and ratepayers to build audience development and opportunities for involvement in arts and culture.

5. Develop a public art program that builds awareness and creates opportunities for local artists and broad community involvement.
6. Ensure strategic partnerships across government, industry, business, education and community groups to further strengthen the delivery of arts and culture events and programs across the shire.

Five guiding principles, originally adopted in 1997 as part of the previous strategy, were found to be relevant to the new strategy. As such, the principles of *wellbeing, integration and vision, sense of place, diversity* and *communication* will continue to underpin the future planning and delivery of arts and culture activities in the Surf Coast.

#### **1.4 Implementing the strategy**

A two-year *Arts and Culture Implementation Plan* outlines how the strategy will be implemented in the short to medium-term. This identifies the:

- actions Council will undertake over the next one to two years towards achieving the strategy's vision and objectives
- resources, timeframes, benefits and milestones relating to each action, and
- Council officers and stakeholders involved.

As such, the plan provides a basis for prioritising arts and culture activities, including funding, based on Council's budgetary and operational priorities.

The *Implementation Plan* will be fully reviewed towards the end of its first two years as the basis for developing a new two-year plan. Regular progress reviews and an end of financial year review also form part of the overall reporting process associated with delivering the arts and culture strategy.

#### **1.5 Resources and benefits**

The resources required to implement the strategy over its first two years include a proposal to increase Council's arts and culture staffing to ensure the ongoing delivery of arts-related services and facilities that meet the needs of a community that is rapidly growing and changing. Total funding required is estimated at \$140,000, which is Surf Coast Shire funded.

The anticipated benefits of strengthening Council's capacity in the arts and culture area include:

- increased levels of participation and engagement in local arts and culture activities across all age and socio-economic groups (with a particular focus on enhancing the wellbeing of youth and older residents)
- stronger partnerships with key groups and agencies, which potentially enhances opportunities to secure funding for arts activities from external sources
- developing the skills and capacity of local communities, including local arts-related groups and individuals, to ensure their ongoing sustainability and viability, and
- contributing to the shire's future economic development through increased opportunities for tourism branding, marketing and promotion.

## **2. Context**

The *Surf Coast Arts and Culture Strategy 2009-2014* acknowledges the vital role that arts and culture play in building community wellbeing. It builds on the previous strategy, adopted in 1997, by setting out a vision for arts and culture in the Surf Coast, and the strategic objectives and actions Council will take over the next five years to achieve that vision.

The strategy confirms the guiding principles, first identified in 1997 in the previous strategy, as still being relevant today in terms of the Council and community's aspirations for arts and culture throughout the Surf Coast. These principles provide a foundation on which to build a diverse and vibrant local arts and culture environment that enhances people's wellbeing and sense of place.

As such, the strategy will support Council in achieving its priority of healthy, safe and resilient communities (as articulated in the *Council Plan 2009-2013*) by contributing to the development of strong and inclusive communities that embrace challenges and opportunities while sharing a sense of pride and connection to where they live. In this way, the strategy links to Council's objectives relating to promoting community capacity building and enhancing community amenity.

### **2.1 Methodology**

The process of developing the strategy involved three phases:

1. 'Hearing the Voices' community consultation, which provided opportunities for community members and other stakeholders to submit their views and ideas via interviews, surveys, forums and workshops. This phase also included desk research (see Section 5 - References) to gain additional insights and background.
2. 'Documenting the Stories' involved collating all the information gathered during phase one and preparing a report outlining the key issues and findings.
3. The final phase involved developing the strategy based on the outcomes from the preceding phases.

The community was kept informed and encouraged to participate via the production and distribution of a series of communication bulletins throughout the process.

Appendix I outlines the key findings from the community consultation phase.

### **2.2 Celebrating achievements to date**

The process described above included reviewing the previous strategy and identifying key outcomes and achievements since it was adopted in 1997. These are described in detail in Appendix II. In summary, they include:

- the Marjorie Lawrence Festival held in Deans Marsh in 2007 provided those involved in its planning and organisation with professional development opportunities while educating people about the life and achievements of a significant local identity
- Winchelsea's skate park mural has seen a reduction in vandalism at the site, transformed a previously ugly space and contributed to the skills development of local artists
- the Deans Marsh stage curtains project has created a strong sense of community pride, particularly among the more than 50 residents who worked with a professional artist to create a significant artwork
- Moriac's Newling Reserve playground features a series of unique mosaic pavers and tiles thanks to the efforts of some 300 residents and visitors who participated in their creation

- Aireys Inlet Festival of Words was first held in August 2007 and has since become a popular event that attracts many well-known and aspiring authors and readers
- the biennial Lorne Sculpture Exhibition has gone from strength to strength since first being launched in 2007 when 31 works were shown (the 2009 event exhibited 50 entries)
- Anglesea Art House provides opportunities for local artists, craftspeople and residents to meet, share and build skills
- the annual High Tide Festival in Torquay is a popular community festival that attracts local artists, art lovers and those who may not normally be involved in the arts, and
- Anglesea Performing Arts Group offers a diverse range of production and performance activities for young and old alike, which are well attended by many Surf Coast residents and visitors.

### **2.3 Surf Coast's current arts and culture assets**

The strategy development process included a review of the shire's current arts and culture assets with a view to identifying existing gaps and ascertaining current and future needs through the community consultation. Appendix III lists the range of venues currently available for arts and culture activities across the Surf Coast and identifies current usage for each.

The shire also boasts significant public art assets which are listed in Appendix IV. These represent important opportunities for local communities to work together on projects that are significant to their individual identities and sense of place.

### **2.4 Key issues to be addressed**

The community consultation identified several key issues to be addressed by the *Surf Coast Arts and Culture Strategy 2009-2014*. The SWOT matrix in Appendix V lists the strengths, weaknesses, opportunities, threats and priorities that participants in the consultation process identified.

Key issues included:

- the need for more 'physical' arts spaces across the shire and possibly for an arts hub where local artists and art groups could meet, plan, rehearse, workshop, perform or exhibit, store equipment and the like
- the need to gain wider community 'buy-in' to local arts and culture, including increasing awareness and interest amongst those currently not engaged
- concerns about young people and a strong desire to engage with them and develop activities and programs aimed at building their self-confidence and connecting them with their communities through arts and culture
- recognising the resources (funding and people) required to build and maintain a strong, diverse and vibrant arts and culture environment
- fostering the future sustainability and ongoing development of arts and culture in the Surf Coast by allocating adequate resources (funding and people), and
- the need to develop the shire's arts and culture approach beyond Torquay to encompass other Surf Coast townships.

### 3. Purpose

The *Surf Coast Arts and Culture Strategy 2009-2014* seeks to strengthen Council's capacity to deliver innovative, contemporary community arts and culture services and facilities across the Surf Coast, which:

- contribute to community wellbeing
- express a sense of place and community, and
- engage people.

The strategy's scope relates to the arts and culture services and facilities provided by Council – independently and in partnership with others – across the coastal and hinterland townships that comprise the Surf Coast Shire.

#### 3.1 Strategy partners

While Council has primary responsibility for developing, providing and supporting arts and culture within the Surf Coast Shire, a number of agencies also play an important partnership role in terms of arts policy, strategy delivery and/or funding. Appendix VI provides an overview of the key agencies involved in supporting local arts and culture through their partnership with Council. In summary, they include:

- |                           |   |
|---------------------------|---|
| <b>State Government</b>   | <ul style="list-style-type: none"><li>• Arts Victoria</li><li>• Great Ocean Road Coast Committee</li></ul>  |
| <b>Federal Government</b> | <ul style="list-style-type: none"><li>• Australia Council for the Arts</li><li>• Festivals Australia</li></ul>  |
| <b>Surf Coast</b>         | <ul style="list-style-type: none"><li>• Surf Coast Arts</li><li>• Various arts-related groups (e.g. historical societies, amateur theatre groups, markets, festivals, events)</li></ul> |
| <b>Other</b>              | <ul style="list-style-type: none"><li>• Regional Arts Australia /Victoria</li><li>• Cultural Development Network</li><li>• Multicultural Arts Victoria</li><li>• Vic Health</li></ul>   |

#### 3.2 Current position

The strategy development process included researching and reviewing arts and culture practices within a number of other councils to ascertain how Surf Coast compares in terms of current staffing and funding levels, and the provision of arts-related activities and facilities. This review incorporated an analysis of available population growth forecasts for the Surf Coast.

Appendix VII outlines the results of this review. In summary, Surf Coast Shire compares reasonably well against the other councils reviewed in terms of its current range of community arts and culture services. Given current population growth forecasts however, this position will become increasingly difficult to sustain over the next five to 10 years as demand for Council services increases in line with a rapidly growing population.

Consequently, this strategy sets out a program to develop, maintain and strengthen arts and culture in the Surf Coast through the provision of appropriate resources (people and funding) to ensure the delivery of arts-related services and facilities continues to meet the community's needs as it grows and changes.



## 4. References

The following references provided important background information as the basis for developing the community consultation approach and assisted in the strategy's development:

- *Surf Coast Arts and Culture Strategy*, Surf Coast Shire (1997)
- *'Your Visions' Community Plan*, Surf Coast Shire (2004)
- *Open Space Strategy*, Surf Coast Shire (2004)
- *Council Plan 2005-2009*, Surf Coast Shire (2005)
- *Youth Strategy*, Surf Coast Shire (2006)
- *Hinterland Arts and Culture Report*, Surf Coast Shire (2007)
- *Winchelsea Cultural Precinct Study*, Surf Coast Shire (2008)
- *Arts News*, Surf Coast Arts/Surf Coast Shire partnership (2007, 2008 editions)
- *Council Plan 2009-2013*, Surf Coast Shire (2009)

## 5. Linkages

The *Surf Coast Arts and Culture Strategy 2009-2014* links to the following Council strategies:

<b>Document</b>	<b>Link/relationship</b>
• <i>Council Plan 2009-2013</i>	Relates to building healthy, resilient, safe communities by promoting community capacity building and enhancing community amenity through arts and culture activities.
• <i>Community Access and Inclusion Plan 2009-2013</i>	Provides a framework for creating an accessible and inclusive Surf Coast for all people, which encompasses arts and culture activities.
• <i>Early Years Plan 2009-2013</i>	Relates to early childhood development through appropriate learning activities.
• <i>Economic Development Strategy 2005</i>	Arts and culture are critical components of contemporary economic development and the promotion of creative communities.
• <i>Health and Wellbeing Plan 2009-2013</i>	Arts and culture activities contribute positively to the health and wellbeing of Surf Coast communities.
• <i>Positive Ageing Strategy 2009</i>	Relates to enabling older adults to remain active participants in their local community as they age.
• <i>Tourism Strategy 2009</i>	Arts and culture activities and events can attract visitors and tourists to the Surf Coast region.
• <i>Youth Strategy 2011-2014</i> (in development)	Relates to providing young residents with appropriate activities to build self-confidence and community connections through arts and culture.
• <i>Recreation Strategy (2011 – 2014)</i>	Talks about what people do in their leisure and recreation time. Clearly for many Surf Coast residents, the arts is a big part of their everyday life.
• <i>Playground Strategy(2011)</i>	The Playground Strategy has a heavy emphasis of improving the amenity of public spaces by incorporating art features that are relevant and meaningful to local communities. Art is used as a means of instilling a sense of place and fostering community pride.

## 6. Definitions

### **Culture**

"Culture is something of intrinsic value which we are pleased to share with future generations. It is how we are defined in our own natural world. We value it because it raises the integrity of the human spirit.

"It seems that culture, loosely defined, embraces experience we can all understand (to a greater or lesser degree) and enjoy."

*In Search of Cultural Identity*  
Doug Williams (1997)

### **Art**

Art is "the expression or application of human creative skill and imagination"<sup>1</sup>

It may be created by individuals and groups in numerous forms. Art forms include:

- performing arts e.g. theatre, dance, music
- visual arts e.g. painting, sculpture, printmaking, signage, photography, graphics, jewellery making, craft, textiles, ceramics, illustration
- language arts e.g. poetry, story telling, oratory, radio
- literature e.g. writing, reading, film,
- new multi media and hybrid technologies
- community arts, public art and popular culture

### **Arts hub**

A defined precinct or facility, which provides a focus for arts and culture activities, programs and services. Surf Coast Shire should develop its own definition of an Arts Hub that meets local community and arts requirements.

### **Coastal areas/The Coast**

Refers to Surf Coast townships and areas along the coast (i.e. Torquay-Jan Juc, Bellbrae, Anglesea, Aireys Inlet/Fairhaven, Lorne).

### **Community amenity**

Refers to the tangible and intangible attributes of an area.

### **Community capacity building**

Developing the capacity and skills of community members so they are better able to identify and help meet their needs on an individual and community level.

### **Hinterland**

Refers to non-coastal townships and areas in Surf Coast Shire (i.e. Deans Marsh, Moriac, Winchelsea)

### **'Physical' arts spaces**

Facilities/spaces available and/or dedicated to arts and culture activities – built and natural.

### **Public Art**

Refers to works of art in any media that have been planned and executed with the specific intention of being sited or staged in the physical public domain, often outside and accessible to all.

<sup>1</sup> The Concise Oxford Dictionary

## Vision and strategic objectives

### 7.1 Vision

The vision for arts and culture in the Surf Coast is:

*Surf Coast Shire will create a range of diverse, inspirational opportunities for the community to experience and appreciate all aspects of arts and culture.*

This vision directly aligns with the Surf Coast Shire vision, particularly in relation to the shire as a place of wellbeing and to preserving quality of life and community connections, specifically through arts and culture.

### 7.2 Objectives

The following broad objectives encapsulate the community consultation outcomes (in terms of the needs and desires expressed by participants in relation to arts and culture) and set out what Council will achieve over the next five years to realise the vision articulated above.

#### Objective 1

Provide community arts events, programs and facilities to attract and engage more residents, ratepayers and community groups.

##### Rationale

This objective recognises the importance of local festivals and events to engaging community members across all age groups in cultural activities. It also expresses a strong desire for more dedicated arts facilities and spaces, including an arts hub or precinct.

#### Objective 2

Develop support and provide increased funding for a diverse range of annual community arts programs and events linked with arts practitioners, community groups, neighbourhood houses, schools, seniors, youth and the unemployed.

##### Rationale

This objective seeks to build on the shire's existing annual arts and culture program by providing arts-related individuals and groups with appropriate levels of resources (i.e. funding, access to relevant Council officers) and support (i.e. partnerships, mentoring and coaching opportunities).

#### Objective 3

Provide adequate staffing levels to develop partnerships and funding for increased arts and culture programming.

##### Rationale

While the work of Council's part-time Arts Development Officer has provided a solid foundation for the future development of arts and culture in the Surf Coast, this objective acknowledges the need for additional resources and skills in the areas of partnership development and program development for hinterland townships.

#### Objective 4

Provide effective and relevant information to all residents and ratepayers to build audience development and opportunities for involvement in arts and culture.

##### Rationale

Communication is vital to developing people's awareness of arts and culture activities. This objective relates to better informing people through signage, social media, an arts and culture website, Visitor Information Centres and the like.

## Objective 5

Develop a public art program that builds awareness and creates opportunities for local artists and broad community involvement.

### Rationale

Public art is important to the shire's identity and sense of place, and can build community connections, networks and pride. This objective relates to better planning and coordination of public art projects with a strong focus on community involvement and supporting local artists.

## Objective 6

Ensure strategic partnerships across government, industry, business, education and community groups to further strengthen the delivery of arts and culture events and programs across the shire.

### Rationale

Partnerships with local arts groups and with key stakeholders (e.g. State and Federal government, local businesses, schools) are vital to maintaining and developing the viability and sustainability of arts and culture. This objective seeks to foster strategic partners across government, business, education and community sectors, including collaboration with neighbouring municipalities through the G21 alliance.

