

CULTURAL PLAN

Kempsey Shire Council



Kempsey Shire Council,
P.O. Box 78,
West Kempsey NSW 2440.
Ph: 0265 663200 Fax: 0265 628902

Arts Mid North Coast Inc



Coffs Harbour Education Campus
Hogbin Drive
Coffs Harbour NSW 2457
Ph: 02 6659 3360 Fax: 02 6659 3351

Acknowledgements

Arts Mid North Coast wishes to acknowledge the following who have played an important role in the processes associated with the development of this plan: Jenny Sproule, Councillor, Kempsey Shire Council; David Tyrrell, Kempsey Shire Council; Barbara Huntington, Kempsey Shire Council; members of the Kempsey Shire Cultural Planning Advisory Committee; Fay Nelson, Arts Mid North Coast; and all the individuals and organisations in the Kempsey Shire who contributed to the consultations and completed surveys, we pass on a heartfelt thanks.

Edited and Written by:

Russell Stockley
Richard Holloway
Arts Mid North Coast Inc
September 2002

Forward

This document provides a plan to progress arts and culturally related development in the Kempsey Shire. The development of this plan has been a collaboration between Kempsey Shire Council, Arts Mid North Coast, the Kempsey Shire Cultural Planning Committee and the communities of the Kempsey Local Government Area.

The plan provides a detailed approach to the development of arts and culture in the area but is by no means exclusive of areas of development that may not be listed in the plan.

The plan draws on a range of information that has been collected via a number of means, detailed in the methodology section of this document. It is important to remember that the plan defines the immediate needs of the shire and should be seen as a dynamic document that is reviewed and changed on a regular basis to reflect the change in needs and priorities from year to year.

It is also important to remember that this is only a 'plan'. For the plan to have any meaning, there needs to be a commitment from the Council, local arts and culturally related organisations, other stakeholders and the general community to implementing the plan. It will also be necessary to lobby for the required local, regional state and federal resources to undertake the implementation phase.

As a regional community cultural development organisation, Arts Mid North Coast will remain committed over the long-term to assisting the Council and communities of the Kempsey Shire to undertake this important area of development.

CONTENTS

Forward

Acknowledgements

Contents

Major Definitions

Mission, Aims and Objectives

Introduction

A Brief History of Cultural Planning

Benefits of Cultural Planning for Councils and the Community

Defining Culture:

- Culture
- Cultural Planning
- Cultural Assets and Resources
- Cultural Places
- Cultural Buildings and Facilities
- Knowledge Skills and Works
- Cultural Infrastructure

An Integrated Approach to Cultural Planning

- Linking the Cultural Plan with other Council Planning
- Linking the Cultural Plan with Activities of other Agencies
- The Council as an Advocate for the Community
- Cultural Planning and Sustainable Development

Methodology:

- Preamble
- Data Collection
- Data Analysis
- Discussion

Kempsey Shire Council Cultural Plan

1. Primary Objective 1 / Access
2. Primary Objective 2 / Professional Development
3. Primary Objective 3 / Marketing and Promotion
4. Primary Objective 4 / Infrastructure and Networks
5. Primary Objective 5 / Project Development
6. Primary Objective 6 / Cultural Industries
7. Primary Objective 7 / Resources

Cultural planning priorities for 2003

1. Arts and Cultural Development
2. 2 Cultural Mapping and Benchmarking
3. Economic Cultural Industries Development

Appendices:

- (i) Notes from each consultation
- (ii) Consultation Agenda
- (iii) Demographic Information re the Kempsey LGA
- (iv) Acronyms and Definitions
- (v) Cultural Planning Advisory Committee
- (vi) Key Contacts
- (vii) Tender Brief
- (viii) Copy of the Survey Form
- (ix) Promotions associated with Community Input
- (x) Copy of Letter of Invite
- (xi) Copy of Press Release
- (xii) Organisations, Information Sources, Venues and Events identified through Surveys.

Map of the LGA

Major Definitions

Sometimes plans such as this are couched in the jargon of the industry and the use of terms that have many meanings to different people can become problematic. It is however difficult to reduce all terminology and jargon. To address this, we have provided, at the outset, a list of definitions for some of the broader more important terms used in this document. To complement this we have also included a page of definitions and acronyms that appears in the appendices section of this document:

Culture in its broadest term is about how people socialise, interact with their environment and each other, whether through activities and responsibilities associated with work, sports, leisure, common interests and other activities contributing to the well being of their society and family and to their quality of life. Culture is both tangible and intangible, it is the spirit of individuals and communities and it is the tangibles that people create that express the intangibles. Culture is how people determine their way of life

Cultural Activities encompass the visual, performing and literary art, social events and activities, educational activities leading to the development of cultural skills and knowledge, festivals, celebrations, commemorative events, community and urban planning and design, public art and cultural planning.

Art is a medium, tool or resources that can be used to creatively express and communicate the communities' culture and spirit, whether to promote issues, nurture and express their creativeness, embrace and preserve a quality of life, and / or develop. Art can make the tangible intangible.

Community Cultural Development describes processes in which communities interact at a local level with arts and culture. It is the nurturing, expanding and expression of community's cultural life by the community itself, enabling communities to advance their artistic, social and economic aspirations.

Acronyms and Definitions

ABS	Australian Bureau of Statistics
ACE	Adult and Community Education: provides short often accredited courses in a wide variety of training areas.
ALO	Aboriginal Liaison Officer (usually local government based)
AHCACC	Australia's Holiday Coast Area Consultative Committee: The Federal Government's regional board for economic development.
AHCDB	Australia's Holiday Coast Development Board: The NSW Department of State and Regional Development's regional board for economic development.
AMNC	Arts Mid North Coast Inc: A regional arts and cultural development organisation.
CASP	The Country Arts Support Program: a small grants program for regional communities.
CBD	Central Business District
CCD	Community Cultural Development
CCDNSW	Community Cultural Development NSW: a state peak organisation focusing predominantly on the Hunter, Sydney and Illawarra
CPAC	Cultural Planning Advisory Committee
CTC	Community Technology Centre: Funded by the Federal Govt to provide access to new technologies in geographically isolated communities.
LGSA	Local Government Shires Association now called 'L' Gov
LG	Local Government
LGA	Local Government Area
MGF	Museums and Galleries Foundation of NSW
MFA	NSW Ministry for the Arts: State funding agency for the Arts
MNC	Mid North Coast
MVAC	Macleay Valley Arts Council: Your local community arts council!
NESB	Of Non English Speaking Background; Ethnic
OZCO	Australia Council: Federal funding agency for the Arts
RADO	Regional Arts Development Officer
RAF	Regional Arts Fund: A Commonwealth annual grants program administered in this state by Regional Arts NSW
RANSW	Regional Arts NSW (previously the Arts Council of NSW): State peak organisation for the arts in rural and regional areas of NSW
RICO	Regional Indigenous Cultural Officer
SRA	State Rail Authority
YDO	Youth Development Officer
Infrastructure	In this context, culturally related buildings, facilities, Cultural Industries, and related networks
Stakeholders	Individuals and/or groups who have some sort of involvement or need for involvement in a project or activity
Access	Encompasses the physical access to facilities, services and information, but also the inclusion of <i>all</i> individuals and groups in their ability to be involved in cultural services and activities
Quantitative	In the context of research, an approach that relies on numbers and statistical analysis of results to give meaning.
Qualitative	In the context of research, an approach that relies on the subjective experience of individuals and groups to develop themes and trends that then give meaning to collective information.
Data	Information;

Mission Statement, Aims and Objectives

Mission Statement:

To promote the growth of a stronger, healthier culture and community through the development of arts and culturally related activities for the communities and visitors of the Kempsey Shire.