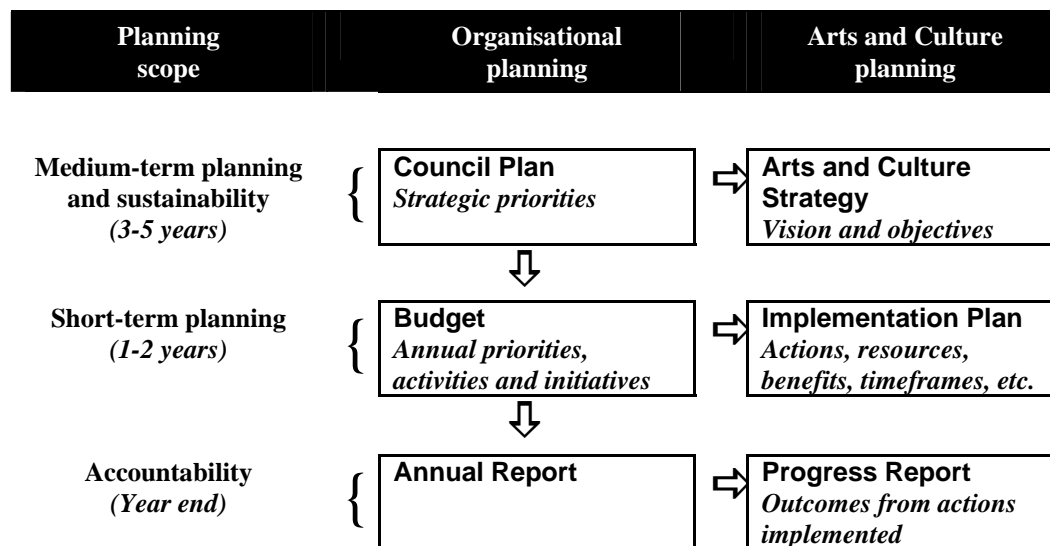
### 7.3 Guiding principles

The following guiding principles were originally adopted in 1997 as part of the previous *Surf Coast Arts and Culture Strategy*. These were tested during the community consultation for the new strategy and found to still be relevant. Consequently, they have been incorporated into this strategy and will continue to underpin the future planning and delivery of arts and culture activities in the Surf Coast.

- **Wellbeing:** There is an understanding that involvement in cultural activities leads to an enhanced and healthier way of life. We support and encourage opportunities for involvement in cultural activities and recognise that the enrichment of wellbeing can be achieved by facilitating excellence in the evolution of our culture.
- **Integration and vision:** Cultural development becomes integral to many aspects of the Council's activities. We understand that to become most effective, cultural development should be part of a collaborative process rather than an isolated occurrence.
- **Sense of place:** The shire recognises the importance of the community's need to develop a sense of place, ownership and belonging. Sense of place may already exist in the natural environment, sacred sites, heritage sites and buildings, Koori heritage, neighbourhoods and shopping centres. Cultural activities and experiences help to develop a greater sense of place.
- **Diversity:** The importance of diversity is recognised. It is the diversity of individuals, localities and environments which add to the rich fabric of our culture. Through this recognition, the Surf Coast Shire aims to facilitate cultural development and encompass all sections of the community, thus creating a shared culture.
- **Communication:** It is identified that, through effective communication, optimal opportunities become available to a greater part of the community. Cultural development occurs through opportunities which are accessed by the community, including individuals, community groups, businesses and other organisations. It is through greater awareness and encouragement that participation in cultural activities can occur, helping to nourish our wellbeing.

## 7. Overview of the strategy

The following diagram is intended to show how this strategy links with Council's integrated corporate planning and reporting framework.



The vision and objectives outlined in *Surf Coast Arts and Culture Strategy 2009-2014* seek to deliver Council's strategic priorities articulated in the *Council Plan 2009-2013*, specifically the priority relating to building healthy, safe and resilient communities. The strategy will be reviewed in 2014 to ensure it aligns with the new Council Plan.

The two-year *Arts and Culture Implementation Plan* (refer to next section) outlines how the strategy will be implemented in the short to medium-term. This identifies the:

- actions Council will undertake over the next one to two years towards achieving the strategy's vision and objectives
- resources, timeframes, benefits and milestones relating to each action, and
- Council officers and stakeholders involved.

As such, the plan provides a basis for prioritising arts and culture activities, including funding, based on Council's budgetary and operational priorities.

The *Implementation Plan* will be fully reviewed towards the end of its first two years as the basis for developing a new two-year plan. Regular progress reviews and an end of financial year review also form part of the overall reporting process associated with delivering the arts and culture strategy.

## 8. Each element of the strategy

The following tables describe how each of the broad objectives will be implemented in the short to medium-term (i.e. one to two years) as the first stage of delivering the *Arts and Culture Strategy 2009-2014*.

<b>Objective 1: Provide community arts programs, events and facilities to attract and engage more residents, ratepayers and community groups</b>						
<b>Action</b>	<b>Resources</b>	<b>Led by</b>	<b>Stakeholders involved</b>	<b>Timeframe</b>	<b>Benefits</b>	<b>Milestone/s</b>
1. Conduct program review to ascertain relevance to current community needs and expectations.	Programming Project Team to be appointed	Recreation, Youth and Cultural Services Coordinator	Community members Groups and individuals involved in program delivery	30 Sep 2010	Build community ownership and ensure program is relevant, viable and sustainable.	Review completed.
2. Develop a program plan to address emerging community needs.	Arts Officer	Recreation, Youth and Cultural Services Coordinator	As above	31 Dec 2010	Program plan addresses needs and increases community participation.	Program plan completed and implemented.
3. Investigate the concept of an arts hub/s.	Consultant to be engaged	Recreation, Youth and Cultural Services Coordinator	Community members Arts-related groups and individuals Local businesses State Government	Mar – Dec 2012	Potentially meets the community's desire for a dedicated arts hub.	Consultant engaged and report completed for Council to consider.
4. Identify appropriate site for Community House in Moriac.	Community Planning and Development staff	Community Planning and Development Coordinator	Moriac residents and businesses State Government	30 Apr 2012	Provides Moriac residents with a much-needed community space.	Feasibility study is completed and appropriate site is identified.
5. Include youth arts programs in key community festivals and events.	Youth Services and Arts Officers	Recreation, Youth and Cultural Services Coordinator	Festival and event organisers Young artists Young people	Ongoing	Young people more engaged in community events and connected to their communities.	Project/event plans include youth arts program details.  Minimum of one youth focused community arts project per year. In put provide to event/festival organising committees regarding youth arts.

Action	Resources	Led by	Stakeholders involved	Timeframe	Benefits	Milestone/s
6. Identify opportunities to celebrate cultural heritage (indigenous and non-indigenous).	Arts Officer No direct costs	Recreation, Youth and Cultural Services Coordinator	Local heritage groups Indigenous groups	Ongoing	Provide opportunities to acknowledge and celebrate Surf Coast's heritage and cultural diversity	Opportunities identified, partnerships established and activities developed.

**Objective 2: Develop, support and provide increased funding for a diverse range of annual community arts programs and events linked with arts practitioners, community groups, neighbourhood houses, schools, seniors, youth and the unemployed.**

Action	Resources	Led by	Stakeholders involved	Timeframe	Benefits	Milestone/s
1. Identify key community arts programs/events/groups and develop three year funding agreements.	Community Grants Program and Guidelines to be reviewed	Recreation, Youth and Cultural Services Coordinator jointly with Community Planning and Development and Tourism Coordinators	Arts-related programs, events and groups eligible for funding External arts funding bodies	30 Jun 2011	Greater funding security enhances capacity to plan long-term to develop and deliver more sustainable arts activities.	Guidelines developed and agreements in place.
2. Provide mentoring opportunities related to community arts projects.	Arts Officer No direct costs	Recreation, Youth and Cultural Services Coordinator	Arts-related groups, event organisers and individuals Local arts professionals and related professions	Ongoing	Develops the skills and capacity of local groups and individuals involved in community arts.	Evidence of mentoring being provided.

**Objective 3: Provide adequate staffing levels to develop partnerships and funding for increased arts and culture programming.**

Action	Resources	Led by	Stakeholders involved	Timeframe	Benefits	Milestone/s
1. Prepare and submit business case to Council for additional arts-related staffing resources.	Proposal for two new part-time positions	Recreation, Youth and Cultural Services Coordinator	Arts-related groups and individuals Local businesses External arts funding bodies	Mar 2012	Enhances capacity to implement new strategic initiatives, build relationships and further develop arts and culture in hinterland townships.	Funding committed to one part-time two-year appointment.
2. Revise Arts Development Officer's position description.	Within existing budget allocation	Recreation, Youth and Cultural Services Coordinator	Arts-related groups and individuals Community members Council staff	30 Dec 2011	Stronger focus on effectively implementing new strategic initiatives.	New PD developed and adopted.

**Objective 4: Provide effective and relevant information to all residents and ratepayers to build audience development and opportunities for engagement in arts and culture.**

Action	Resources	Led by	Stakeholders involved	Timeframe	Benefits	Milestone/s
1. Develop communication strategy and budget, and seek funding/ sponsorship for advertising.	Arts and Communication teams Budget to be developed	Recreation, Youth and Cultural Services Coordinator jointly with Communication Coordinator	Community members Arts-related groups and individuals Local businesses	March 2012	Higher levels of participation in arts and culture activities.	Communication strategy developed. Funding/sponsorship secured.
2. Continue to produce annual calendar of events.	Internal Project Team	Recreation, Youth and Cultural Services Coordinator jointly with Communication and Community Planning and Development Coordinators	As above	Nov each year	Professional presentation of local artists' works and increased community awareness.	Calendar produced and distributed.
3. Continue to produce weekly email arts bulletin.	Arts Development Officer No direct costs	Arts Development Officer	As above	Weekly - ongoing	Networking and effective information dissemination.	A total of 48 issued per year.
4. Continue to work with Visitor Information Centres to promote major cultural events.	Arts and tourism teams (inc. VIC staff and volunteers)	Tourism Coordinator	Community members Tourists and visitors Local businesses and arts-related events, groups and individuals	Ongoing	Use of an existing, effective promotional vehicle.	Communication process developed and implemented.
5. Develop dedicated arts and culture website.	Arts, communication and tourism teams Web developer/ designer	Recreation, Youth and Cultural Services Coordinator jointly with Communication Coordinator, Surf Coast Arts and G21 Arts and Culture Pillar	Community members Tourists and visitors Local businesses and arts-related events, groups and individuals G21 Arts and Culture Pillar External funding bodies	Nov 2011	Enhances capacity to promote arts and culture activities, and to increase participation.	Funding/sponsorship secured. Web developer/ designer appointed.
6. Introduce social media tools (e.g. Twitter, Podcasting) to promote activities and disseminate information.	Arts, communication and tourism teams	Recreation, Youth and Cultural Services Coordinator jointly with Communication, Tourism and IT Coordinators	Community members Tourists and visitors Local businesses and arts-related events, groups and individuals	Dec 2011	As above.	Pilot project developed in conjunction with established event.



Action	Resources	Led by	Stakeholders involved	Timeframe	Benefits	Milestone/s
7. Identify and develop appropriate links with other relevant websites.	Arts and events teams	Recreation, Youth and Cultural Services Coordinator jointly with Community Planning and Development Coordinator	Community members Arts-related businesses, events, groups and individuals locally and more broadly	Sep 2011	Support and develop community event marketing and promotion.	Links identified and established. Information and marketing materials produced.
8. Deliver a series of business development workshops for arts practitioners.	Arts Officer	Recreation, Youth and Cultural Services Coordinator	Professional artists and arts-related businesses Neighbouring councils (as partners)	Annual program to be developed	Enhances the viability and sustainability of local arts-related businesses.	Workshop program in place. Regional partners engaged.

**Objective 5: Develop a public art program that builds awareness and creates opportunities for local artists and broad community engagement.**

Action	Resources	Led by	Stakeholders involved	Timeframe	Benefits	Milestone/s
1. Develop a public arts commissioning program (focused on innovative, contemporary art).	Arts Officer	Recreation, Youth and Cultural Services Coordinator	Local artists and arts-related groups Community members Local businesses External funding bodies	Late 2012	Higher visibility for local arts and artists, and improved opportunities for tourism branding and promotion.	Program developed and adopted by Council. Artworks acquired (or created through key projects/initiatives).
2. Establish a process to incorporate public art in key infrastructure projects (including as an integral design element in the new Civic and Community Precinct).	Arts and Infrastructure teams	Infrastructure  Community Development Manager	As above Developers	Nov 2011	As above. Also develops a sense of pride and place, and celebrates local arts.	Process developed and implemented. Collaboration between Arts and Infrastructure established.
3. Appoint an Arts Acquisition Committee/s to make recommendations about public art acquisitions.	Arts Officer and voluntary committee members	Recreation, Youth and Cultural Services Coordinator	Committee volunteers Local artists and arts-related groups Community members	Nov 2011	Professional approach and community input to decisions re art acquisitions.	Committee brief/terms of reference developed. Committee/s appointed.

Action	Resources	Led by	Stakeholders involved	Timeframe	Benefits	Milestone/s
4. Establish a process to engender a strong focus on community involvement and/or youth engagement in future public art projects.	Arts Officer	Recreation, Youth and Cultural Services Coordinator	Community members and young people Arts-related groups and individuals involved in project delivery External funding bodies. Ensure youth participation in acquisition committee.	Nov 2011	Builds community ownership and support. Celebrates, supports and promotes local youth, and builds self-esteem.	Process developed and implemented. Public arts projects demonstrate high levels of community involvement and/or youth engagement.
5. Develop a mentorship program related to public arts projects.	Arts Officer	Recreation, Youth and Cultural Services Coordinator	Professional arts practitioners Local artists	Ongoing	Increases professional development opportunities for local artists and develops their skills.	Program developed (identifying key practitioners) and implemented.

**Objective 6: Ensure strategic partnerships across government, industry, business, education and community groups to further strengthen the delivery of arts and culture events and programs across the shire.**

Action	Resources	Led by	Stakeholders involved	Timeframe	Benefits	Milestone/s
1. Develop supportive partnerships with key arts-related groups focused on achieving beneficial outcomes for the community.	Arts Officer	Recreation, Youth and Cultural Services Coordinator	Local artists and arts-related groups (e.g. community arts groups, historical societies, events, festivals and projects)	Ongoing	Assists groups in achieving their aims and objectives, which enhances their viability and sustainability. Enhances local expertise.	Regular program of meetings developed and implemented including quarterly meetings of the shire's Heritage Committee
2. Continue to engage with relevant State and Federal Government bodies.	Arts Officer	Recreation, Youth and Cultural Services Coordinator	State Government (e.g. Arts Victoria, DPCD, Vic Health, Parks Victoria – are these still relevant?) Local community Local arts-related groups and individuals	Ongoing	Maintains positive networks. Provides opportunities for development, collaboration and financial support for local arts projects.	Regular contact with relevant officers. Funding applications submitted and approved.
3. Promote the role and value of local arts and culture to local industry and business groups.	Arts Officer	Business and Rural Development Coordinator	Local businesses and industries	Ongoing	Greater understanding and buy-in for local arts and culture programs/projects.	Presentations, briefings and meetings with local business and industry groups and individuals

<b>Action</b>	<b>Resources</b>	<b>Led by</b>	<b>Stakeholders involved</b>	<b>Timeframe</b>	<b>Benefits</b>	<b>Milestone/s</b>
4. Engage with local schools to develop children/youth arts projects, including through artist-in-residence programs.	Arts and Youth Development teams Arts Officer	Youth Development Coordinator	Local schools (teachers and students) Local youth Arts-related groups and individuals	Ongoing	Provides opportunities to engage children and young people in local arts and culture, and to build their self-esteem.	Partnerships established and programs/projects delivered.
5. Take a leadership role within the G21 Arts Pillar.	Arts Officer (provides occasional admin support)	Recreation, Youth and Cultural Services Coordinator	G21 members (including neighbouring councils) Communities across the region Arts-related groups and individuals	Ongoing	Provides opportunities to collaborate on arts and culture at the regional level (including funding) and to develop skills. Maintains positive networks.	Networks established. Regional programs/projects funded and delivered.

## 9. Resourcing

The following table seeks to provide an overall picture of the human and financial resources required to implement each action of the strategy, as outlined in the previous section, along with suggested resourcing approaches.

<b>Objective 1: Provide community arts programs, events and facilities.</b>			
<b>Action</b>	<b>Human resources required</b>	<b>Financial resources required</b>	<b>Suggested resourcing approaches</b>
1. Program review	Programming Project Team	Within existing staff resources	
2. Program plan	Arts Officer	Within existing staff resources	
3. Arts hub/s feasibility study	Consultant	\$30,000 – \$40,000 Council budget allocation required.	Shire budget 2012/13 Seek State Government grant
4. Moriac Community House site feasibility study	Community Planning and Development staff	\$10,000	Shire budget 2012/13 Seek State Government grant
5. Youth arts programs	Youth Services and Arts Officers	Within existing staff resources	
6. Cultural heritage (indigenous and non-indigenous) program	Arts Officer	Within existing staff resources	
<b>Objective 2: Develop, support and provide increased funding for community arts programs and events.</b>			
<b>Action</b>	<b>Human resources required</b>	<b>Financial resources required</b>	<b>Suggested resourcing approaches</b>
1. Identify funding recipients and develop three-year agreements	Community Planning and Development staff	Program and funding criteria to be developed	Shire budget 2012/13
2. Provide mentoring opportunities	Arts Officer	No direct costs	Within existing staff resources
<b>Objective 3: Provide staffing to develop partnerships and funding for arts and culture.</b>			
<b>Action</b>	<b>Human resources required</b>	<b>Financial resources required</b>	<b>Suggested resourcing approaches</b>
1. Business case for additional staff	Two new part-time positions proposed	Business case to be submitted to Council's 2012-13 budget for consideration.	Shire budget 2012/13
2. Revised Arts Development Officer position description	Expanded from 0.6 EFT to FT	Within existing budget allocation	Re-prioritisation of existing resources
<b>Objective 4: Provide information to build audience development and engagement in arts and culture.</b>			
<b>Action</b>	<b>Human resources required</b>	<b>Financial resources required</b>	<b>Suggested resourcing approaches</b>
1. Communication strategy	Arts and Communication teams	To be confirmed	Shire budget 2012/13
2. Arts calendar	Internal project team	Continue annual operating budget allocation	Shire budget 2012/13
3. Weekly arts bulletin	Arts Development Officer	No direct costs	Within Arts Officer role
4. Visitor Information Centres	Arts and Tourism teams and VIC volunteers	To be confirmed	
5. Arts and culture website	Arts, Communication and Tourism teams	Integrate with Council website with assistance from Communications.	
6. Social media tools	Arts, Communication and Tourism teams	Integrate with Council website with assistance from Communications.	

Action	Human resources required	Financial resources required	Suggested resourcing approaches
7. Links with other websites	Arts and Events teams	Integrate with Council website with assistance from Communications.	
8. Business development workshops	Arts Officer	Officer time to scope and develop project	Seek grant funding
<b>Objective 5: Develop a public art program.</b>			
Action	Human resources required	Financial resources required	Suggested resourcing approaches
1. Commissioning program	Arts Officer	Business case to be submitted to Council's 2012-13 budget for consideration.	Shire budget 2012/13 Seek grant funding to commission works
2. Public art integration process	Arts and Infrastructure teams	Project based funding to be confirmed	To be confirmed
3. Arts Acquisition Committee	Arts Officer and voluntary committee members		
4. Community involvement and youth engagement process	Arts Officer Youth Development	Within existing resources	
5. Mentorship program	Arts Officer	Within existing resources	
<b>Objective 6: Ensure strategic partnerships across key sectors to strengthen arts and culture.</b>			
Action	Human resources required	Financial resources required	Suggested resourcing approaches
1. Partnerships with key arts-related bodies	Arts Officer (specifically new part-time Arts Partnership Development position)	Within position description of new Arts Partnership Development position.	NA
2. Federal and State Government partnerships	As above	Within position description of new Arts Partnership Development position.	NA
3. Partnerships with local business and industry	As above	Within position description of new Arts Partnership Development position.	NA
4. Engage with local schools	As above with Youth Development team	Within position description of new Arts Partnership Development position.	NA
5. G21 Arts Pillar	Arts Officer	Within position description of new Arts Partnership Development position.	NA

## 10. Benefits management

This table outlines the benefits and disbenefits associated with each of the strategy's actions along with possible mitigation approaches to minimise the potential effects of the latter.

<b>Objective 1: Provide community arts programs, events and facilities.</b>			
<b>Action</b>	<b>Possible benefits</b>	<b>Possible disbenefits</b>	<b>Suggested mitigation approaches</b>
1. Program review	Community ownership and more relevant programs	None identified	None required at this stage
2. Program plan	As above	None identified	None required at this stage
3. Arts hub/s feasibility study	Meets community need	Potential cost Raises community expectations	Study to determine cost and funding sources Communication strategy to focus on managing community expectations
4. Moriac Community House site feasibility study	Meets community need	As above	As above
5. Youth arts programs	Engages and connects young people with their community	Onus on festival and event organisers to include youth component	Establish good communication and partnership approach with organisers
6. Youth arts activities	As above	As above	As above
7. Cultural heritage (indigenous and non-indigenous) program	Acknowledges and celebrates local cultural heritage and diversity	Onus on local heritage and indigenous groups	Establish good communication and partnership approach with relevant groups
<b>Objective 2: Develop, support and provide increased funding for community arts programs and events.</b>			
<b>Action</b>	<b>Possible benefits</b>	<b>Possible disbenefits</b>	<b>Suggested mitigation approaches</b>
1. Identify funding recipients and develop three-year agreements	Funding security for eligible groups	Cost to council Expectations of arts groups	Clear funding guidelines, possible external grants funding, clear communication with groups
2. Provide mentoring opportunities	More highly skilled arts-related groups and individuals	None identified at this stage	None required
<b>Objective 3: Provide staffing to develop partnerships and funding for arts and culture.</b>			
<b>Action</b>	<b>Possible benefits</b>	<b>Possible disbenefits</b>	<b>Suggested mitigation approaches</b>
1. Business case for additional staff	Enhances Council's capacity in the arts and culture area	Cost to Council	Cost benefit analysis
2. Revised Arts Development Officer position description	As above	Potential for additional costs to Council in longer-term	As above
<b>Objective 4: Provide information to build audience development and engagement in arts and culture.</b>			
<b>Action</b>	<b>Possible benefits</b>	<b>Possible disbenefits</b>	<b>Suggested mitigation approaches</b>
1. Communication strategy	Increased participation in arts and culture activities	Potential costs	Budget developed and submitted to Council for approval
2. Arts calendar	Community awareness of local artists and their work	Recurrent cost	Annual budget allocation and focus on cost-effective production

Action	Possible benefits	Possible disbenefits	Suggested mitigation approaches
3. Weekly arts bulletin	Regular information dissemination	Time involved	Ensure efficiency in production and distribution
4. Visitor Information Centres	Effective use of an existing vehicle	Pressure on VIC staff and volunteers	Good working relationship and communication with VICs
5. Arts and culture website	Enhanced promotional capacity and increased participation	Time and cost involved in developing and maintaining	Establish budget and resources required and submit to Council for approval
6. Social media tools	As above	As above	As above
7. Links with other websites	Enhanced marketing and promotion opportunities	As above	As above
8. Business development workshops	More viable and sustainable arts-related businesses	Potential cost, raises expectations, risk of participants relocating from shire	Partnerships with neighbouring councils (to share costs, develop further opportunities for artists, etc.)

**Objective 5: Develop a public art program.**

Action	Possible benefits	Possible disbenefits	Suggested mitigation approaches
1. Commissioning program	Higher visibility for local artists and tourism branding and promotion	Cost and community expectations re public art	Communication strategy/ education program
2. Public art integration process	As above – and greater sense of pride in place	Potential for community friction due to subjective nature of public art	As above
3. Arts Acquisition Committee	Community input to art acquisitions	As above	As above
4. Community involvement and youth engagement process	Stronger community/youth involvement, more positive outcomes for local youth	None identified at this stage	Not applicable
5. Mentorship program	More highly skilled local artists	Potential cost	Delivered within existing resources

**Objective 6: Ensure strategic partnerships across key sectors to strengthen arts and culture.**

Action	Possible benefits	Possible disbenefits	Suggested mitigation approaches
1. Partnerships with key arts-related bodies	Assists local groups and enhances their expertise	Time and effort involved	Creation of new part-time position dedicated to building and maintaining partnerships
2. Federal and State Government partnerships	Positive networks and opportunities for collaboration and funding	Time and effort involved	As above
3. Partnerships with local business and industry	Greater buy-in from this sector and possible financial support	As above	As above
4. Engage with local schools	Engages and connects young people with their community	As above	As above
5. G21 Arts Pillar	Collaboration at the regional level	As above	As above

## 11. Performance measurement

Council's progress in implementing the *Surf Coast Arts and Culture Strategy 2009-2014* will be monitored on an ongoing basis against the actions identified in section 9. The Community Development Manager and Arts Development Officer will provide Council with regular progress reports on an annual basis at the end of each financial year.

The key performance indicators for measuring the strategy's overall success link to the *Council Plan 2009-2013* – specifically the strategic priority regarding healthy, resilient, safe communities – and seek to assess the extent to which the *Surf Coast Arts and Culture Strategy 2009-2014* contributes to an:

- improved perception of safety and wellbeing
- increase in community members involved in Community Capacity Building, and
- increase in number of volunteers involved in Council services.

In addition, quarterly progress reports will focus on the actions implemented, milestones attained and outcomes achieved.

## 12. Communication

The following messages provide a basis for communicating the strategy and its purpose to key audience groups. Several messages also aim to highlight the importance of arts and culture to community wellbeing and amenity. Additional messages will be developed as part of the arts and culture communication strategy (refer to Action 4.1 in section 9).

Message	Intended audience/s
The <i>Arts and Culture Strategy</i> focuses on strengthening Council's capacity to deliver innovative, contemporary community arts and culture services and facilities across the Surf Coast that contribute to community wellbeing, express a sense of place and engage people.	<ul style="list-style-type: none"> <li>• Community</li> <li>• Local business/ industry</li> <li>• Government/funding bodies and partners</li> <li>• Arts-related groups and individuals</li> </ul>
Community and stakeholder input played a key role in the strategy's development and is reflected in the final document. Thank you to everyone who contributed their views and ideas through the community consultation process.	<ul style="list-style-type: none"> <li>• Community and stakeholders</li> <li>• Local business/ industry</li> <li>• Arts-related groups and individuals</li> </ul>
The strategy ensures the ongoing delivery of arts-related services and facilities to meet the Surf Coast community's needs as it changes and grows.	<ul style="list-style-type: none"> <li>• Community</li> <li>• Local business/ industry</li> <li>• Government/funding bodies and partners</li> <li>• Arts-related groups and individuals</li> </ul>
The strategy underpins Surf Coast's vision as the place of wellbeing by delivering a diverse range of arts and culture activities that help to preserve quality of life and community connections.	<ul style="list-style-type: none"> <li>• As above</li> </ul>
Surf Coast Shire already enjoys a vibrant and diverse arts and culture environment. The strategy provides a focus for building on this for the future.	<ul style="list-style-type: none"> <li>• As above</li> </ul>
Our local arts and culture are among the things that make the Surf Coast special for residents and visitors alike.	<ul style="list-style-type: none"> <li>• As above</li> <li>• Tourists</li> </ul>
Art and culture are for everyone. They connect us to each other, to our community and to our place.	<ul style="list-style-type: none"> <li>• As above</li> <li>• Young people</li> </ul>



### **13. Review**

The *Surf Coast Arts and Culture Strategy 2009-2014* is envisaged as a five-year program with the first stage to be implemented over two years as per the *Implementation Plan* outlined in section 9.

The Performance Measurement process outlined in section 12 describes how the strategy and plan will be monitored on an ongoing basis and progress reported to Council.

A 'mid-term' progress review of the strategy will be undertaken at the end of its first two years, as part of the process of developing the next *Implementation Plan*. It is recommended that subsequent progress reviews coincide with the annual/biennial planning process.

A comprehensive final review will commence towards the end of the strategy's lifecycle (i.e. at the 4½ year mark).

The Community Development Manager and Arts Development Officer will be responsible for the review process described above.

## 14. Appendices

### *Appendix I: Community consultation findings*

#### **Introduction**

The surveys, interviews, workshops and forums were effective in creating the opportunities for the community to be heard. This consultation phase gathered together the stories, dreams and aspirations of Surf Coast Shire residents, visitors and employees.

Although the majority of those consulted were very supportive and enthusiastic about the community arts programs and activities currently provided in the shire, there was a strong desire for the arts to have a physical focus. It was felt that a flexible space for exhibitions, small concerts or performances, meetings, workshops and storage would be a valuable asset to the community and would attract visitors and residents alike.

Among the issues that were important to residents, engaging youth in community arts projects and events was mentioned by many in the surveys and interviews. It was felt that any community event or program should have an appropriate youth component to create new experiences to develop and build skills and opportunities for this age group.

There was acknowledgement that the current program of festivals and events was successful, but that it was important to remain relevant to the needs and desires of a changing population. It was suggested that a review of the current annual program would ensure relevance and continued community engagement.

Sustaining the most successful organisations was seen as a priority for many of those consulted and it was felt that long-term planning was a critical component to their viability. Many believe that three-year funding agreements with the most successful organisations would ensure that events were strategically planned and managed, and that succession planning was in place to avoid volunteer burnout.

It was agreed that, although the largest population was centred around Torquay, hinterland townships in particular require support and encouragement to build their tourism potential through community development initiatives. Staffing support in this area, as well as physical arts spaces, would ensure community engagement and improve the long-term sustainability of projects and events in these townships.

Restructuring the staffing of the community arts area was suggested as an opportunity to build support for community arts development. A two-pronged approach - focused on partnerships with business and industry alongside partnerships between community groups, education, government bodies and funders - would develop a broader support base for programming. With all levels of the community involved in the ownership of events and programs, the whole community would benefit.

Branding is a critical element in attracting new businesses, residents and visitors to a regional area. Surf Coast Shire has a growing and changing demographic and psychographic profile. The arts, working in partnership with leisure and the environment, can create an attractive, dynamic and vibrant brand for this region. It was felt that a powerful communication strategy was important to ensure that the message reached far beyond local boundaries. Websites, signage, communication bulletins and effective use of Visitor Information Centres are all elements to be considered.

Temporary and permanent public art installations were seen as contributing to a very visible branding strategy for selling the lifestyle message. These also offer professional

development opportunities for local artists and arts-related businesses, and create projects that can stimulate and connect the whole community.

The consultations were well supported and all who participated were excited about their involvement in the future of the arts in the shire.

### **Activities and events**

Those involved in the consultations were very positive about arts and cultural activities in the shire. There was consensus that outdoor activities were generally favoured by the wider community. Those living on the coast focused on activities along the foreshore and beach while those residing in the hinterland preferred opportunities to bring the community together to celebrate a sense of place.

Events that were mentioned most frequently were the Lorne Sculpture Exhibition, the High Tide Festival, Deans Marsh Pioneer Festival and the Aireys Inlet Festival of Words.

### **The value of arts and culture**

The arts are highly valued by those who contributed to the findings who see them as differentiating the various regions and towns in the shire, capturing history and local stories, and contributing to the development of a 'local Surf Coast culture'.

Participants acknowledged the arts as a way of expressing pride, ownership and sense of place, and accessible to the broader community. They value the economic benefits and attraction to tourists, the opportunity to bring residents together to celebrate the region and the arts, the diversity of cultural offerings and the fact that *"the arts makes you think differently, helps you to respect others and challenges your perceptions"*.

The contribution of the current Arts Development Officer, her ability to motivate and encourage artists and arts groups, and to develop events and activities that express the shire's culture was also mentioned by many people.

### **Social and economic impact**

When asked to describe the social and economic impact of the arts, one survey respondent said, *"It is vital and positive – fosters communication, identity, meaning, belonging – drives economic opportunities"*.

The arts can create opportunities to *"escape from hardships"*, are *"a vital link for creating economic and social wellbeing"* in communities, and reflect the *"heart and soul"* of the community. People spoke of the building of self-esteem, the confidence boost and the sense of empowerment through their involvement in community arts.