Aim of the Cultural Plan:

The Kempsey Shire Cultural Plan aims to provide the Kempsey Local Government Area including Council, arts and culturally related organisations and stakeholders, and the broader communities of the Kempsey Shire, with an outline of the current and projected cultural needs and opportunities. The plan also seeks to identify a range of strategies and associated stakeholders and timeframes to meet these needs.

Objectives:

1. To establish a strategic approach to cultural development in the Kempsey Shire.
2. To attract regional state and federal government and non-government resources for the purposes of arts and cultural development.
3. To develop arts and culturally related infrastructure and project activity to meet identified needs.
4. To provide access to arts and culturally related activity for all sectors of the community and to identify barriers to access particularly for marginalised groups such as disadvantaged youth, Indigenous communities, people with disabilities, geographically isolated communities etc.
5. To provide equity in access to cultural resources.
6. To contribute to local economic and employment growth through arts and cultural development and to assist in the ongoing development of Cultural Industries for the Shire.
7. To explore opportunities for arts and culturally related collaboration and partnerships between the community and various levels of government.
8. To strengthen existing and develop new, arts and culturally networks for the Shire
9. To identify the training and professional development needs of the cultural sector and develop strategies to meet these needs.
10. To provide Kempsey Shire Council with a strategic approach to the allocation of Local Government resources to the cultural sector.
11. To enhance the experience of tourists and visitors to the Kempsey LGA through the development of arts and culturally related projects.

Please Note:

The following eight pages are an extract from the 'Draft Social/Community Planning and Reporting Guidelines and Manual – Cultural Planning Guidelines' issued by the Department of Local Government in a circular to Councils dated the 3rd of August 2002

“Introduction

Councils make decisions every day which impact on local culture from support for a local band, or the preservation of a heritage building to the design of street furniture and the funding of the local library. The identification of art and cultural issues within a community is not new to most councils and many councils report that 'culture' is a key aspect of their responsibilities. A recent assessment of social and community plans indicated that 34.4% of NSW councils gave consideration to 'culture' as a separate community issue.

In recent years a number of NSW councils have prepared Cultural Plans in consultation with their communities, setting out aims and strategic directions in the area of culture for the short, medium and long term. Sometimes the Cultural Plans are linked to the council's Management Plans or they may form part of the council's Social Plan. In some instances, but not in all cases, the plans have been developed based on local community consultation and the identification of cultural needs and priorities of local people in the area.

Culture and the arts play an essential role in government. Active participation by local government in cultural planning is consistent with other planning and development functions of councils such as heritage planning, urban design, environmental planning; social, tourism, leisure and recreation planning; and open space and facility development. By integrating cultural planning into the business of local government, the opportunities presented by culture may be realised through cross-disciplinary strategic connections in cultural, environmental, economic and social policy.

The need for a more formalised cultural planning process has been identified by State and local government as a means of ensuring that councils consider cultural aspects of community life as a strategic component of corporate planning. Decisions relating to cultural resources, facilities and program delivery need to be made on a well-informed and integrated basis and cultural planning supports this. Decisions in the cultural area are complex and may include consideration of a small grant program, project support for a local cultural group, operational funding for the local museum, or the capital development of a major facility. It is crucial that council decisions are based on authoritative and objective information and are made in consultation with their local communities. Priorities in the cultural area need to be established so that choices and strategic decisions can be made which are widely understood by the many communities that each local area contains. The availability of a Cultural Plan will also provide a focus for councils when applying for grants from the NSW Ministry for the Arts.

As a key resource for culture and the arts at the State and local level, the NSW Ministry for the Arts in consultation with the Department of Local Government is seeking to formalise the cultural planning process in order to encourage sustainable, integrated and strategic planning at the local level.

Cultural Planning

- **Brief History of Cultural Planning:**

Although councils have been active in the area of the arts and culture since their inception, cultural planning is a relatively recent development. It has evolved from councils' general interest in the arts primarily through the support of arts facilities such as libraries, theatres, galleries and museums to one where local governments are concerned with the role of culture in Local Government Area (LGA) wide development and strategic planning. The development of a strategic framework for culture can influence city, town and rural vitality and can impact on economic viability through the creation of new jobs, on physical and environmental responsibility through the regeneration of disused or redundant public infrastructure and social equity in areas such as the creation of safer public spaces and the celebration of diversity. Culture also produces symbolic benefits (through stories, performances and other works), which impact on the image of a place, and nourishes the identity of people who live or work there.

In the 1970s cultural planning took on a broader definition, embracing a wide range of leisure, tourism and new media activities. Arts funding at the Federal and State level in Australia traditionally focused on the so-called "high arts" including film whilst accommodating more community-based opportunities represented by community arts which encouraged access and participation and art 'for' communities.

During the 1980s this evolved into a drift towards the making of art 'with' communities – an increased engagement with local or specific communities defined by such factors as ethnicity, gender, class, and location. Overseas trends in cultural policy and resource planning involved the development of programmes for community growth and development focused on healthy, livable and sustainable communities. In Australia these trends influenced the encouragement of participation and consultation at the local level and the emergence of cultural development that embraced cultural democracy and diversity via multicultural arts, regional, youth and Indigenous arts programming.

By the late 1980s councils all over Australia were beginning to recognise the value of integrating the arts and culture with overall municipal planning and development.

The Brisbane Culture and Arts Strategy, developed as part of the 1990 Brisbane Plan, promised a first Australian initiative in its integrated approach. It linked culture with media, heritage, sports, environment, tourism and other aspects of economic and social life to create a greater spread of positive outcomes. By the early 1990s a number of NSW councils had independently started developing their own Cultural Plans (e.g. Liverpool 1992; Warringah 1994, Newcastle Cultural Plan 1998). The more successful Plans integrated cultural strategies into the strategic level of Council's operations via the Management Plan.

More recently in New South Wales, initiatives at the Federal and State level including the availability of comprehensive and authoritative cultural statistics, the consolidation of the Community Cultural Development Board at the Australia Council and support for cultural development programs at the NSW Ministry for the Arts have strengthened the role of local government in the cultural area.