### **Key issues**

The majority of workshop and survey participants felt the key issue was the lack of 'physical' arts facilities and spaces. Many stated that there was no central arts hub as a focus for the shire and that a performing arts space or public gallery could be the catalyst for growth in community arts. Although many agreed that this is the biggest issue, there was an acknowledgement that, in order to ensure viability, any spaces that were created or made available must be flexible as well as accessible to be sustainable in the long-term.

Lack of arts spaces for workshops, lack of art galleries and exhibition space and a need for a performing arts space were the focus of much discussion. Issues such as storage for arts groups, the need for multi-purpose rooms, lack of spaces for artists to work and lack of public gallery and exhibition space were of concern. This concern was common between residents of both coastal and hinterland townships.

There is also a concern in the arts community about developing strategies to get community 'buy-in' and raise awareness of the arts. Some suggested that there was a need to maintain ownership and involvement opportunities in artistic activities for residents or the momentum that has already been generated would be lost. It was felt that planners and developers should value cultural input into projects to raise the profile of the arts in the community. This would be a strategy to enlist more volunteers as volunteer burnout was raised as an issue.

Survey respondents made the point that the main issue holding the arts back is a general sense of complacency amongst many residents. They believe that the community is blessed with a diverse range of arts activities and festivals to engage in although not all take up the opportunities on offer. It was felt that there was a need to develop strategies to encourage broader participation and it was agreed that a more visible physical arts precinct would attract those not already involved.

Many comments were made about the need to engage more young people in cultural activities, and to provide opportunities for them to make a contribution and feel valued. It was acknowledged that many young people are isolated and at risk but, through participation in the arts, they could build their self-esteem and confidence with the end result being the creation of a healthier community.

As many Surf Coast young people leave the shire for their education, it was suggested that the arts could play an effective role in giving them a sense of community by drawing them back into their own community before they are lost to activities away from the shire.

Some spoke of the need to nurture new residents and those newly retired to make them feel a part of the community. The arts are an effective way of not only creating a sense of place, but opening the way for all residents to connect and feel welcomed and encouraged to participate and contribute. It was acknowledged that many were drawn to the region for the beach and surfing lifestyle but that synergies were easily found between surf culture and the arts. It is the arts for example that can give a visual interpretation of local culture through public art and outdoor arts activities.

Funding and sustainability is always an issue in any discussion about the arts and the Surf Coast consultations were no exception. Participants vigorously explored this issue. Many felt greater staffing resources were the answer to building sustainability and ensuring that arts and culture in the Surf Coast Shire continue to develop and grow.

Ensuring that the Arts Strategy becomes part of the Council Plan was seen as confirmation that the Council acknowledged the role that arts and culture play in all residents' lives. It was suggested that a more substantial budget for major cultural events would ensure community 'buy-in' and further develop tourism opportunities and positively impact on economic growth.

Growing cooperation and collaboration between all the groups is also seen as an issue. Many commented that, to build sustainability and impact, the many arts and cultural groups should work together, which requires better communication between the groups concerned.

Surf Coast is diverse geographically and culturally. The hinterland lifestyle is different to that enjoyed by coastal residents. Some participants mentioned that, from their perspective, one issue was the perception of a Torquay-centric mentality. It is important to consider the shire as a whole in developing strategies, which includes taking the needs of all residents into account.

## Future vision

As many involved in the consultation believe that the major issue is the lack of an arts hub, there was animated discussion at the workshops and interviews about physical facilities. Having a multi-purpose auditorium and gallery space where a range of diverse activities and events could be staged was the dream of many. An outdoor open shell for performance and music was mentioned by many.

Suggestions for the future include:

- open spaces where people can wander with little pockets of artists studios
- timber sculptures to soften the landscape
- gallery spaces for work to be hung
- use of one of the existing halls for artists
- good lighting and access for all
- people friendly environment
- shared use zones on main shopping strips
- different road surfaces to add interest and soften streetscapes
- bollards as features not barriers, and
- great funky benches.

Creating opportunities at different levels for professionals and amateurs seemed to be the desire. It was acknowledged that to up-skill and build on existing talents of those residents in the shire, pathways needed to be developed that would see young people reach their artistic and creative potential. Examples were given of several young people who were now successfully working in high profile arts companies and had progressed in their careers because of the start they had been given in the shire.

It was the desire of many to see the shire as a welcoming, inclusive community where there are different layers of artistic endeavour that people can slot into and build their skills. *“No boundaries where everyone takes away something different”* was the comment of one group working together in a workshop situation.

Public art, sculpture trails, beach front performances, summer night markets comprised part of the vision of a dynamic community mixing together. *“Classes, talks, workshops, visiting artists, exhibitions, cafés, and galleries”* was one survey respondent’s dream, echoed by many participants.

Involving the broader community in the creation of public art, in musical performances, theatre and as volunteers alongside a program of international and national performers summed up the big vision for Surf Coast to be seen as the “Premier region for the arts in Regional Australia.” Other comments that confirm this vision include; *“a more positive profile for local artists”*, *“stronger community pride in art”*, *“that art is accepted as integral (like surfing)”*, *“to be seen as supporting community health and wellbeing”*.

The tables on the following pages provide a full summary of the key points raised through the community consultation.

### What we value about the arts

- |  |  |
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| <ul style="list-style-type: none"><li>• Encourages and invites contribution</li><li>• Draws and builds on history</li><li>• Expresses differences in towns</li><li>• Ongoing part of Surf Coast culture</li><li>• Different skills</li><li>• Expressing the beauty of place</li><li>• Ownership/pride in events and activities</li><li>• Everyone can participate</li><li>• Original concepts</li><li>• Diversity of mediums</li><li>• Community driven – reflects lifestyle</li><li>• Economic benefits – tourism</li><li>• Pride and ownership</li><li>• Brings people together</li><li>• Individual expression</li><li>• Interaction with other centres – Geelong – Melbourne</li><li>• Regional resources to draw on</li><li>• Promotes events theatre and performance</li><li>• Inclusive and non competitive</li><li>• Expression of joint talents</li><li>• Non threatening, fun, captures history</li><li>• Turns negative into positive opportunities</li><li>• Tangible inclusive growing momentum</li><li>• Ownership over A &amp; C, sense of place</li><li>• Public art</li><li>• Hard work, volunteer artists</li><li>• Cultural heritage, histories – stories</li><li>• Fun, environmental link</li><li>• Entertainment</li><li>• Accessibility – inclusion – can see art everywhere, not just inside</li><li>• Bringing community together</li><li>• Celebrating – recognising achievement</li><li>• Makes you think differently</li><li>• Respecting others</li><li>• Access at any level</li><li>• Ideas</li></ul> | <ul style="list-style-type: none"><li>• Local artists commissioned for public art work</li><li>• Variety of individual and community enterprises</li><li>• Vibrant &amp; (Environmental setting) natural</li><li>• Lifestyle of residents</li><li>• Public art</li><li>• Friendships</li><li>• Diversity of people, events and activities</li><li>• Festivals – High Tide</li><li>• Galleries</li><li>• Positive force</li><li>• The calendar</li><li>• Julie's leadership</li><li>• Open to suggestions</li><li>• Encouragement of young artists</li><li>• Encouragement of older artists</li><li>• The presence of the arts</li><li>• Growing pride</li><li>• Growing partnerships</li><li>• Lorne sculpture walk</li><li>• Inclusiveness</li><li>• Enthusiasm</li><li>• Community embraces festivals</li><li>• Generosity of people (with time)</li><li>• A continually growing interest</li><li>• Access to established events</li><li>• Julie Dyer, inspiration, throws the challenging questions out to people and challenges us to dig deep</li><li>• Gifted individuals of varying mediums</li><li>• Everyone is not doing the same thing, varying ages as well</li><li>• The arts give the sense that you can do something; you don't need a degree to be an artist. The passion comes from within, the passion of creation; the best comes when you are under pressure.</li><li>• The arts nurture people to learn,</li><li>• Julie has the trust of the artists</li></ul> |
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### Best events

- Lorne Sculpture Exhibition
- High Tide Festival
- Beach gigs
- Events in beautiful surrounds
- Aireys Inlet Festival of Words

**What is your experience of the impact of the arts on the social and economic wellbeing of the community?**

<ul style="list-style-type: none"> <li>• Vital link for creating economic and social well being</li> <li>• Escape from hardships</li> <li>• Positive feelings</li> <li>• Arts and culture and indication of robust social and economic community</li> <li>• Knowledge</li> <li>• Art expression appreciation and recognition is the heart and soul of our communities</li> <li>• Immeasurable increased well being at all age levels</li> <li>• Better use of leisure time and building of self esteem for performers and audiences</li> <li>• Empowering – learning new skills</li> <li>• Challenging self</li> <li>• Confidence boosting</li> <li>• Breaks down barriers</li> </ul>	<ul style="list-style-type: none"> <li>• Increased pride in own community and sense of belonging</li> <li>• Removing limits from self</li> <li>• Realising potential</li> <li>• A vibrant arts community attracts visitors – boosts economy</li> <li>• Builds social capacity</li> <li>• Links different sections of the community</li> <li>• Brings local people together</li> <li>• Community is delighted and embracing all the festivals</li> <li>• It is vital and positive – fosters communication, identity, meaning, belonging – drives economic opportunities</li> <li>• Brings pleasure to many in the community</li> </ul>
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**Key issues**

<ul style="list-style-type: none"> <li>• No visionaries in senior management</li> <li>• Balancing shire's expectation and community</li> <li>• Keeping up with growth – artistic input</li> <li>• Lack of cultural diversity ethnicity</li> <li>• Introducing SC values to newcomers – tourists</li> <li>• Maintaining ownership – involvement opportunities</li> <li>• Economic development not necessarily a good thing</li> <li>• Conflict between market and arts/farmers market</li> <li>• Input of cultural elements into developments</li> <li>• Planners valuing cultural input</li> <li>• Council visioning</li> <li>• Burnout of volunteers</li> <li>• Hard to value initiatives</li> <li>• Lack of resources – staff – time – competition for \$</li> <li>• Balance of admin – work</li> <li>• How to work together – effectively – communicate</li> <li>• Perceived value of arts fiscally/socially</li> <li>• Lack of consultation – community values/?</li> <li>• Lack of studio space</li> <li>• Different newcomers to tap into arts</li> <li>• Restriction of guidelines to incorporate into arts</li> <li>• Internal processes don't include arts to be considered in projects</li> <li>• Arts valued for what it brings – expect artists to do it for nothing</li> <li>• Conflicting departments – balance of working together</li> <li>• Getting people involved</li> <li>• Making it easier</li> <li>• Valuing volunteers</li> <li>• Maintaining inclusion for newcomers</li> <li>• Organisation has a lack of understanding of value for tourism</li> <li>• Conflict between local drivers for economic activities</li> <li>• Recognition of arts as a vital part of project not add on</li> <li>• Appropriate Resources – community /internal appropriate</li> <li>• Councillors valuing art-fickle-political agenda</li> <li>• Potential market newcomers</li> </ul>	<ul style="list-style-type: none"> <li>• At least 10 community users plus public hire and annual events</li> <li>• Not just the performing group requiring lights as others utilize resources</li> <li>• No acknowledgement that performing group shares their resources</li> <li>• Funding, about \$1000 project grants, ticket sales \$5,000 on 2-3 week season of major</li> <li>• Performances 9-11 per year, tour one to Geelong</li> <li>• Participants come from Jan Juk to Geelong</li> <li>• COPACC changed culture of the place</li> <li>• RAV grants, Surf Coast lighting desk</li> <li>• Need to identify volunteer funding person</li> <li>• Funding being strategic</li> <li>• Shire needs to recognize that the arts is more than tourism community arts is for the locals</li> <li>• Policy to pay artists</li> <li>• Need to nurture local artists</li> <li>• Artists providing a rich dimension to the community</li> <li>• More than the \$s</li> <li>• Issue of the distance for performers, commitment, audience development</li> <li>• Centralised in Torquay an issue</li> <li>• Surf Coast arts doesn't reach Lorne</li> <li>• Shire is bigger than Torquay</li> <li>• People who live in Lorne rather than the holiday house owners need to be supported</li> <li>• Needs of individual towns need to be identified</li> <li>• Utilise the buildings that are already available, e.g. community houses</li> <li>• Need to up skill through community workshops</li> <li>• Not enough dissatisfaction to drive change</li> <li>• Caters for the same people</li> <li>• Isolation for artists</li> <li>• Outsiders but not much arts advertising information</li> <li>• Support from the community</li> <li>• Kids leaving shire for school which restricts access to these kids</li> <li>• Outreach</li> </ul>
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Key issues	
<ul style="list-style-type: none"> <li>• Tensions around spaces</li> <li>• Lack of contribution of youth</li> <li>• Newcomers changing the values</li> <li>• Need for defined community values</li> <li>• No performing arts venue in Torquay</li> <li>• No community gallery</li> <li>• No home for the historical society</li> <li>• Lack of infrastructure in large venues e.g. portable stage</li> <li>• Lack suitable venues</li> <li>• Lack funding for seed projects</li> <li>• Communication</li> <li>• Reaching target audience</li> <li>• Lack of practical and financial support</li> <li>• Visionary leadership</li> <li>• Arts studios</li> <li>• More money, time and promotion</li> <li>• Tyranny of distance</li> <li>• Recognition of importance of excellence</li> <li>• Media support</li> <li>• Lack of funding for bigger events</li> <li>• Inadequate space for performing arts</li> <li>• Disparate nature of Shire Council</li> <li>• Lack of understanding of the arts to support healthy community</li> <li>• Facility great but... lighting grid to cover new extension, new rig, \$5000 needed, grant for \$1000</li> <li>• Structural assessment needs to be carried out on Anglesea Hall</li> <li>• Seating, tiered seating needed 120 max, flexible seating required rake seating storage</li> <li>• Storage a problem, shared can't set up at certain times, need to negotiate with community groups</li> <li>• Access</li> </ul>	<ul style="list-style-type: none"> <li>• Getting to people outside the arts</li> <li>• Reaching the unreachable</li> <li>• Arts participation</li> <li>• Transport to get kids to events</li> <li>• Getting kids out of skate parks</li> <li>• Too much work on volunteers</li> <li>• We could do a lot more if we could tap into funding e.g. workshop for women in Winchelsea, petrol money, wage, hall hire</li> <li>• Storage space, Lighting of halls</li> <li>• Too much compromising</li> <li>• To be able to obtain a collective space so artists and group can work with our wonderful Julie. May be Shire Offices but a working space so community can come and not feel intimidated.</li> <li>• Need to nurture community. Missing the Meat Market type "hub" all can come and be visually stimulated. I feel detachment here</li> <li>• Julie does a wonderful job and we are drawn together for specific needs</li> <li>• No Mecca/hub</li> <li>• No arts precinct to expose people and their work</li> <li>• Apathy from the community in organizing and attending events</li> <li>• Funding and time resources</li> <li>• Barriers for the first time</li> <li>• Many organizations operating independently</li> <li>• Co-operation and coordination a problem</li> <li>• Insurance</li> <li>• Space for exhibitions/performance</li> <li>• Good parking</li> <li>• Good cultural precinct</li> <li>• Movies is hard, accessible for art house</li> <li>• Danger that vibrancy of the arts is the way Julie works and if she left structurally it is not sustainable, Julie sustains that</li> <li>• See some significant things that to cement that structure</li> <li>• Make Julie's role sustainable</li> <li>• "What a poorer place this would be without Julie's presence"</li> <li>• Need to provide opportunities for youth, who can be lost and some come from dysfunctional families, access and isolation, it comes back to the unit that is around you.</li> <li>• We are limited without a hub, when there's a festival it comes back to volunteers and artists are not valued for our worth.</li> <li>• Community people would not see that as important, as they do in the surf world! Takes years to build awareness.</li> </ul>