Basis and Benefits of Cultural Planning for Councils and the Community:

A Cultural Plan is an important management tool that provides benefits to councils and to residents.

Community benefits include:

- Supporting creativity and creative expression among residents and workers in the local government area
- Stimulating economic development through support for the local cultural industry
- Supporting cultural/creative industries and professional arts workers in an area
- Building a sense of connectedness and belonging
- Enhancing communities' pride
- Fostering tolerance and an appreciation of diversity
- Encouraging an appreciation of local heritage and distinctiveness
- Encouraging participation and the development of new skills
- Increase residents' opportunities to participate in and assess councils' efforts to address the cultural needs of local communities over time.

• Benefits to councils include:

- Improved understanding of communities' needs;
- Leadership opportunities in developing innovative cultural programs;
- Encouragement of integrated and sustainable quality of life planning;
- Management of cultural development programs is more efficient;
- Enhancing council's image locally and to a wider audience;
- Information on local culture including cultural resources is more comprehensive;
- Identification of appropriate and shared priority strategies to respond to needs;
- Encouragement of policy-based and strategic decisions;
- Assist councils to provide or advocate for accessible cultural services and facilities for the benefit of their communities;
- Encouragement of information sharing with local communities;
- Identification of those services/ facilities/ projects that Council should have a role in funding or providing;
- Identification of partnership opportunities with other organisations;
- Opportunities to update, monitor and respond to changes in communities' needs;
- Opportunities to evaluate impact of planning strategies on cultural life;
- Provision of strategic and integrated programs which are inclusive;
- Improve councils' ability to take into account community cultural needs when they are formulating their Management Plans;
- Development of whole-of-council planning that is strategic, consultative and encourages collaboration;
- The preparation of a Cultural Plan will assist in applications for funding such as grants from the Australia Council and NSW Ministry for the Arts.

Defining Culture

• Culture:

There has been a lot of theorising about defining culture and a lot of confusion because the word 'culture' has many meanings. In this document the word 'culture' is used as a term that embraces cultural products produced by artists as well as the creative product of local communities. In a 1996 survey of New South Wales councils conducted by the Local Government and Shires Associations, most councils proposed that culture is principally 'a

way of life'. (Regional Distinctiveness Project, 1996. Sydney: LGSA.) They suggested that culture results from connections between place and people and that it is organic and evolving. They also recognized that culture refers to particular aspects of 'way of life'.

In this document, culture has at its core the arts broadly defined, the idea of creativity and the idea of identity. Culture can include heritage, architecture, design, the arts, festivals, and the media as well as aspects of tourism, leisure and education. All these things influence the cultural life of an area.

Cultural life is important because it provides opportunities for creative expression and participation and for the appreciation of cultural activities. This recognises the role that culture plays in personal and social development as well as its role in encouraging the development of a sense of connection to people, places and ideas.

- **Cultural Planning:**

Many councils have found that the encouragement of an integrated approach to planning for culture delivers substantial benefits in social, educational and artistic as well as economic terms. The Australia Council describes cultural planning as a "purposeful, strategic approach to cultural development" (Better places, Richer communities, 1997. Sydney: Australia Council). Cultural planning provides opportunities for councils to take a leadership and coordinating role in cultural development to consolidate and enhance quality of life, and social and economic well being for everyone in their local government area.

- **Cultural assets and resources:**

Cultural assets and cultural resources are often referred to interchangeably and they can include a wide range of things. These terms have in common the idea of a stock, or bank of existing things, which provide a foundation for ongoing and developing consolidation of the Community Cultural Development Board at the Australia Council and support for cultural development programs at the NSW Ministry for the Arts have strengthened the role of local government in the cultural area.

- **Cultural places:**

Cultural places are places with importance or symbolic significance to people and can include: sacred sites; traditional meeting places; mountains; beaches; waterfronts and other topography; heritage places; significant streetscapes; public art and monuments; some public open space – e.g. landmark sites, lookouts and places with significant views; and some current-day meeting places such as town squares; skate ramps; and graffiti walls with which significant cultural meanings or practices are associated. Cultural places contribute to the cultural life, identity, spirituality and sense of place of local communities and individuals in them.

- **Cultural buildings and facilities:**

These are an important cultural resource. They are buildings held in the public domain, which accommodate, or have the potential to accommodate, cultural programs and activities. Cultural facilities include community centres, halls, some churches, theatres, libraries, museums, galleries and heritage buildings. They can also include tourist attractions such as theme parks, some recreation and leisure facilities and some meeting places such as shopping malls and clubs where cultural activities, programs and events are hosted.

- **Knowledge, skills and works:**

The knowledge and skills of artists and creators are also a major cultural asset to local communities, and a resource on which cultural planning can draw. Knowledge and skills can be accessed through tuition, by observing an artist at work, by participating in a work or event and by examining and considering the work of an artist or creative person – whether that work is permanently available, is ephemeral or is shown from time to time. In many communities collections and archives represent the knowledge and skills of community members – both past and present. Cultural collections can be held in libraries, museums, and galleries as well as under the custodianship of special interest community organisations or private collectors.

- **Cultural infrastructure:**

Cultural infrastructure include such things as small cultural businesses or enterprises; networks of voluntary, socio-cultural associations; the organisations which program and/ or present cultural events; directories and databases; and social and cultural services such as the sections or branches within council which support culture.

Part of cultural infrastructure is the cultural economy. The Australian Bureau of Statistics defines the cultural economy in the National Culture and Leisure Statistical Framework and its scope includes the following economic sectors:

Libraries; heritage; film and television production and distribution; design and architecture; festivals; literature and publishing; museums and galleries; music performance; recording and publishing; as well as individual creators such as artists and writers. This broad grouping includes both large, commercially driven cultural industries and small-scale cultural enterprises representing the business/trading arm of individual artists or artist's collectives.

Integrated Approach to Cultural Planning

The primary purpose of councils is to serve their local communities (see the council's charter under s.8 of the *Local Government Act 1993*) and every activity of a council should be targeted toward that ultimate goal. Cultural planning is an important process for ensuring that the council stays focused on addressing the needs and aspirations of their local communities and does so in an efficient, fair and equitable manner.

In order to ensure an integrated approach to cultural planning, councils should consider all types of activities which impact on the quality of community life and not just arts-related activities. Many council activities have broad cultural implications.

Some programs such as libraries, heritage planning and conservation, civic events and ceremonies, festivals and celebrations, exhibitions and publishing programs are obvious matters for inclusion in councils' Cultural Plans. Other activities of councils, which are not usually seen as being "cultural" programs, can also have significant community implications. These include: Urban design including street furniture Local agricultural shows Children's playground provision and design Section 94 developer levies for cultural facilities, library collections, public art etc.