## Our vision for arts and culture in Surf Coast Shire

<ul style="list-style-type: none"> <li>• Huge theatre – auditorium</li> <li>• Gallery space</li> <li>• Diverse activities – pre-settlement histories – contemporary</li> <li>• Lots of influencers – all things to all peoples</li> <li>• Environment – inclusive and performance space open shell</li> <li>• Diversity all areas involved – different branches</li> <li>• Art, business, inclusive, attracting outsiders &amp; insiders &amp; visitors</li> <li>• All contributing</li> <li>• Different layers of arts and culture</li> <li>• Participation at different levels</li> <li>• People focus – diversity</li> <li>• Pathway to symbolise – direction, joining, indigenous interests</li> <li>• Diversity of activities – joining in</li> <li>• Music, movies, etc – pathways things to see / festivals</li> <li>• Welcoming communities</li> <li>• Environment – outdoor spaces – multi use buildings – open &amp; safe</li> <li>• No boundaries – everyone takes away something different</li> <li>• Lots of people – watching – participating</li> <li>• An art hub/Group</li> <li>• Sculpture trail (new sculpture every 2 years)</li> <li>• Night markets (summer)</li> <li>• Classes, talks, workshops, visiting artists, exhibitions, café, gallery</li> <li>• Continue to inspire people</li> <li>• Enhance profile</li> <li>• Engage broader community (backyard hobbyists)</li> <li>• Grow public art community involvement</li> <li>• Coffee shop type gallery</li> <li>• International connections developed</li> <li>• Music – string quartets, small classical, choir</li> <li>• Music school in association with a local school</li> <li>• More positive profile for local artists</li> <li>• Stronger community pride in art</li> <li>• That art is accepted as integral (like surfing)</li> <li>• To be seen as supporting community health and well being</li> <li>• Arts centre with a theatre</li> <li>• Like Daylesford can become recognised for diversity, theatre and culture</li> <li>• To valued by the shire just as other elements of community (e.g. sports)</li> <li>• More to established spaces</li> <li>• Good quality exhibitions</li> <li>• Arts space (whole diversity included) –</li> <li>• Calendar and (rhythm) of events – not rigid public space claimed for artistic activity</li> <li>• Every activity of community connected through the arts (community spirit)</li> <li>• Use of arts to connect people and support them through trauma</li> </ul>	<ul style="list-style-type: none"> <li>• 1 day a week arts person per town</li> <li>• Meet the needs of each community</li> <li>• Utilise the arts directory to develop program of events across the community houses</li> <li>• Arthouse needs 1 day a week paid co-ordinator to facilitate and support workshop leaders – link with Community House</li> <li>• “More Julie’s!!! She can’t physically get to all parts of the Shire who need her”</li> <li>• More arts festivals – access to “out of shire people”</li> <li>• Transport to get kids here</li> <li>• People valuing the arts</li> <li>• More structural support around Julie’s role to do more practical things</li> <li>• More integrated recognition for her work</li> <li>• Grassroots understanding of the impact of her work</li> <li>• Needs to be acknowledged from the top down, not just lip service</li> <li>• Recognising health and well being through the arts but needs better resourcing</li> <li>• Arts integrated through planning, recreation, environment etc still to relationship dependent high on the agenda for the community</li> <li>• Support for community art, empower people across the ages to express their art</li> <li>• Surfcoast Arts is not understood for its capacity to support and facilitate other groups with concepts for events</li> <li>• Only so much Julie can do but there needs to be integrated support across the organization, some things not valued broadly enough by the people who have the capacity to complete the project</li> <li>• Some things resourced properly could be iconic e.g. sundial in Torquay</li> <li>• Open space works should be integrated from day one</li> <li>• Utilize buildings better</li> <li>• Different groups linked to the bigger picture and the townships</li> <li>• Community Houses to take leadership</li> <li>• Distinct personalities and C Houses reflect</li> <li>• Funding, grants, opportunities for artists,</li> <li>• We as artists are overloaded with ideas, give us a seed and we would grow a crop but it must be brought back to reality</li> <li>• Arts Hub like the Meat Market.</li> <li>• Open space where people can wander with little pockets of studios. A Gallery space for work to be hung. Maybe use one of the halls; artists don’t need big rooms, good lighting, access for all, and people friendly</li> <li>• Timber sculptures to soften the landscape</li> <li>• Shared use zone on main shopping strips, different road surfaces, streetscape, integrate and create bollards as features not barriers,</li> <li>• Great funky benches,</li> <li>• Hub with workshops</li> <li>• Jan Juc education precinct needs softening up, pathways more child friendly, use artists, realistic</li> </ul>
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## Our vision for arts and culture in Surf Coast Shire

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| <ul style="list-style-type: none"> <li>• Need for creativity (extending the boundaries – challenging)</li> <li>• Participatory (beyond just the artists)</li> <li>• Connection to sense of place – the environment</li> <li>• Constantly encouraging challenge (e.g. refugee communities)</li> <li>• Community children’s farm</li> <li>• Bring experts into the schools for children</li> <li>• ‘Premier art region’ of Australia</li> <li>• “Replication”</li> <li>• Central hub of artists from all fields</li> <li>• Then in each centre</li> <li>• Infrastructure for each community (a permanent space) e.g. ‘Gas Works</li> <li>• This would be married with a group kind of hub – allows for events to happen in an open kind of way.</li> <li>• Potential to build a mentoring process</li> <li>• Allows for delivery of skills based workshops to experience the arts at any level</li> <li>• Potential to build a mentoring process</li> <li>• Partnership opportunities between artist and established spaces</li> <li>• Need a full 12 month calendar</li> <li>• Arts scholarship for youth</li> <li>• Need to nurture our artists and their passion</li> <li>• “We’ve got the same”</li> <li>• Encourage community at grass roots</li> <li>• A Hub</li> <li>• More festivals</li> <li>• More encouragement for youth – youth feels strangled and need outlets</li> <li>• Need more people power and funding?</li> <li>• Encourage what is already happening here.</li> <li>• We are very spread out – Lorne is hard to pull an audience (maybe just wine and dine)</li> <li>• Audience development local support, ghost town sometimes</li> <li>• Word of Mouth takes too long</li> <li>• Support publicity, webpage</li> <li>• Webpage support, info off that</li> <li>• Anglesea signage what’s on?</li> <li>• Better ways of advertising</li> <li>• Public artworks in Anglesea</li> <li>• More collaboration with community houses</li> <li>• Be great to have more happening on the foreshore</li> <li>• Incidental art, street art, streetscape community groups to decorate rubbish bins murals on ground bollards, seating, fix the murals on the toilets at the Torquay Play Park</li> <li>• Recycled street art, street competition, art to the workers, reading poetry at lunchtime, movement installation, robotic, buskers, schools and media support</li> <li>• Hands on events</li> </ul> | <p>timelines for artists</p> <ul style="list-style-type: none"> <li>• Incorporate more artists work in mosaics pathways links, streetscape works</li> <li>• Impression of the arts, Julie does well but there could be more in the open space, Lorne Sculpture exhibition, outdoor, feels more accessible,</li> <li>• Suggestion box for people coming into Torquay with good ideas – how can we improve our community</li> <li>• Showcase the talent of what people do</li> <li>• Get Arts Strategy into the Council Plan</li> <li>• More multicultural residents</li> <li>• Like to see multiuse facility, space for people to come, office block gallery</li> <li>• Sustainability - budget for greater staffing</li> <li>• Eye catching logo,</li> <li>• Diversitat to bring multicultural events and activities here</li> <li>• Financially sustainable sector</li> <li>• Youth strategy for the arts</li> <li>• Youth day Street Art continual program Can’t force culture on people</li> <li>• Involve Quick Silver and Rip Curl more prevalence</li> <li>• Celebrate</li> <li>• Central arts hub, sculpture park, integration w parks and gardens and new development Spring</li> <li>• Art at wineries</li> <li>• Open up halls for workshops, need a gasworks type place, need empty farm shed, opts no industrial buildings,</li> <li>• Art component included in developments</li> <li>• Art in shop windows</li> <li>• Partnerships with non art sector</li> <li>• Diversity</li> <li>• SCA gallery</li> <li>• Access to designated spaces e.g. Halls</li> <li>• More challenging exhibitions</li> <li>• Iconic features relating to area</li> <li>• Open studios</li> <li>• Opportunities to perform</li> <li>• Foster creativity</li> <li>• More funding</li> <li>• Partnership with education, health, community houses</li> <li>• More films</li> <li>• Standard of foreshore market</li> <li>• Assistance in grant applications</li> <li>• Attract tourists</li> <li>• Interaction between different groups = Community well being</li> <li>• Bring arts to community venue</li> <li>• Cultural precinct</li> <li>• Attract young adults and youth</li> <li>• Community space</li> </ul> |
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What is your dreaming for the next 5-10 years?			
Torquay	Anglesea	Winchelsea	Deans Marsh
<ul style="list-style-type: none"> <li>• Art space with shared equipment and teachings</li> <li>• Higher understanding and appreciation of the natural environment</li> <li>• Indigenous aboriginal culture centre which tells stories as well as history</li> <li>• Bells Reserve to remain the same</li> <li>• Restoration of natural waterways with creative/sculptural spaces</li> <li>• Acceptance of Street Art! – whatever the medium</li> <li>• Music venue with continuity and a following of punters</li> <li>• Achievements – Goals – Unexpected</li> <li>• Wicked Hope</li> <li>• Growth of inner core – discover</li> <li>• Remain young! Free spirited</li> <li>• Sculpture Park / Walkways</li> <li>• Music / event nights</li> <li>• Adventurous group to take place of Senior Citizens</li> <li>• Cultural outlets for older people with young outlooks</li> <li>• Gallery with 'event' space and coffee / meeting space in Torquay (to be selfish..)</li> <li>• Amphitheatre for musical / Performance art</li> <li>• More exhibitions of artists in and around the area</li> <li>• Opportunities professional development – artists, youth</li> <li>• Art Gallery with Performance and film space in Torquay – Large Space</li> <li>• Community Arts Centre – film, theatre, art, music</li> <li>• Increased awareness and exposure to all forms of art</li> <li>• Open meeting place – simplistic, natural surrounds</li> <li>• Card group lunch / discussion group</li> </ul>	<ul style="list-style-type: none"> <li>• Public Artworks for discovery eg. Fisherman along the riverbank</li> <li>• Something in Coogarra Park</li> <li>• Music near fairylands</li> <li>• To have an arts community</li> <li>• Public and private art spaces for all artists</li> <li>• Mosaic story along the river</li> <li>• Amphitheatre (2)</li> <li>• Trees planted at all available spaces</li> <li>• Collaborative public art that reflects local values</li> <li>• Integrated arts in all new buildings/developments</li> <li>• More mosaic sculptures</li> <li>• Emphasise our creativity as a community while treading gently on our environment</li> <li>• Exhibitions QDOS</li> <li>• Be inspired to create art full time within an inspiring arts community</li> <li>• Study of a section of the community, document creation and perhaps spoken word or song</li> <li>• Cleaner better and prettier toilet blocks in Anglesea</li> <li>• Courses in relative, thought provoking movement and/or spoken word</li> <li>• Travel the world with a circus and clown around everywhere</li> <li>• A combined festival of all sorts of groups celebrating our art, diversity and history</li> <li>• Dedicated arts teacher and Anglesea Primary School</li> <li>• Local art pieces reflecting the environment in</li> </ul>	<ul style="list-style-type: none"> <li>• Sculpture Park Walk – Heritage/Pioneer</li> <li>• To be involved</li> <li>• Find more places to exhibit my arts</li> <li>• Re-write some of the history and keep them updated</li> <li>• Provision for children to participate in visual and performance art</li> <li>• Musical events – with broad range of ages and culture</li> <li>• Art development – with broad range of ages and culture</li> <li>• Develop my own art skills</li> <li>• Art festivals</li> <li>• Fairs</li> <li>• Paint</li> <li>• Community friendly</li> <li>• A New Historical society building</li> <li>• Support volunteers</li> <li>• Restaurants</li> <li>• Cafes</li> <li>• Attraction for tourists and community to walk around and explore</li> <li>• More community art to be displayed permanently</li> <li>• Sculpture mosaic</li> <li>• To live another 10 years and not be a gardener</li> <li>• Well planned community</li> <li>• Winchelsea 5 April 2006</li> <li>• Making Winchelsea unique and historic, heritage factor nicely done</li> <li>• Vibrant, enthusiastic fellowship of artists, imaginative and productive, good for oneself and good for the community</li> <li>• Art House, gallery display space, art shows</li> <li>• More classes – Winch House (?)</li> <li>• Beautify entrance to Winch – both ends</li> <li>• Continuing Art around playground – extended around river</li> <li>• To acknowledge previous landowners (indigenous) through murals, bollards, plaques</li> <li>• Getting more youth involved in theatrical productions</li> <li>• A hub for Art – arthouse, gallery, coffee place, classes, books – for people young and old!</li> <li>• Special focus on teens and young'n's</li> <li>• Healthy community for my kids</li> <li>• Community: an awareness of indigenous history of place</li> <li>• Arts workshop (&amp; outlet)</li> </ul>	<ul style="list-style-type: none"> <li>• Spend more time socialising with like minded people</li> <li>• A new Marjorie Lawrence Drive</li> <li>• For the 'Moontimes' to be supporting me</li> <li>• To Find myself</li> <li>• Footy shed Art Space</li> <li>• Develop Artwork (2)</li> <li>• Develop personal art profile</li> <li>• To learn more about my community – their stories and dreams</li> <li>• Exhibit more locally</li> <li>• Outreach to community for involvement</li> <li>• Publish Regional Cultural Coffee table Book</li> <li>• Make film</li> <li>• Tell cultural stories</li> <li>• To be working at creating every day</li> <li>• Community</li> <li>• Encourage new people into the creating of community arts</li> <li>• Community involvement of community projects</li> <li>• Highlight places of cultural significance</li> <li>• community coordination</li> <li>• Spend more time in my studio</li> <li>• Explore other materials</li> <li>• More trees planted on pastoral country</li> <li>• Annual public art project</li> <li>• Increased development</li> <li>• To be a good mum</li> <li>• To help and support other creative souls</li> <li>• To continue creating and enjoying my art</li> <li>• To be at peace in a loving family</li> <li>• Self sufficiency</li> <li>• Happy, contented family</li> <li>• Full of optimism and hope for our future</li> <li>• Make a living from my artwork and related activities (2)</li> <li>• Streetscape beautification with art and more green</li> <li>• Travel overseas</li> <li>• Travel grant</li> <li>• To grow as an artist</li> <li>• Deans Marsh becomes</li> </ul>

What is your dreaming for the next 5-10 years?			
Torquay	Anglesea	Winchelsea	Deans Marsh
	<p>Anglesea</p> <ul style="list-style-type: none"> <li>• Mosaic pavers</li> <li>• Outdoor gallery for various works of art</li> <li>• Sculptural art in prominent places: Riverbank to help people respect this delicate environment</li> </ul>	<ul style="list-style-type: none"> <li>• Utilise existing talents and facilities – rail way station</li> <li>• Youth involvement</li> <li>• Art classes, workshops</li> <li>• Community: build community which enjoys Arts, cultural events and embraces the environment &amp; indigenous culture</li> <li>• Historic artefacts displayed to public</li> <li>• Colour &amp; beauty to area</li> <li>• Opportunities for youth to engage in Art</li> <li>• Personal: annual concert / singing comp – dance classes</li> <li>• Community: develop lessons for kids, ie dance, music</li> <li>• Beautify shop fronts</li> <li>• All committees to work together for big projects</li> <li>• Bollards, murals, chainsaw art</li> <li>• Develop Railway Station &amp; surrounds</li> <li>• Artists &amp; craftsmen working in my nearly finished studio and craft shed</li> <li>• More large sculpture around the town</li> <li>• Mansion used more – need more volunteers</li> <li>• The visual Art venues developed &amp; housed with the performing arts – like COPACC &amp; GPAC</li> <li>• More piano and orchestral concerts at the mansion</li> <li>• Music workshops</li> <li>• More youth workshops</li> <li>• More special events at Barwon Park</li> <li>• Melbourne Cup Event</li> <li>• Increase recognition of the Arts I Recreation!</li> <li>• Blend/combine sport/art interests – increase understanding between both schools</li> <li>• Increase support for Barwon Park</li> <li>• Regular performing arts</li> <li>• Music venue</li> <li>• Large festival incorporating music/art/flower performing over weekend</li> <li>• More exhibitions</li> <li>• Intergenerational Art</li> <li>• Centre for arts community, school children, teenagers</li> <li>• Finish river walk, signage, etc</li> <li>• Barwon Park garden restoration</li> <li>• Globe theatre use – dances, classes in dancing, more</li> </ul>	<p>the central hub for Surfcoasts route 66 (along the Lorne Rd)</p> <ul style="list-style-type: none"> <li>• To Fulfil Creative visions</li> <li>• A community that creates together, listens, works, and dreams together</li> <li>• More recognition in media for cultural activities, people and projects</li> <li>• Bring up a healthy happy family</li> <li>• Become involved with aboriginal artists</li> <li>• Projects beneficial for children</li> <li>• To help establish an artists colony</li> <li>• Industry in regions starting cultural philanthropy contributing to more projects</li> <li>• Finish building my house</li> <li>• To become a well known (worldly) contemporary artist by 2010</li> <li>• Less petty policies</li> <li>• To be living in my own space again full of art and nature</li> <li>• A chain of Cultural centres linking art, food, and wine</li> <li>• Build sacred moon into a vital, vibrant, cultural hot spot in the region</li> <li>• To be happy</li> <li>• To build a retirement village in Deans Marsh</li> <li>• To inspire young people in their endeavours through art.</li> </ul>