Accessible web based information services Main Street and Town Life programs Local markets and fairs Community radio. These programs provide councils with opportunities to adopt imaginative and participative approaches to ensuring that the needs and interests of all sectors of the community are included such as Aboriginal and Torres Strait Islander people, people with disabilities, people from culturally and linguistically diverse communities, artists and creative workers and so on.

The Cultural Plan should consider the needs of various groups, where appropriate including children, young people, women, older people, people with disabilities, Aboriginal and Torres Strait Islander peoples, and people from culturally and linguistically diverse backgrounds.

The Cultural Plan for a Council is closely linked to its' Social/Community Plan.

Examples of the way in which the Council's Cultural Plan and Social/Community Plan can be linked are:

- The Cultural Plan is a stand alone Plan referenced in the Social/Community Plan and Management Plan.
- The cultural planning needs are incorporated in, but are a discrete section of the Social/Community Plans already developed by council.

Planning becomes most effective when it is integrated as a whole into council management planning processes. Councils prepare a range of plans with different legislative status. Some are required by legislation, others are initiatives by councils with no specific legislative basis. The interaction of the Cultural Plan with other council management plans is shown in Figure 1.

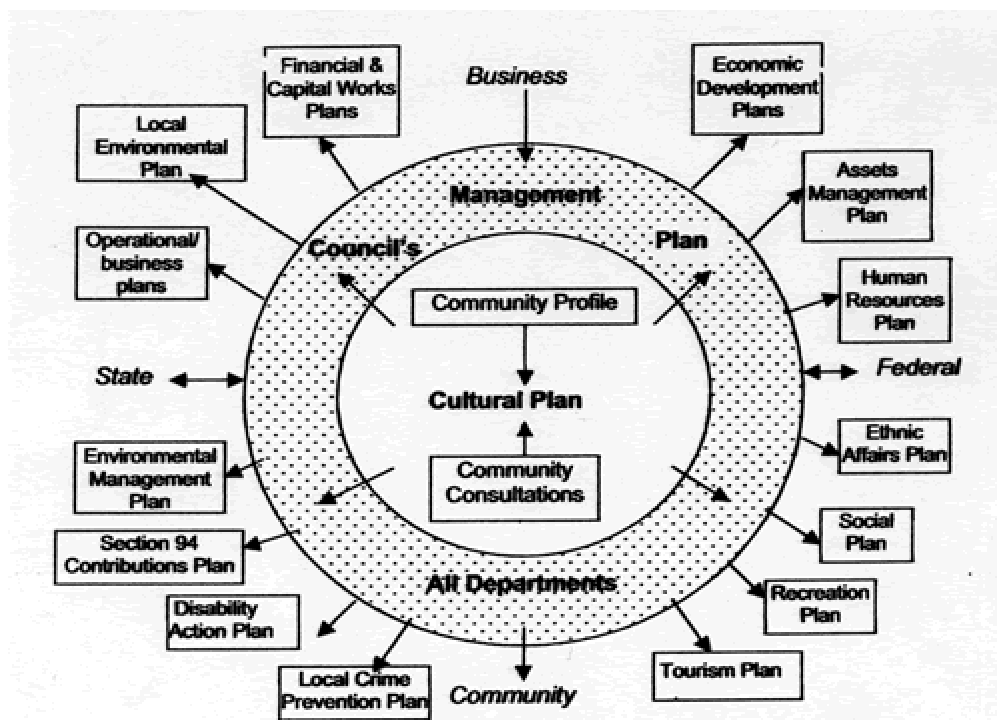


Figure 1: Whole of council approach for incorporating cultural issues into Cultural Planning
 (*Names of plans will vary between councils. Councils may have additional plans)

A whole-of-council approach is important because council activities, which are not traditionally regarded as “cultural”, can have a significant impact on cultural activities. For example, the design and construction of a children’s playground may involve a number of different operational units of the council, some of which may initially appear unrelated to the principal service being provided (Figure 2).

A whole-of-council approach requires the identification of which operational units of the Council are relevant to the project and encourages mechanisms to ensure their input is integrated in the planning and implementation of the project.

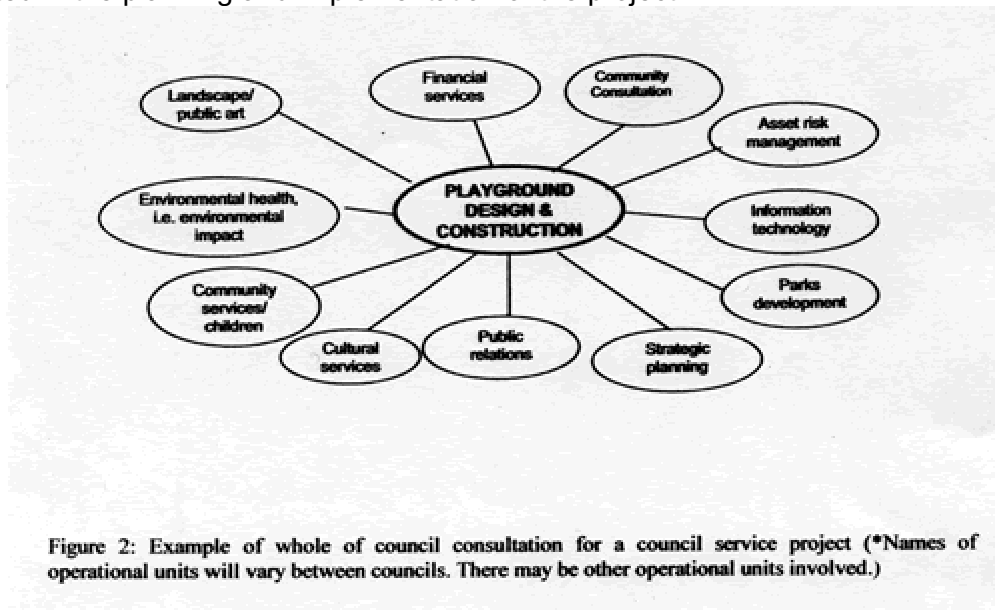


Figure 2: Example of whole of council consultation for a council service project (*Names of operational units will vary between councils. There may be other operational units involved.)

- **Linking the Cultural Plan with other council planning:**

Councils may have specialised planning documents, such as community and recreational plans or tourism plans that provide strategic directions on particular areas of responsibility. These specialised plans should also inform the content of the Cultural Plan and vice versa e.g. the Cultural Plan, from its whole-of-council perspective, feeds background information and recommendations for action in the cultural area into relevant areas of the other specialised plans. This exchange of information and overlap of recommendations ensures an integrated planning approach. These plans can proceed concurrently or can be sequential – the key issue is to ensure that related areas are engaged in considering the issues and contributing to council’s strategic directions.

- **Linking the Cultural Plan with activities of other agencies:**

As part of the cultural planning process Councils should identify the links between their Cultural Plan and the related activities and plans of other organisations or agencies. In particular the council’s Cultural Plan should take into account the strategic information and recommendations of external plans in order to encourage resource sharing and collaboration. By adopting a broad approach to stakeholders and ownership of issues, duplication can be reduced and economies of scale achieved.

Councils, in consultation with their local communities, may wish to approach the development of their Cultural Plan in an integrated fashion and include economic or tourism issues, as well as broader community issues, in the plan. Alternatively, a separate Cultural Plan may be developed which will provide information about cultural issues to supplement other planning documents that councils may produce.

- **The council as an advocate for the community:**

The Cultural Plan presents opportunities for councils to be innovative and imaginative in planning for local quality of life. It should identify realistic and achievable cultural goals that focus on the future. Councils may consider including recommendations in their plans where council itself is not the implementing body but rather where council takes on an advocacy or facilitation role for a particular cultural issue or activity.

However the main focus of the plan is to engage council in achieving strategic cultural outcomes with their local communities and therefore plans should emphasise and focus on those actions that require implementation by councils rather than other agencies.

- **Cultural Planning and Sustainable Development:**

Sustainability has until recently only been applied to environmental planning and management. However to be successful, planning for sustainability needs to be applied in an integrated way across economic, social, cultural and environmental areas.”

Ref: “Draft Social/Community Planning and Reporting Guidelines and Manual – Cultural Planning Guidelines”; Department of Local Government, Circular No: 02/33, August 2002.

Methodology

Preamble:

The methodology associated with the development of a cultural plan for the Kempsey Shire is one that has used an eclectic mix of approaches that met the unique needs of the Kempsey LGA and also reflect the resource limits of the project.

Elements of an action research approach have been used in the initial establishment of a Cultural Planning Advisory Committee (CPAC) that consisted of stakeholders from the Kempsey arts and cultural community. This group was formed under the umbrella of Kempsey Shire Council and spent some time in the initial stages planning an approach to the cultural planning process. (membership of this committee is detailed in the appendices section).

Please note: It was recommended by Indigenous representation on the CPAC that Indigenous related priorities and strategies be integrated within the overall plan and that a separate Indigenous section was not required.

Some weeks after this group was formed, Kempsey Shire Council provided a resource allocation to assist the cultural planning process. The CPAC made a decision to outsource much of the agreed process through an appropriate and equitable tendering arrangement. Arts Mid North Coast Inc won the tender. A copy of the brief appears in the appendices section of this document.

At this point the project became a collaboration between Arts Mid North Coast and Kempsey Shire Council through the Cultural Planning Advisory Committee and the two groups worked together to implement the processes outlined in this report. It is recommended that this Committee be maintained and renamed the "Kempsey Shire Cultural Plan Implementation Committee" in order to progress the strategies detailed in the Cultural Plan.

Data Collection

Five main methods of data collection were used to gain information for the Kempsey Shire Cultural Plan

- **Review of Existing Information:**

Existing information provided some key insights into the arts and cultural needs of the Shire. The following documents and information sources were used as a means of gaining information for the Cultural Plan:

- The World Wide Web; specifically the Australian Bureau of Statistic website; Kempsey Shire Council Library site.
- Arts Mid North Coast Inc Strategic Plan 2000 – 2003.
- Kempsey Fourth City for the Arts Submission November 2000.
- Surveys associated with the Fourth City for the Arts Submission
- Kempsey Shire Council Section 94 Contribution Plan.
- Kempsey Shire Council Social Plan 1999 – 2002.
- Kempsey Shire Council Management Plan

- **Public Consultations:**

Public consultations were an important component of gathering information for this plan. They provided an opportunity for all interested members of the community, regardless of their direct involvements with the arts, to participate in a dynamic workshop (see Workshop Agenda in appendices) that aimed at finding out what needs and priorities local community members felt should be included in the plan.

Consultations were held generally between the hours of 5:30 and 7pm. It was felt by the CPAC that this time-slot would optimise people's involvement being after work and allowing people time to get home before dinner. It was also a time that was felt would accommodate young people.

A total of five consultations were held in the following locations:

- Willawarrin
- Kempsey CBD
- Stuarts Point
- Crescent Head
- South West Rocks

Despite extensive promotions (see Promotional Approaches in appendices) the overall response to the consultations was fairly poor. The Kempsey CBD consultation attracted the largest numbers (24) and was assisted by the fact that it followed on the 'coat-tails' of a major exhibition launch of the 'Drovers Boy' only a short walk from the consultation venue.

The response to the Stuarts Point consultation was the poorest with only one person attending.

It was a recurring theme amongst attendees at the consultations that they felt their communities were very apathetic in general, and particularly apathetic when it came to involvement in cultural development. This level of apathy was reflected in the overall attendance at the series of consultations and requires some strategy development focused on engaging local communities in this area of development.

A summary of each consultation appears in the appendices section of this document.

It must be noted that the consultations failed to attract any number of young people and in fact, the average age of attendees at the consultations, and respondents to the survey, was well above 45.

It is recommended that some consideration needs to be given to the development of an appropriate process to include young people's views in the regular review and updating of the plan.

- **Survey:**

Surveys were another extremely important part of the data collection process. A total of approximately 450 surveys were distributed with 45 people returning a completed survey form. The survey was largely qualitative in its approach. A copy of the survey form appears in the appendices section of this document.

The survey developed attempted to provide a framework that was consistent with the way in which information was being collected in other areas of the data collection process and with the way in which information has been conceptually organised in the Cultural Plan. There

was some minor criticism that the survey form was too complicated and tried to cover too much. Predominantly, feedback was positive.

Details regarding the approach to distribution of the surveys are contained in 'Promotional Approaches' in the appendices section of this document.

The provision of a survey as a component of the data collection process was included for the following reasons:

- It provided an opportunity for people who were unable to attend the consultations, to input into the plan;
- It provided a means for people who attended the consultations to engage other members of the community through distributing the surveys locally after the consultation;
- It provided a further avenue for individuals who wished to add further comment after reflection on the consultation process;
- It provided a means of targeting individuals and groups/agencies within the community who have as part of their brief, arts and cultural development;
- It provided an anonymous way of receiving information from people who wished their identity to remain undisclosed.

Despite the fact that there was only a 10% return rate on surveys distributed, the 45 respondents provided excellent, specific information that has been included in the Cultural Plan. The initial due date for the Survey return was extended for a two-week period to maximise the response rate and to provide further opportunities to those who missed the Consultations.

On comparison with the results of the survey undertaken as part of the development of the Fourth City for the Arts submission, and this survey, there was a consistency in the trends and themes arising out of the information, adding further validity to the results.