What is your dreaming for the next 5-10 years?			
Torquay	Anglesea	Winchelsea	Deans Marsh
		<ul style="list-style-type: none"> <li>productions</li> <li>• Large artworks around the river (a walkway around the town which encourages people to wander)</li> <li>• Art House</li> <li>• Community workshops</li> <li>• Permanent library</li> <li>• Better winch streetscape</li> <li>• Winchelsea attracting artisans</li> <li>• Promote Globe theatre</li> <li>• Youth scape at Skate park</li> <li>• Youth Art Groups</li> <li>• Fabulous gardens along roads</li> <li>• Pretty up shop fronts – character!</li> <li>• Large sculptures in main street</li> </ul>	

Great ideas		
Torquay	Anglesea	Winchelsea
<ul style="list-style-type: none"> <li>• Beach Experience as a focus – not the Retail Beach Experience</li> <li>• Infrastructure – town planning – to reflect beach aesthetics</li> <li>• More street art/more money for community art programs</li> <li>• Get councillors/officers the arts as integral to planning</li> <li>• Directory of Artists/galleries</li> <li>• Use of vacant premises</li> <li>• Continuing/increased support of existing arts e.g. Torquay Theatre Troupe – some land/container, premises for storage; performing facilities.</li> <li>• Survey of locals/tourists reactions re: public art/kids playgrounds etc.</li> <li>• More money for Surfworld, Torquay's major tourist/arts icon</li> <li>• Make Surfworld arts/culture centre of Torquay, it already exists.</li> <li>• When you have art you have a voice</li> <li>• Promote art culture</li> <li>• Health / Healing</li> <li>• Political Freedom</li> <li>• Community Arts Centre/ Incubator</li> <li>• Film</li> <li>• Music</li> <li>• Theatre</li> <li>• Studio/Art Space</li> <li>• Work space – Dark room / Printmaking – bronze etc</li> <li>• Tutorials – visiting artists/mentors</li> <li>• Indigenous culture centre/garden</li> <li>• 10% public land contribution from subdivision</li> <li>• % for art policy</li> </ul>	<ul style="list-style-type: none"> <li>• More public art to be a surprise/delight to discover</li> <li>• Amphitheatre on the river bank for various performances – music and theatre</li> <li>• Networking group to meet and discuss art issues</li> <li>• River Art in the river – Natives</li> <li>• Sculptural pieces integrated into environment and street scapes</li> <li>• Bollards utilising 'confessional art'</li> </ul>	<ul style="list-style-type: none"> <li>• Globe Theatre Information Forum – sharing info</li> <li>• Bollards (historical)</li> <li>• Murals</li> <li>• Develop Railway Station and land</li> <li>• -for old style village</li> <li>• -including "working" arts and crafts</li> <li>• -historical display</li> <li>• Skate park =&gt; Youth Scape</li> <li>• Youth Art Group</li> <li>• After School (teens) Classes</li> <li>• "Have A Go" classes – try a medium, "taste test courses"</li> <li>• Artist mentorship</li> <li>• Art House Group</li> <li>• Winch Fest / Wool Sports</li> <li>• Issue: Communication – word of mouth, flyers, signage, email, websites, phone, letters</li> </ul>

## **Appendix II: Arts and culture achievements and outcomes 1997-2009**

### **The Hinterland**

*“An audit of the achievements in the hinterland against the actions and strategies of the 1997 Arts and Culture Strategy demonstrates that this area has a matured community and amateur arts sector with an emerging arts industry sector.”*

(Bin Dixon-Ward, community consultations, 2005)

The following project examples illustrate the extent to which Surf Coast hinterland communities value local arts and culture, the benefits of involving the community in such projects and the positive outcomes achieved in terms of community wellbeing.

<b>Project</b>	<b>Outcomes</b>
<p><b>Marjorie Lawrence Festival</b> A Marjorie Lawrence Festival was held in 2007 to celebrate the short life of this acclaimed opera star who was born in Deans Marsh. The festival included performance, dance, art and music, and focused on the heritage of the town and the Globe Theatre, which was built by Marjorie Lawrence’s father.</p>	<p>A broad number of local residents, family members and aficionados enjoyed the opportunity to learn more about a significant local identity. Those involved in the planning and implementation benefited from the professional development experience of sourcing funds, project management and the experience of their artwork being on public display. Many have gone on to use these skills in other community projects.</p>
<p><b>Winchelsea Skate Park Mural</b> Two local artists worked with young people from Winchelsea for six weeks to develop a mural for the local skate park. It was launched during Youth Week with more than 300 people in attendance.</p>	<p>No vandalism has occurred since the mural was finished. Young people were engaged in workshopping ideas, which were incorporated into a design that turned an ugly old fence into an inviting and lively space. Local artists learnt new skills including design, budgeting, submission writing and project management.</p>
<p><b>Deans Marsh Stage Curtains</b> The women of the Deans Marsh CWA created a stage curtain during the World War II years. Made from sugar bags and embroidered and sewn to form curtain panels for the local hall, it was handed over to Museums Victoria to hang in the new Museum. A grant from the Regional Arts Fund to engage Jan Preston to work as a textile artist in Deans Marsh laid the path for a new Deans Marsh Stage Curtain. Images of Deans Marsh, past and present, have been captured through fabric painting, fine embroidery and a myriad of other textile techniques. These have been drawn together to create a 3D rich diorama, 3 meters by 6 meters, which is now hanging in the rejuvenated hall.</p>	<p>More than 50 local residents were engaged in the project, which has created a strong pride of place in the Deans Marsh community. This high profile project has given the community the opportunity to work with a professional artist in the design and creation of a significant artwork. A DVD was produced to celebrate the community and the project.</p>

Project	Outcomes
<p><b>The Newling Reserve Playground</b>  The Moriac All Access Playground was installed in December 2005 and a community art project was completed in 2006. The play space was the result of the work of the Moriac Playground Planning Group, a committed group of local mums, dads and grandparents who were involved in the planning and design of this inclusive play space, which has a rural, rustic theme.</p> <p>The community was passionate about making this playground unique. The desire to complement the playground and enhance its theme was achieved through the creation of interesting artwork features that were appealing to look at while adding to the facilities' play value.</p> <p>Workshops were held to design and prepare a Mosaic Paver and Terracotta Tile Project as playground features. The ensuing mosaic pavers feature native flora and fauna in their design and are stepping stones into the playground. The terracotta tiles form part of a welcome sign that features a spiral design to complement the play space.</p>	<p>This was an important community event with close to 300 residents and visitors participating in the creation of mosaic pavers and terracotta tiles to complement the new playground. Attracting so many participants from this area was a significant achievement. Residents were amazed at the interest taken in the event and there is a great sense of ownership of the playground.</p>

## The Coast

*“There is a rich and surprisingly diverse range of artists, events and activities in the shire. The arts has a very real presence in the community’s fabric – whether it is visual, performing arts, workshops, classes, etc. There is a sense of pride growing in what can be achieved by our artists, whether working locally or far afield, and also by what can be achieved by working in partnership with the local community.”*

(Wendy Grose, 2008)

The following events and festivals are examples of arts and culture activities noted by interviewees and survey respondents as being important in the life of coastal communities.

Project	Outcomes
<p><b>Aireys Inlet Festival of Words</b>  The inaugural Aireys Inlet Festival of Words was held in August 2007 to showcase local talent. It was so successful that it has since become a regular event. This weekend of activities is very popular with residents and visitors alike, attracting more than 1,500 people. The beauty of the area inspires and attracts people from all walks of life, including some of Australia's greatest creative minds.</p>	<p>The 2008 Festival of Words attracted some of Australia's best writers, including Hannie Rayson, Andrew Knight, Dr Rob Moodie and Peter Temple.</p>
<p><b>Lorne Sculpture Exhibition</b>  This major cultural event was launched in 2007 with curator Ken Scarlett selecting 31 works by well know sculptors to be exhibited along the Lorne foreshore between the Surf Club and the Pier.</p>	<p>The 2007 event saw more than 13,000 visitors enjoying the opportunity to view these works by major sculptors while the 2009 exhibition featured 50 works.</p>

Project	Outcomes
<p><b>Anglesea Art House</b> The Anglesea Art House is home to a number of local artists and craftspeople who are able to use the studio space to exhibit and run classes and workshops.</p>	<p>The Art House gives local residents the opportunity to meet together, encourage each other and build their skills.</p>
<p><b>Torquay High Tide Festival</b> The High Tide Festival is held to celebrate local culture and residents' commitment to living in this beautiful coastal area. The festival is held in December prior to the peak tourist season, enabling the focus to remain local and to allow maximum participation before people are too busy. More than 30 community groups participate, from involvement in the parade to actively organising or being engaged in community arts activities. Local artists are engaged and also work voluntarily in the community. Projects are created and developed to promote opportunities for the participation and engagement of as many residents as possible. Musicians, including youth, have the opportunity to be showcased.</p>	<p>The Torquay Hide Tide Festival is a very popular community festival that attracts residents who may not normally be involved in the arts. The event gives local artists the opportunity to be profiled and raises awareness of the talents and skills of people who reside in the community. This is an event aimed at the community for community engagement and skills development rather than attracting tourists and business. Preschool and school age children have an opportunity to work with performing and visual artists to create work which is displayed or performed during the festival. It has been a springboard for many young people to move into higher education. The Saturday evening performance has drawn crowds of around 3,000. The festival was recognised in a Vic Health 'Health Promotion through Participation' Award in 2001 and commended in 2002. In 2009, it received the Surf Coast Shire Community Event of the Year award. It has also been recognised by Festivals Australia, receiving funding for specific artist in residence projects for several years, including for the 2009 event.</p>
<p><b>Anglesea Performing Arts</b> The Anglesea Performing Arts group offers membership to those interested in performance, singing, music and backstage involvement. It is a dynamic group that mounts a number of productions and events annually. The annual Anglesea One Act Play Festival features between 9 and 11 productions presented by amateur theatre groups from across Victoria. They share their resources with other community groups.</p>	<p>These productions involve a number of young people as well as adults of all ages. The productions attract residents from a wide cross section of the community and from other Surf Coast towns. The group offers skills development through a diverse range of arts activities related to production and performance. Such performances create access for the general public to engage in the arts in a non-threatening environment. In 2009, Anglesea Performing Arts and Torquay Theatre Troupe jointly presented a season of one act plays directly after the one act play festival.</p>



### Appendix III: Surf Coast arts and culture assets - venues

The physical structures listed below serve as venues for arts and cultural events in Surf Coast Shire. They are regularly used by the community for a range of activities with the main ones identified below. (Note that some privately-owned venues are also included in the list.)

#### Hinterland venues

<b>Winchelsea</b>	
<b>Venue</b>	<b>Primary activities</b>
Winchelsea Community House	<ul style="list-style-type: none"> <li>• Art, craft and adult education classes</li> <li>• Historical Society- meetings and collections</li> <li>• Meeting spot</li> </ul>
Globe Theatre	<ul style="list-style-type: none"> <li>• Performance space</li> <li>• Dance (ballroom and tap) venue</li> <li>• Exhibition space</li> <li>• Focus of the Marjorie Lawrence Festival</li> <li>• Community events</li> </ul>
Barwon Mansion ( <i>Private facility</i> )	<ul style="list-style-type: none"> <li>• Historical significance</li> <li>• Outdoor performance space</li> <li>• Functions</li> </ul>
Eastern Reserve	<ul style="list-style-type: none"> <li>• Winchelsea Festival</li> </ul>
Winchelsea Leisure Time Centre	<ul style="list-style-type: none"> <li>• Performance space</li> </ul>
Winchelsea Senior Citizens Centre	<ul style="list-style-type: none"> <li>• Senior Citizens meeting place</li> </ul>
Winchelsea Uniting Church Hall ( <i>Private facility</i> )	<ul style="list-style-type: none"> <li>• Community singing</li> </ul>
Winchelsea Riverbank	<ul style="list-style-type: none"> <li>• Carols by Candlelight</li> </ul>
<b>Deans Marsh</b>	
<b>Venue</b>	<b>Primary activities</b>
Deans Marsh Footy Shed	<ul style="list-style-type: none"> <li>• Artist networking opportunities and creative place</li> </ul>
Deans Marsh Community Cottage	<ul style="list-style-type: none"> <li>• Classes</li> <li>• Meeting place</li> </ul>
Deans Marsh Reserve	<ul style="list-style-type: none"> <li>• Pioneer Festival</li> <li>• Community gallery and workshop spaces</li> <li>• Playground artwork</li> </ul>
Deans Marsh Public Hall	<ul style="list-style-type: none"> <li>• Performance space</li> <li>• Piano lessons</li> <li>• Home of Deans Marsh stage curtain</li> </ul>
<b>Other</b>	
<b>Venue</b>	<b>Primary activities</b>
Moriac Hall	<ul style="list-style-type: none"> <li>• Performance space</li> <li>• Dance and karate classes</li> <li>• Senior Citizens meeting place</li> </ul>
Halls and pavilions in Bambra, Gnarwarre, Modewarre, Wurdale	<ul style="list-style-type: none"> <li>• Community celebrations</li> <li>• Dances</li> <li>• Classes – meeting and social spaces</li> </ul>
Mt Moriac	<ul style="list-style-type: none"> <li>• Bluestone Festival</li> </ul>

## Coastal venues

<b>Anglesea</b>	
<b>Venue</b>	<b>Primary activities</b>
Anglesea Hall	<ul style="list-style-type: none"> <li>• Performance space</li> <li>• Home of Anglesea Performing Arts Group and Circus 3230</li> <li>• Dance classes</li> <li>• Anglesea Youth Group</li> </ul>
Anglesea Art House	<ul style="list-style-type: none"> <li>• Variety of art classes (including school holiday programs for kids)</li> <li>• Exhibition space</li> </ul>
Anglesea and District Community House	<ul style="list-style-type: none"> <li>• Craft groups (quilting, needlework).</li> </ul>
Anglesea Senior Citizens	<ul style="list-style-type: none"> <li>• ANGAIR Artshow</li> </ul>
Anglesea Historical Society	<ul style="list-style-type: none"> <li>• Historical Society- meetings and collections</li> </ul>
Anglesea Riverbank	<ul style="list-style-type: none"> <li>• Riverbank market</li> </ul>
Anglesea SLSC ( <i>Managed by Great Ocean Road Coast Committee</i> )	<ul style="list-style-type: none"> <li>• Surfing activities</li> </ul>
<b>Torquay-Jan Juc</b>	
<b>Venue</b>	<b>Primary activities</b>
Torquay Uniting Church and Hall ( <i>Private facility</i> )	<ul style="list-style-type: none"> <li>• Beanie Festival</li> <li>• Knitting groups</li> <li>• Exhibitions</li> <li>• Concerts</li> </ul>
Surfworld Museum	<ul style="list-style-type: none"> <li>• Permanent surfing memorabilia</li> <li>• Film theaetrette</li> <li>• Previously community gallery space (closed 2008)</li> </ul>
Surf Coast Sport and Recreation Centre	<ul style="list-style-type: none"> <li>• Sporting activities</li> <li>• Exhibitions, concerts, workshops</li> <li>• Film screenings</li> <li>• Sports/holiday programs</li> <li>• Community meeting spaces</li> </ul>
Spring Creek Community House	<ul style="list-style-type: none"> <li>• Surf Coast Film Society</li> <li>• Community art studio</li> <li>• Variety of classes</li> </ul>
Bob Pettitt Reserve and Pavilion	<ul style="list-style-type: none"> <li>• Clubrooms – including playgroups</li> <li>• Community artwork in playground and garden</li> </ul>
Torquay Improvement Association ( <i>Private facility</i> )	<ul style="list-style-type: none"> <li>• Performance space</li> <li>• Church groups</li> <li>• Montessori Little Folk Festival</li> </ul>
Torquay Senior Citizens	<ul style="list-style-type: none"> <li>• Home of Torquay Theatre Troupe</li> <li>• Meals on Wheels kitchen</li> </ul>
Torquay Foreshore ( <i>Managed by Great Ocean Road Coast Committee</i> )	<ul style="list-style-type: none"> <li>• Cowrie Community Market</li> <li>• High Tide Festival</li> <li>• Beach gigs</li> <li>• Carols by the Sea</li> <li>• Private events</li> </ul>
Torquay Scout Hall	<ul style="list-style-type: none"> <li>• Scouting activities</li> <li>• Also used by community groups and workshops</li> </ul>
Torquay Surf Life Saving Club ( <i>Managed by Great Ocean Road Coast Committee</i> )	<ul style="list-style-type: none"> <li>• Surfing activities</li> <li>• Community events</li> </ul>
Jan Juc SLSC ( <i>Managed by Great Ocean Road Coast Committee</i> )	<ul style="list-style-type: none"> <li>• Surfing activities</li> <li>• Community events</li> </ul>

<b>Aireys Inlet/Fairhaven</b>	
<b>Venue</b>	<b>Primary activities</b>
Aireys Inlet Hall	<ul style="list-style-type: none"> <li>• Wear Artrageous</li> <li>• Artspot Exhibition</li> <li>• Festival of Words</li> <li>• Open Mic Festival</li> <li>• Aireys Inlet Market</li> <li>• Church services</li> <li>• Variety of classes</li> </ul>
Fairhaven SLSC ( <i>Managed by Great Ocean Road Coast Committee</i> )	<ul style="list-style-type: none"> <li>• Surfing activities</li> <li>• Exhibition space</li> <li>• Various events</li> </ul>
<b>Lorne</b>	
<b>Venue</b>	<b>Primary activities</b>
Fig Tree Community House	<ul style="list-style-type: none"> <li>• Dance</li> <li>• Community and other meetings</li> </ul>
Lorne Leisure Centre/ Stribling Reserve	<ul style="list-style-type: none"> <li>• Performance space (e.g. Freeza)</li> <li>• Carols by Candlelight</li> </ul>
Lorne Historical Society	<ul style="list-style-type: none"> <li>• Historical Society- meetings and collections</li> </ul>
Lorne Senior Citizens	<ul style="list-style-type: none"> <li>• Meeting spaces</li> <li>• Stage</li> </ul>
Lorne Foreshore ( <i>Managed by Great Ocean Road Coast Committee</i> )	<ul style="list-style-type: none"> <li>• Lions Market and Fair</li> <li>• Lorne Sculpture Exhibition</li> </ul>
St Cuthberts ( <i>Private facility</i> )	<ul style="list-style-type: none"> <li>• Patchwork</li> <li>• Sculpture exhibition</li> <li>• Carols by Candlelight</li> </ul>
Lorne SLSC ( <i>Managed by Great Ocean Road Coast Committee</i> )	<ul style="list-style-type: none"> <li>• Surfing activities</li> <li>• Community events</li> </ul>
<b>Bellbrae</b>	
<b>Venue</b>	<b>Primary activities</b>
Bellbrae Hall	<ul style="list-style-type: none"> <li>• Singing for Fun</li> <li>• Drumming</li> <li>• Ballroom dancing</li> <li>• Karate</li> <li>• Dance classes</li> <li>• Used by Bellbrae Primary School</li> </ul>
Bellbrae Primary School	<ul style="list-style-type: none"> <li>• Wu Tao Dance</li> </ul>
Bellbrae Reserve	<ul style="list-style-type: none"> <li>• Playground</li> <li>• Sporting venue</li> <li>• Community events – including concerts</li> </ul>
<b>Other</b>	
<b>Venue</b>	<b>Primary activities</b>
Connewarre Hall	<ul style="list-style-type: none"> <li>• Sporting activities</li> <li>• Community celebrations</li> </ul>
Freshwater Creek Community Hall	<ul style="list-style-type: none"> <li>• Dances</li> <li>• Meetings</li> <li>• Classes</li> </ul>



## Appendix IV: Public arts assets




Public Art is an important focus for the Surf Coast Shire. It has created opportunities for communities to work together on projects that are significant to their identities and sense of place.





Public art reflects the unique qualities of the diverse communities that make up the shire. These artworks have been incorporated into a variety of locations, including streetscapes, playgrounds and open spaces.

The most recent public art project involved six community groups in Anglesea who worked with a local artist to develop a public art trail.




The following examples illustrate the breadth of the shire's public art assets.




<b>Deans Marsh</b>	
<b>Public artwork</b>	<b>Background</b>
Deans Marsh Stage Curtain 	With a grant from Arts Victoria and the Australia Council, a local artist Jan Preston was engaged to work with the community to create a Deans Marsh Hall stage curtain that depicts the history of the area, local flora and fauna, and rural industries of today and yesteryear.
Deans Marsh Public Toilet Pobblebonk Frog Mosaic	Five Deans Marsh artists (Veronica Phillips, Karen Rayner, Leah Wendt, Delia Allen and Cath Greenop) created this mosaic as part of a community skill sharing workshop at the 2005 Pioneer Festival. It resides on the wall of the public toilets at the Memorial Reserve in Pennyroyal Valley Road. To tie it in with the pioneering theme, they used broken tiles from different periods of the shire's history. Pebbles, rocks and small pieces of interesting machinery were also embedded with the mosaic. The project was funded by the Deans Marsh community.
Cauldron and mosaic footing	In 2002, artist Cinnamon James was commissioned to develop a metal fire cauldron that sits on a mosaic platform for the Deans Marsh Community Cottage and Hall. This project was funded by the Community Cottage and a Surf Coast Shire Minor Grant.
<b>Moriac</b>	
<b>Public artwork</b>	<b>Background</b>
Newling Reserve Play Park and Sculpture Poles 	This project was commissioned by the shire's Recreation Department in 2006. The artists, Kyla Vinton and Mark Trinham, worked with the community to create a mosaic and terracotta works in the open space behind the community hall.

<b>Moriac</b>	
<b>Public artwork</b>	<b>Background</b>
Newling Reserve signage	Commissioned by the shire and designed by Cinnamon Stephens, this signage is at the reserve's entrance and on the community Building. The artists who completed the work in 2002 were Cinnamon James, Louise Brown and Rob Phillips.
<b>Winchelsea</b>	
<b>Public artwork</b>	<b>Background</b>
Winchelsea Play Park 	Commissioned by the shire and designed by Thompson Birrell in consultation with locals, this playground reflects the historical background of wool farming and the importance of the Barwon River. The artist was Veronica Phillips, who worked with the community including children.
<b>Torquay-Jan Juc</b>	
<b>Public artwork</b>	<b>Background</b>
Gilbert Street streetscape 	This streetscape was designed to incorporate art focused on a sea theme and consists of mosaic images on five existing brick form seats. Artist Katie Van Nooten worked with friends from the community to create this project in 2006-2007.
Bell Street streetscape	Designed with art in mind for the future, local primary school children painted concrete pavers for the streetscape of Bell Street. A sculpture 'Stingray' seat by artist Mark Trinham was installed in 2000.
Spring Creek Community House mural 	The shire commissioned artists Clare Gittings and Kyla Vinton in 1999 to work with the local community during the High Tide Festival to create ceramic pieces that reflected Torquay. Kyla Vinton created the signage.
<i>Ceramic Compass</i>	The Ceramic Compass on the foreshore end of Gilbert Street was a 1993 Lions Club-initiated project where visitors and community worked with local artists to create this artwork.
Torquay Play Park	Designed with local artist Susie Barlow Clifton, and other local artists Mark Trinham, Rohan Robinson and Antony Twining, this play park reflects seaweed posts on bridges, wooden creature sculptures and a shipwreck.

Torquay-Jan Juc	
Public artwork	Background
Torquay Sundial 	Clare Gittings, Glenn Romanis, Kathryn Soanes, Mark Trinham, Anne Kalimaris and Kyla Vinton created this work with community input. It features Italian glass mosaic images representing flora, fauna, marine environments, local aboriginal stories and star constellations. The project was commissioned in 1996 by the Torquay Lions Club in partnership with the Torquay Foreshore Committee and the shire.
Surf Coast Shire Office Artwork <i>Shire of Diversity</i> 	This work was commissioned in 1995-1996 to portray the 'new' shire. The artists responsible were Kathryn Soanes (ceramic wall tiles), Susan Barlow Clifton (pond mosaics), Kyla Vinton (ceramic tiles on edge of pond) and Gerard McGill (steel grass trees).
<i>Many Hands</i> International Year of Volunteers Celebration Installation	This installation at the Surf Coast Library was commissioned in 2002 by the shire with a grant from the International Year of Volunteers. Artist Margaret Tozer designed and created the work, with community input, depicting volunteering.
Mosaic pavers 	These pavers in Koorungal Place (behind shire offices) were commissioned in 1997 to add a unique touch to a new street area. Artists Claire Gittings, Tom Gittings, Kyla Vinton, Steve Vinton and Susan Barlow Clifton created these pieces.
<i>Scamell</i> figurehead sculpture	Mark Trinham was commissioned by Surf Coast Arts and the Torquay Foreshore Committee in 2001 to create this work. Using cypress timber from a stump at the site, the sculpture proudly stands on the Esplanade near Anderson Street.
<i>Earth Wind Fire Water</i> ceramic tiles	Located on the foreshore at the top Cosy Corner car park, this work was created by Kyla Vinton at the 2001 High Tide Festival and represents the elements of earth, wind and fire.
Great Ocean Views playground 	Artist Jane Bailey incorporated painted mural images to reflect the sea and fantasy into the Great Ocean Views Playground. The project was funded by the shire in 2003.
Bird Rock Car Park - toilet block mural	After the success of the Bells Beach toilet block refurbishment, Jan Juc CoastAction group and SANE commissioned Mark Trinham to work on this toilet block using an environmental theme.



<b>Torquay-Jan Juc</b>	
<b>Public artwork</b>	<b>Background</b>
Bob Pettitt Reserve – playground and landscape art 	Ceramic artists Kirsty Manger and Lee Goller worked with local school children to create ceramic tiles based on Jan Juc's local flora and fauna. These were installed in the new playground and landscape. A further workshop was held at the HighTide Festival. A sensory garden is now under development.
Bells Beach toilet block	This project was developed in 1996 by the shire and SANE (Surfers Appreciating the Natural Environment) to enhance an unsightly facility and add an educational element to the area that reflected nature. Artists Mark Trinham and Glenn Romanis designed the work to represent the area's marine and land-based flora and fauna. The Mindii and Wandji oral stories of the Wathaurong people are depicted through the Mindii three-pronged tongue, red-bellied black snake and eel.
<i>Spirit of Surfing</i> 	This 2002 project was developed through the shire, Bells Beach Advisory Committee and SANE (Surfers Appreciating the Natural Environment) to address the etiquette of surfing, the environment and people. Artist Glenn Romanis worked with the phrases 'Respect the ocean', 'Respect the land' and 'Respect each other', which underline the 'Spirit of Surfing' messages.
<b>Anglesea</b>	
<b>Public artwork</b>	<b>Background</b>
Anglesea public toilets 	Commissioned by the shire to upgrade this facility and overcome vandalism, this artwork was created in 2003 by artist Kathryn Junor and friends, with initial input from Gillian Brew in 1999.
Anglesea streetscape	Elements of the Anglesea streetscape were created by a number of commissioned artists. Anthony Twining created ceramic tiles with a tessellated pattern and Peter Day was responsible for seats and bin surrounds.
Mosaic pavers	Clare Gittings, Kyle Vinton and Kathryn Soanes were commissioned to work with the community to create mosaic pavers for a walk between the hall and the Community House.

<b>Anglesea</b>	
<b>Public artwork</b>	<b>Background</b>
Anglesea Community House mural	With a grant from Arts Victoria, Glenn Romanis was commissioned in 1998 to work with local schools to research and create a mural with aboriginal significance that depicted the local area.
<i>Many Hands</i> International Year of the Volunteers Celebration Sculpture 	Peter Day worked with the community to create this sculpture for the Anglesea Civic Centre using paint, render and ochres.
<b>Aireys Inlet</b>	
<b>Public artwork</b>	<b>Background</b>
Aireys Inlet Community Centre 	This metal sign for the Aireys Inlet Community Centre was commissioned by the Shire in 1998 and created by artist Gerard McGill.
Aireys Inlet sculptures 	The Aireys Inlet Sculptures were created by Jeff Raglus, Bill Jackman and Susan Romyn, and strategically placed to provide links to different precincts.
<b>Lorne</b>	
<b>Public artwork</b>	<b>Background</b>
Fig Tree Community House mural	Artist Eliza Feeley, with shire support, worked with the local community in 2000 to produce a community mural for the Fig Tree Community House.
<i>Many Hands</i> International Year of the Volunteers Celebration Mural	This mural celebrated the year of Volunteers and was a designed and created by Peter Day and the local community.
<b>Other</b>	
<b>Public artwork</b>	<b>Background</b>
Event information signs (Jan Juc, Anglesea, Lorne, Torquay)	Artists Mark Trinham (design and wood sculpture - recycled SEC poles) and Jeb Walker (metal work) were commissioned by the shire in 2000 to create more visually acceptable and functional signage.



## Appendix V: SWOT Matrix

The following SWOT matrix lists the strengths, weaknesses, opportunities and threats identified by residents, employees and other stakeholders through the interviews, community consultations and surveys. Key priorities emerging through these processes are also listed.