- **Expressions of Interest:**

This area of data collection was provided for those people who:

- Did not have an opportunity to attend the Consultations
- Did not want to stick to the survey format as a means of organising their response
- To capture in an easy way, individual comment from respondents who for whatever reason, did not want to use the other forms of data collection.

In terms of comments made previously regarding issues of apathy in local communities, the fact that no respondents chose to use this form of 'return' was significant.

The alternate assumption that could be made here is that respondents were satisfied with the other methods of data collection.

- **Direct Interviews**

In terms of Indigenous input into the plan, it was originally proposed that an Indigenous specific consultation be held in the Kempsey CBD. As the general Kempsey CBD did attract a number of Indigenous participants we decided to change our approach to one that involved face to face interviews with key identified Indigenous stakeholders.

Ms Fay Nelson, Regional Indigenous Cultural Officer with Arts Mid North Coast Inc undertook a total of 14 interviews with local Indigenous representatives. The survey format

was used as a framework for the lead questions and this provided a consistent approach to the collection of Indigenous related data.

Information arising out of these interviews has been integrated within the overall plan in line with the Indigenous recommendations from the Cultural Plan Advisory Committee.

Data Analysis

It is important to note that the methodology associated with this cultural planning process has been largely 'qualitative' with a small mix of 'quantitative' information.

Most of the information associated with the consultations and surveys was qualitative information. This then denoted a qualitative approach to the analysis of the information. This process involves searching for trends and themes that collectively gives meaning and validity to the subjective information of individuals.

To undertake this qualitative analysis, a 'matrix' was established that provided a conceptual framework for the vast amount of information generated as a result of the data collection phase. Each of the seven 'key objective areas' was matched with nine main art-form areas to produce a framework within which individual responses could be recorded and compared.

- The seven key objective areas include:
 - Access
 - Professional Development
 - Marketing and Promotions
 - Infrastructure and Networks
 - Project Development
 - Cultural Industries and Organisational Development
 - Resources

- The nine art-form areas include:
 - Music
 - Theatre
 - Crafts
 - Visual Arts
 - Film and Multi-Media
 - Literature
 - Dance
 - Festivals and Events
 - Miscellaneous

It is important to note that there were a number of areas within this conceptual matrix where there was no comment, or no information relating to that specific area of arts practice. As the Draft Cultural Plan reflects these gaps, it is recommended that information be actively sought from stakeholders when the draft plan is circulated for further comment and additions.

Primary Objective 1: Access

Objectives: To facilitate access by all sectors of the community, with particular emphasis on marginalised groups, to arts and culturally related activities and services in the Shire.

Strategies	Outcomes	Timeframe	Stakeholders
<p>1.1 Undertake an ongoing consultative process with identified groups to define the barriers to involvement in arts and culturally related activities inc:</p> <ul style="list-style-type: none"> - a community forum - face to face interviews - survey - etc 	<p>Increased access by marginalised groups in the community; Increased understanding of the barriers some groups face to involvement and inclusion; Increased understanding of the needs of marginalised groups in the community; Increased involvement in arts and culturally related services and activities; Increased project development and the attraction of related funds.</p>	Short-term	<p>KSC officers inc ALO, Community Worker, YDO etc; Indigenous Orgs; Disabilities agencies; Agencies servicing NESB clients; Youth Organisations; Organisations for the aged; Gay and Lesbian support groups; Arts MNC etc</p>
<p>1.2 Provide appropriate information regarding arts and culturally related activities to all sectors of the community</p>	<p>All sectors of the community informed; All sectors of the community involved in arts and culturally related activities and services.</p>	Short-term	<p>KSC; Arts MNC Local agencies involved in information dissemination.</p>
<p>1.3 Develop a database of organisations servicing marginalised groups for the purposes of information dissemination</p>	<p>Increased access to information by all sectors of the community; Local individuals and agencies linked to support; Strengthening of the local arts and cultural network.</p>	Short-Medium Term then ongoing	<p>Arts MNC KSC MVAC Local Agencies</p>
<p>1.4 Assess the information technology needs of geographically isolated communities with consideration to:</p> <ul style="list-style-type: none"> - lobbying for broadband services - CTC's in appropriate communities 	<p>Increased access to modern technologies for the purposes of accessing and disseminating information;</p>	Medium to Long-term	<p>KSC AHCDB AHCACC Angela O'Brien</p>
<p>1.5 Assess and address transport links to major arts and culturally related facilities in the Shire.</p>	<p>Greater public access to arts and culturally related facilities, activities, projects and events;</p>	Medium Term	<p>Transport Companies; SRA; KSC</p>

	Greater understanding of the needs of geographically isolated communities; Greater engagement with the local transport network.		
1.6 Attract funding for arts and culturally related projects that specifically target marginalised groups in the Shire.	Increased arts and culturally related activity; Increased access by marginalised groups; Increased state and federal resources into the LGA	Short term then ongoing	Local Agencies KSC AMNC
1.7 Develop arts and culturally related projects that target marginalised groups in the Shire.	Increased involvement and access by marginalised groups in the development and implementation of arts and culturally related projects.	Short to medium term then ongoing.	Local Agencies KSC AMNC
1.8 See Key Objective 3: Marketing and Promotion			

Primary Objective 2: Professional Development

Objectives: To facilitate access to, and the development of, training and professional development programs that service the arts and cultural sector

Strategies	Outcomes	Timeframe	Stakeholders
2.1 Identify and promote existing training programs.	Greater attendance and access to existing training programs.	Short-term then ongoing	Existing training providers AMNC MVAC TAFE KATE Schools
2.2 Attract funding for the development of new training programs in the Shire. Identified areas of need include: <ul style="list-style-type: none"> - Sculpture - Ceramics - Printmaking - Creative Writing - Poetry Writing - Script Writing - Film Making - Film Directing - Film editing - Stage craft - Dance - Broadcasting - Public Art - Indigenous Arts - Indigenous Culture - Indigenous Dance - Exhibition Management 	Increase in local practitioners skills; Increase in arts and cultural outputs; Strengthening of the arts and cultural networks; Increased state and federal resources attracted into the shire; Increase in non-govt resources into the shire; Further identification of training needs; Engagement of the training sector in understanding the arts and cultural needs of the Shire.	Ongoing	KSC; Existing training providers AMNC MVAC TAFE KATE Schools Community Agencies Relevant Govt Depts
2.3 Review options for the development of mentoring programs particularly in the areas of youth and Indigenous arts development.	Increase in youth and Indigenous involvement in the arts; Further access to skills development; Employment outcomes for participants;	Medium – long-term	KSC AMNC MVAC Community Agencies

2.4 Develop an annual artist in residence program for the Shire	Increased access to professional development; Increased interest in the arts locally; Increased access to 'master class' level of training.	Medium-term then ongoing.	MVAC; AMNC.
2.5 Develop skills based, outreach programs, that are suitable for small geographically isolated communities	Needs of geographically isolated communities serviced; Increased access to training for geographically isolated artists and individuals.	Medium – long-term then ongoing	TAFE; KATE; ACE; Local Training Providers; AMNC MVAC
2.6 Lobby existing training providers such as TAFE, KATE and ACE to meet the skills development needs of the local community	Greater provision of professional development programs by major training providers; Greater access to accredited courses; Greater vocational links developed.	Short-term	TAFE; KATE; ACE; Local Training Providers; AMNC; MVAC.
2.7 Undertake a skills audit and develop a database of trainers and expertise willing to undertake PD programs	Increased ease of access to trainers; Development of a more co-ordinated approach to training; Increased employment for trainers; Skills and expertise identified in the community; More effective use of local human resources.	Medium term	AMNC; MVAC; KSC.

Primary Objective 3: Marketing/Promotion			
Objectives: To ensure that arts and cultural activities are effectively promoted and related products are marketed efficiently within the shire and beyond			
Strategies	Outcomes	Timeframe	Stakeholders
3.1 To identify existing arts and culturally related activities that require more effective promotions.	More effective promotion of local activities; Greater collaboration in approaches to promotions.	Short-term	AMNC; Community Agencies; Festival/Events Committees; Local Media.
3.2 Identify and assess current marketing and promotion avenues and develop strategies for more effective use of existing outlets eg - better use of Tank Radio	Increased utilisation of local media; Links and relationships formed between arts sector and media; Increased attendance at arts and culturally related activities; More effective marketing approaches.	Short-term	AMNC; Community Agencies; Festival/Event Committees; Local Media; Tourism Bodies
3.3 Assess current level of resources for promotions and attract further resources on the basis of need.	Increased marketing and promotional resources; More effective use of existing resources.	Medium-term	AMNC; Community Agencies; Festival/Events Committees; Funding Bodies; Local Media.
3.4 Establish a Shire marketing and promotion reference group.	Increased opportunities for collaborative marketing and promotions; More effective use of local resources; Greater lobbying and advocacy power; Increased professional development	Medium-term	KSC; Local Media; AMNC; MVAC; Community Agencies; Festival/Events Committees Tourism Bodies
3.5 Explore opportunities for collaborative marketing and promotion inc: - collaborative brochures - arts and cultural directory - Arts and cultural website - An annual events calendar - An arts column in Rural Press - Cultural tourism	More effective use of existing resources; Strengthening of related networks; Increase in attendance at arts and culturally related activities and events; Increased sales of arts and cultural products; A co-ordinated approach to marketing and	Short-term then ongoing	Community Agencies; Festival/Events Committees; KSC; MVAC; Community Agencies; Local Media; AMNC; General Community.

trails - An 'Art-bank'	promotions.		
3.6 Exploit opportunities for arts based promotion through other community events and activities.	Further utilisation of existing resources; Increase in activities that link to other events.	Ongoing	Community Agencies; Festivals/Events Committees; AMNC; MVAC.
3.7 Develop a more co-ordinated approach to events and festivals development and implementation.	Limited number of clashes of events; Increased visitation to events; Increase in links between events and festival committees; Increased sharing of resources.	Ongoing	AMNC KSC; MVAC; Festivals/Events Committees; Community Agencies.
3.8 Create community noticeboards in identified strategic locations in the Shire, particularly the outer lying communities.	Promotions reaching geographically isolated communities; Equality of public access to promotions;	Medium-term	KSC; General Community
3.9 Develop stronger links with local regional and state Tourism.	Increased resources for local promotions; Access to broader promotional opportunities outside the LGA; Increased visitation to the Shire.	Short-term then ongoing	KSC; AMNC; Local and Regional Tourism Bodies; Relevant committees and Orgs
3.10 Provide professional development particularly for practitioners in cultural industries re more effective approaches to marketing.	Increase in professionalism of marketing approaches; More effective marketing; Greater sales of arts and culturally related products.	Medium-term then ongoing	Training Orgs Cultural Industries; AMNC
3.11 Develop and increase the range of innovative showcasing options that inc: - Use of vacant shops - Street theatre - Public Art - Use of existing businesses - etc	Increased access by local artists and craftworkers to sales outlets; Increase in local outputs; Increased links between artists and craftworkers to the broader business community.	Short – medium-term	MVAC Community Agencies; KSC; Private Sector.

Primary Objective 4: Infrastructure and Networks

Objectives: To develop an appropriate level of infrastructure for cultural activities and industry, and strengthen and develop related arts and cultural networks in the Shire

Strategies	Outcomes	Timeframe	Stakeholders
4.1a. Develop a Shire wide register of public halls and facilities and associated specifications and existing community usage and cultural events.	Increased knowledge of venues across the Shire; Easy access to facilities information; Strategic approach to identifying priority facilities for maintenance or upgrade.	Medium-term	KSC
4.1.b. Undertake a rigorous Cultural Mapping process	Identification of existing infrastructure, services, facilities etc Cultural Sector benchmarked; Needs identified; Strategies for development based on planning and research.	Medium-term	KSC; AMNC.
4.2 Promote and develop Gladstone as a recognised Heritage precinct within the Shire.	More strategic and effective use of resources; A planned approach to precinct development; Increased visitation to the Shire; Value placed on rural communities.	Short – medium-term	KSC
4.3 Facilitate access to vacant venues in the Shire for arts and culturally related activities	Increased access by local artists to showcasing opportunities; More effective use of unused commercial space; A more vibrant CBD; Increased sales for local artists.	Short-term	MVAC; KSC; Community Agencies.
4.4 Assess options for an outdoor performing arts venue on the river in the CBD precinct	Increase in cultural infrastructure; Increased access by the community to performances; Greater and more effective use of local environment; Increase in local theatre output	Long-term	KSC; AMNC; Band Box Theatre Community; Funding Bodies

4.5 Continue to develop and upgrade existing facilities eg Band Box Theatre, Community Halls, Museum etc.	Increase in cultural infrastructure; Increased access by the community to performances; Greater scope for local productions; More professional local productions.	Medium term then ongoing	KSC; Funding Bodies; Facility management committees.
4.6 Lobby for further development of the Library network in the Shire.	Increased resources to local libraries; Greater use of library services; Greater knowledge of information services provided.	Ongoing	KSC; Libraries; Community agencies; General community.
4.7 Engage LG in conjunction with relevant state and federal bodies for the development of a Regional Gallery for the Kempsey CBD or other suitable site in the Kempsey Shire, eg Gladstone Hall	A Regional Gallery established; Increase in arts based infrastructure; Increased visitation to the Shire; A centre and focal point for visual arts development in the Shire.	Medium – long term	KSC; AMNC; Community; Funding Bodies.
4.8 Support the Watuma Keeping Place Committee in their efforts to develop a major facility for the South Kempsey Park.	Increased advocacy and lobbying for the required resources; Increased links between the Indigenous and non-Indigenous communities; Greater cross-cultural understanding; Social capital building for local Indigenous communities; Increased employment outcomes for Indigenous people; Greater visitation to the region; Increased economic outcomes for the general community.	Short-term and then ongoing until the facility is realised.	Indigenous Orgs; KSC; Economic Development Agencies; Funding Bodies; Community Agencies; General Community. Watuma Committee
4.9 Assess the economic viability of a new Cinema for the Kempsey CBD and engage the private sector if viable.	Provision of an appropriate Cinema complex in the Kempsey CBD; Greater access to cinema.	Medium-term	Private Sector AMNC KSC