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Our events and festivals have helped to create a sense of place and community identity for the different towns</li> <li>• There is respect for what the community can and has achieved</li> <li>• There is ownership of our arts activities and festivals and inclusion for all</li> <li>• The arts highlight the skills and creativity of our community</li> <li>• Julie Dyer, an inspiration, throws the challenging questions out to people and challenges us to dig deep</li> <li>• Arts Officer does a wonderful job in drawing people together for specific needs</li> <li>• Arts Officer's leadership, she is the catalyst to get things happening</li> <li>• Arts Officer has the trust of the artists, is knowledgeable, supportive, interactive</li> <li>• It is a catalyst for wellbeing</li> <li>• Arts and culture bring the community together</li> <li>• The arts adds to tourism, economic benefits</li> <li>• The arts extends the communities skills base, encourages and invites contribution</li> <li>• Arts exhibitions/events, Qdos programs, Film Society, Torquay Theatre Troupe, Surf Coast Arts, Moontimes</li> <li>• The arts is an going part of Surf Coast culture</li> <li>• Expresses the beauty of place, the vibrancy of our environment</li> <li>• Diversity of artists and craftspeople</li> <li>• Community driven – reflects our lifestyle</li> <li>• Develops interaction with other centres – Geelong – Melbourne</li> <li>• We have regional resources to draw on</li> <li>• Inclusive and non competitive</li> <li>• Non threatening, fun, captures history</li> <li>• Turns negative into positive opportunities</li> <li>• Our public art</li> <li>• Hard working volunteers and artists</li> <li>• Cultural heritage, histories – stories</li> <li>• Celebrations – recognising achievement</li> <li>• Opportunities for local artists to be commissioned for public art work</li> <li>• Variety of individual and community enterprises</li> </ul>	<ul style="list-style-type: none"> <li>• Balancing community and shire's expectations</li> <li>• Keeping up with growth – artistic input</li> <li>• Lack of cultural diversity, ethnicity</li> <li>• Introducing Surf Coast values to newcomers – tourists</li> <li>• Maintaining ownership – involvement opportunities</li> <li>• Economic development not necessarily a good thing</li> <li>• Conflict between market and arts/farmers market</li> <li>• Input of cultural elements into new developments</li> <li>• Planners not valuing cultural input</li> <li>• Lack of Council visioning</li> <li>• Burnout of volunteers</li> <li>• Lack of resources – staff – time – competition for dollars</li> <li>• How to work together – effectively – communicate</li> <li>• Lack of economic opportunities for artists</li> <li>• Perceived value of arts fiscally/socially</li> <li>• Lack of studio space</li> <li>• Internal processes don't include arts to be considered in projects</li> <li>• Arts valued for what it brings</li> <li>• Conflicting departments – balance of working together</li> <li>• Getting people involved</li> <li>• Valuing volunteers</li> <li>• Maintaining inclusion for newcomers</li> <li>• Organisation has a lack of understanding of the value of the arts for tourism</li> <li>• Appropriate Resources – community/internal</li> <li>• Councillors valuing art-fickle-political agenda</li> <li>• Tensions around lack of spaces</li> <li>• Lack of contribution of youth</li> <li>• Newcomers changing the values</li> <li>• Need for defined community values</li> <li>• No performing arts venue in Torquay</li> <li>• No community gallery</li> <li>• No home for the historical society</li> <li>• Lack of infrastructure in large venues e.g. portable stage</li> <li>• Lack of suitable venues</li> <li>• Lack of funding for seed projects and big events</li> <li>• Reaching target audience</li> <li>• Lack of practical and financial support</li> <li>• Visionary leadership</li> <li>• Tyranny of distance</li> <li>• Media support</li> <li>• Inadequate space for performing arts</li> <li>• Centralised in Torquay an issue</li> <li>• Lighting grid to cover new extension of the Anglesea Hall</li> <li>• Fragmented towns and cultural groups</li> </ul>

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• The arts calendar</li> <li>• Open to suggestions</li> <li>• Encouragement of young artists</li> <li>• Encouragement of older artists</li> <li>• Growing pride</li> <li>• Growing partnerships</li> <li>• Enthusiasm</li> <li>• Community embraces festivals</li> <li>• Generosity of people (with time)</li> <li>• Everyone is not doing the same thing, varying ages as well</li> <li>• The arts give the sense that you can do something; you don't need a degree to be an artist.</li> <li>• The arts nurture people to learn</li> <li>• Arts email listing</li> </ul>	<ul style="list-style-type: none"> <li>• Needs of individual towns need to be identified as population needs differ</li> <li>• Utilise the buildings that are already available, e.g. community houses</li> <li>• Need to up-skill through community workshops</li> <li>• Isolation for artists</li> <li>• Lack of arts advertising information</li> <li>• Kids leaving shire for school which restricts access to these kids</li> <li>• Too much work on volunteers</li> <li>• More media support</li> <li>• Difficult to advertise what's on at the Information Centre</li> <li>• Access to TIA Hall</li> <li>• Lack of Community Houses Moriac and Aireys</li> <li>• We could do a lot more if we could tap into funding e.g. workshop for women in Winchelsea, petrol money, wage, hall hire</li> <li>• Storage spaces</li> <li>• Adequate lighting of halls</li> <li>• Too much compromising</li> <li>• To be able to obtain a collective space so artists and group can work with our wonderful Julie. May be Shire Offices but a working space so community can come and not feel intimidated.</li> <li>• Missing the Meat Market type "hub" all can come and be visually stimulated. I feel detachment here</li> <li>• Storage for historical collections</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• Arts hub/arts precinct to raise awareness and create space for developing new arts activities</li> <li>• Space for exhibitions/performance</li> <li>• Getting to people outside the arts, reaching the unreached</li> <li>• Transport to get kids to events</li> <li>• Getting kids out of skate parks</li> <li>• Create opportunities for youth</li> <li>• Creating program of art house movies</li> </ul>	<ul style="list-style-type: none"> <li>• Not enough dissatisfaction to drive change</li> <li>• Caters for the same people</li> <li>• "What a poorer place this would be without Julie's presence"</li> <li>• Danger that vibrancy of the arts is the way Julie works and if she left structurally it is not sustainable, Julie sustains that</li> <li>• Co-operation and coordination necessary to maintain momentum</li> <li>• Organisations operating independently or in isolation</li> <li>• Barriers for first time arts participants</li> <li>• Lack of funding for the arts</li> <li>• Time constraints for staff and volunteers</li> <li>• Apathy from the community in organising and attending events</li> <li>• No arts precinct to offer expose people and their work</li> <li>• Need to nurture community and have a physical focus for the arts</li> </ul>
<b>Priorities</b>	
<ul style="list-style-type: none"> <li>• Valuing and acknowledging the worth of artists</li> <li>• More funding for the arts</li> <li>• Developer contributions to fund the arts</li> <li>• Plan community spaces in new development areas</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage a collaborative approach to strengthen the sense of community</li> <li>• Plan and develop community hubs</li> <li>• A billboard to connect and share artistic expression</li> <li>• Professionalism in the arts</li> </ul>

## **Appendix VI: Involvement of other bodies in local arts and culture**

Council is the only government agency with responsibilities for arts and culture provision, support or development within the shire. There are however a number of other government agencies and stakeholders that have roles in supporting community arts and cultural needs through policy and strategic development, and funding opportunities. These include the bodies listed below.

### **State**

#### **Great Ocean Road Coast Committee (GORCC)**

The Great Ocean Road Coast Committee is appointed by the Victorian Government under the *Crown Land Reserves Act* to manage foreshore reserves along the Great Ocean Road between Torquay and Lorne (including all coastal reserves within Surf Coast Shire with the exception of the Bells Beach Surfing Recreation Reserve and Whites Beach).

GORCC builds, manages and maintains a range of coastal facilities and leases various assets to community organisations (e.g. angling clubs, surf clubs). GORCC also issues licences and permits for coastal-based commercial activities (e.g. surf schools, education tours, mobile food vendors) and events (e.g. markets, festivals, music events, weddings).

Hence, GORCC works with a range of community groups, stakeholders and strategic partners to manage and deliver a host of foreshore and open space opportunities for the community.

#### **Arts Victoria**

Arts Victoria is the State Government body which advises on, and implements arts policy. It is charged with making the arts available and accessible to all Victorians, and with supporting and developing Victoria's artists and creative industries.

Arts Victoria encourages innovation and diversity, values indigenous culture and believes the arts play a vital role in strengthening communities.

Arts Victoria was established in 1972 by the *Arts Victoria Act*. Under the Act, its roles and responsibilities are to:

- Develop and improve the knowledge, understanding, appreciation and practice of the arts.
- Increase the availability and accessibility of the arts to the public.
- Encourage and assist in the provision of facilities to enable the arts to be performed or displayed.
- Continually survey and assess the arts and report to Parliament on potential improvements.
- Administer the Act and cooperate with other parts of Government and the arts industry.

### **Federal**

The Federal Government's involvement in arts and culture at the local level is primarily driven by project-based funding opportunities provided through the agencies listed below and regional funding through Regional Arts Victoria.

#### **Festivals Australia**

Festivals Australia is an Australian government program that funds regional and community festivals in presenting quality cultural projects. Funding is available to add a new or special sort of cultural activity.

### **Australia Council for the Arts**

As the Federal Government's arts funding and advisory body, the Australia Council supports Australian arts through funding, strengthening and developing the arts sector. This includes collaborating to build new audiences, fostering philanthropic support and increasing understanding of the arts through research.

### **Regional Arts Victoria**

Regional Arts Victoria (RAV) is the peak Federal Government agency operating in Victoria resource and support contemporary and innovative regional arts practice. In the 40 years since its establishment, RAV has demonstrated a long-term commitment to the concept that arts practice is critical to building community capacity and self-determination. It has built a strong reputation as a contemporary, inventive and responsive organisation that works with vision and passion, and has a strong understanding of the challenges and aspirations of the communities that form its regional constituency in the state of Victoria. It has established solid partnerships with its counterparts in other Australian states.

## **Local**

### **Clubs and agencies**

The primary focus of most clubs is in ensuring the weekly sustainability of their services: putting on a local art exhibition, producing a play, preserving local history and providing classes. Few proactively plan for the broader long-term sustainability issues affecting their club or activity in general.

The role of local clubs should continue to concentrate on the provision of local opportunities for arts and culture participation and presentation. The capacity of clubs to do this will be enhanced through the provision of appropriate resources to address arts and culture development needs.

Surf Coast Shire has a high participation record in arts activities, as shown in the results of the 2007 *Community Indicators Victoria Wellbeing Survey*. This showed that 54 per cent of Surf Coast respondents had, in the preceding month, participated in at least one arts and culture activity (e.g. painting, drawing, art and craft, playing musical instruments, singing, writing, performing) compared to 49.6 per cent in the Barwon South-West Region and a Victorian state average of 46.6 per cent.

### **Surf Coast Arts Inc**

Surf Coast Arts Inc is a shire-wide community volunteer group that works closely with Surf Coast Shire and is affiliated with Regional Arts Victoria. The shire's Arts Development Officer is coopted onto the committee.

Surf Coast Arts Inc supports, organises and runs arts and culture activities throughout the shire. Its current sub-committees include: Singing For Fun, Lorne Arts, Aireys Inlet Festival of Words, Torquay Theatre Troupe and the Torquay Cowrie Market.

The group's extensive networks provide the shire with access to current ideas and opinions, which assists in facilitating the planning and delivery of arts and culture priorities across the Surf Coast community. Activities such as the Cowrie Market showcase the skills of local artists and musicians while providing funding to support other arts ventures across the shire (e.g. Deans Marsh Pioneer Festival).

### **Historical Societies**

Historical societies based in Winchelsea, Anglesea, Lorne and Torquay meet quarterly to network and, where appropriate, develop joint projects. They play important roles in

researching, preserving and celebrating local history, provide invaluable resources for residents and visitors, and often advise council on local heritage issues.

## **Other**

There are many other agencies involved in the delivery and support of arts and culture at a state and local level. Some of these are identified below.

### **Vic Health**

Vic Health is an organisation that works with other agencies and groups to deliver innovative responses to issues impacting on the health of all Victorians. Key program areas include tobacco control, mental health and wellbeing, and physical activity promotion/participation. Vic Health provides a limited range of funding programs within each of these key program areas. Arts funding may be supported through the Social Connection program. Opportunities for funding and partnerships are assessed on a case-by-case basis.

### **Multicultural Arts Victoria**

Multicultural Arts Victoria (MAV) is Victoria's peak arts organisation promoting cultural diversity in the arts. MAV is a not-for-profit organisation and proudly represents artists and communities from culturally and linguistically diverse backgrounds. It is highly regarded and has a reputation for delivering high quality art and culture products.

### **Cultural Development Network**

The Cultural Development Network is an independent non-profit organisation that links individual practitioners, community organisations and government across Victoria around issues of cultural vitality.

The network advocates a stronger role for cultural expression to build a healthier, more engaged and sustainable society. It works towards a society in which local communities, in all their diversity, have the resources and support they need to make and express their own cultures. This includes advocating a stronger role for local government in nurturing cultural vitality with the aim of elevating and embedding an appreciation of culture and community-based arts into public life at the local level.

The Cultural Development Network is based in Melbourne, Australia.

## **Appendix VII: Research and review of arts and culture practices in other local governments**

A review of arts and culture practices within a number of other councils was undertaken to:

1. Analyse the needs identified with regards to Council resources, community and stakeholder capacity, local and State Government trends, demographic trends and projections.
2. Review arts and culture provision in light of staffing roles and responsibilities to ascertain their appropriateness, resources and future opportunities.
3. Review current arts venue provisions and ascertain future arts venue needs.

### **Population growth forecast**

The population of Surf Coast (as at 30 June 2008) was 24,355 with an expected increase to 32,871 by 2016.

*All areas in Surf Coast Shire are expected to increase in population to 2016, with Torquay dominating population growth. The population increases are based on household growth, which in turn relates to new residential opportunities, most notably in areas around Torquay.*

(Surf Coast Shire website, Population Forecasts 2008-2016)

Based on an analysis of data calculated for the periods 2006 to 2016 and through to 2031 for planning purposes, the townships directly serviced by Council will grow significantly over the next 20 years:

- by 2031, the total Surf Coast population will be 44,101, an increase of 21,302 persons
- this represents a total population growth of 93.43 per cent on 2006 population figures
- the average annual growth rate for Surf Coast is calculated at 2.67 per cent, and
- while all areas, without exception, will experience significant population increases, Torquay-Jan Juc will sustain the largest growth (average annual growth rate for Torquay-Jan Juc calculated at 4.41 per cent).

(Source: Forecast.id, *Population Summary*, published on Surf Coast website)

### **Migration flows**

A study of migration flows between 2001 to 2006 show that Surf Coast attracted a mix of young families and retirees, with significant development expected to continue. This will be dominated by new growth areas in Torquay-Jan Juc, including to the town's north and west.

Torquay-Jan Juc's attraction is based predominantly on two factors.

- the attractiveness of a coastal lifestyle to young families from Greater Geelong and Melbourne, and
- the significant demand from retirees from Melbourne and Geelong. This market can be expected to increase significantly as the 'baby boomer' generation reaches retirement age.

It is worth noting that the community workshops, which formed part of the research phases of this strategy's development, attracted significant representation from the 'baby boomer' age group.

### **Comparison of arts profiles between Surf Coast and other councils**

The table below summarises the outcomes of a review of the Surf Coast and its arts and culture resources and facilities against two other coastal-based councils.

	<b>Surf Coast, VIC</b>	<b>Mornington Peninsula, VIC</b>	<b>Bega, NSW</b>
<b>Population (2008)</b>	24,000	140,000	30,000
<b>Total area</b>	1,560 square kilometres	720 square kilometres	6,000 square kilometres
<b>Arts staff (EFT)</b>	One part-time position (0.6 EFT – 24 hours per week) but the demands of the job require more than a fulltime commitment.	Two EFT: part-time Arts Officer and Library Community Arts Officer (both 0.5 – 19 hours per week); one FT Marketing and Special Projects Officer.	1.5 EFT: Cultural Development Officer (0.5 EFT) oversees five shires, Gallery Curator (0.6 EFT), Public Programs Manager (0.4 EFT).
<b>Facilities for arts space</b>	Refer Appendix III.	Old school hall rented for theatre and dance, film and lecture series at cinema, some exhibition spaces.	Small regional gallery. Up to 30 community halls. Annex facility (Bega). Numerous arts and crafts groups.
<b>Facilities dedicated to arts space</b>	Refer Appendix III.	Fully staffed Mornington Regional Art Gallery (shire-funded). Also has 3,000 'Friends of the Gallery' membership.	Spiral Gallery, COOP arts space, five historical museums.
<b>Events and activities</b>	Key events include: Lorne Sculpture Exhibition, Torquay High Tide Festival and Aireys Inlet Festival of Words.	Community and events brochure. Rotary art shows in each community, music festivals. Low community arts activity.	Five Council-run group events.
<b>Council-run arts gallery and usage?</b>	Works are displayed in private galleries along the coast and hinterland.	NO – but library is well supported and seen as a 'cultural access point' for the community.	Gallery attracts some 30,000 visitors per annum.
<b>No. of grants secured from funding bodies</b>	At least one a year.	Varies (e.g. \$50,000 Social Planning Vic Health grant, Indigenous grants).	Plethora of small grants. SEAR (South East Arts Region) Officer has a direct impact on attracting grants.
<b>Total arts budget</b>	\$47,000	\$50,000 (approx.)	Budget for Regional Gallery plus cost of SEAR Officer.
<b>Community 'Arts Hub' approach</b>	Lack of arts facilities identified as key issue – there is no central arts hub.	In development - Reviewing the 'Yarra Ranges Model' (Upper Yarra Warburton) but still in research mode.	Informal cultural network meets every two months. Aiming to grow impetus.