4.10 Support for the Slim Dusty Heritage Centre development and assist in attracting related funds.	Attraction of funds to realise the project potential; Increased tourism; Further development of Country Music; Potential for increase in Country Music Festival; Economic and employment outcomes.	Medium – Long-term	KSC; AMNC; Private Sector; Funding Bodies.
4.11 Support the Macleay Valley Arts Council in the development of the Oddfellows Hall	Addition to local cultural infrastructure; Multi-purpose use; Base and focal point for the Macleay Valley Arts Council; Culturally related meeting space.	Short – medium-term	MVAC; KSC; AMNC; Community agencies; Funding Bodies.
4.12 Explore funding opportunities to purchase the Kempsey ABC Studios as a culturally based facility	Addition to local cultural infrastructure; Potential for the development of local and regional Indigenous programs; Potential for the establishment of a local recording studio; Economic and employment outcomes.	Short – medium-term	AMNC; KSC; ABC; Indigenous Sector; Funding bodies; General Community.
4.13 Establish an Arts and Cultural Interagency meeting on a quarterly basis	Strengthening of the local network; Greater sharing of information and resourcing; A more co-ordinated approach to arts and cultural development; Greater links developed between communities; Increased promotional potential.		
4.14 Establish a Youth Arts Council and develop a youth and arts network for the Shire.	Increased opportunities for youth related arts and cultural development; Skills development for young people; Avenue for youth culture to be celebrated; Pathways developed for youth into other areas of arts management.	Short – medium-term	AMNC; Youth Organisations; Community Agencies; Young People.
4.15 Support and develop arts and culturally related networks via database development, e-groups, creating new links, promotions etc	Increased strength of the network; Increased access to individuals and organisations who can assist; Greater promotional potential	Short-term then ongoing.	KSC; MVAC; AMNC.

4.16 Establish Indigenous Arts Group			
4.17 Develop a commitment to the provision of a multi-purpose civic and performing arts centre for the Shire.	Provision of an appropriate venue for civic activity generally; Increase in touring products; A central point for the gathering of communities; Increased access for larger local productions.	Long-term	KSC; AMNC; Community; Funding Bodies

Primary Objective 5: Project Development

Objectives: To attract resources and develop arts and culturally related projects in areas of identified need for the Kempsey Shire

Strategies	Outcomes	Timeframe	Stakeholders
5.1 Utilise the CPAC as a co-ordinating body for arts and culturally related project development in the Shire.	Greater co-ordination of local project development; Support for local groups wishing to develop projects; Access to information and links to resources for local groups.	Short-term then ongoing	CPA Committee; Community Agencies.
5.2 Create a yearly strategy to identify priority projects and attract resources for same.	Priority projects developed and implemented; Increased resources into the area; Strategic and co-ordinated approach to the allocation of resources.	Short-term then annually	CPA Committee KSC; AMNC.
5.3 Develop arts and culturally related projects that target youth and Indigenous peoples as a priority in the first year (2003)	Youth and Indigenous groups supported and engaged in arts and culturally related projects; Increased access to resources for these marginalised groups; Social and economic issues addressed through the arts.	Short-term	Youth Agencies; Indigenous Communities; AMNC; Funding Bodies; KSC Dev Officers
5.4 Attract funding for the development of a 'flagship' arts event for the Shire for the purposes of showcasing the creative talents of the area.	Flagship event developed and implemented; Increased visitation to the area; Local talent and arts products showcased; Increased community involvement in the arts; Greater engagement with Tourism NSW.	Medium-term	Tourism NSW Festival/Events Committees; KSC; AMNC; MVAC.
5.5 Encourage and support the development of local film and video media to link with local film festival development.	Local film and video producers supported and creating greater output; Local content developed for local film festival; Local issues promoted; Potential for local enterprise development.	Medium-term	AMNC; Film MNC; MVAC; Band Box Theatre; Community
5.6 Attract funding for a mobile outdoor cinema	Geographically isolated communities serviced;	Medium-Long-term	AMNC; Film MNC;

for the purposes of taking regional cinema to small isolated communities.	Local film and video products showcased; Greater amount of resources attracted; Potential for local enterprise development.		MVAC; Geographically. isolated Communities
5.7 Develop a public art policy and strategy for the Shire.	A more strategic approach to public art development; Resources attracted for public art development; Increased public art development in the Shire; Employment for professional artists.	Medium-term	KSC; AMNC; MVAC CPA Committee
5.8 Develop an annual public program of classical, jazz, and popular concerts appropriate for the general community of the Shire.	A more strategic approach to the provision of local concerts; Increased opportunities for local musicians; Increased access for local communities.	Medium - long-term	MVAC; Community Agencies.
5.9 Increase the utilisation of the City Mall as a venue for arts and cultural activities, inc busking and street theatre.	Increased access for the public to arts and cultural activities; Increased public interest in accessing the City Centre Mall; Increased custom for local businesses; An avenue for amateurs to gain hands-on experience; Increased opportunities for professional arts workers	Short - medium-term	KSC; Mall Management; MVAC; KSC Develop. Officers Community Agencies; Community
5.10 Develop a more strategic approach to the attraction of touring potential to the Shire; inc <ul style="list-style-type: none"> - Railway Street Theatre Co. - Musica Viva - Arts on Tour - Women on a Shoestring - etc 	Greater numbers of touring products attracted to the shire; Increased visitation to the Shire; A greater range of choice for residents; Increased local activity as a result of exposure to metro products.	Medium-term	Touring Orgs; Local Presenters; AMNC; MVAC; CPA Committee
5.11 Support and resource local theatre and public performance initiatives through the attraction of local regional state and	Increased resources for local project development; Increased local output; Increased quality of local initiatives	Ongoing	Band Box Theatre; Funding Bodies; Community Agencies; AMNC; MVAC

federal resources.			
5.12 Encourage Council to consider a more strategic approach to the allocation of LG resources via a Council cultural small grants program.	More effective use of local resources; Increased engagement of Council in CCD; Access to small grants by small community based organisations.	Medium-term	KSC; Community

Primary Objective 6: Cultural Industries

Objectives: To support existing, and develop new, viable, Cultural Industries that will provide increased economic and employment outcomes for the Shire.

Strategies	Outcomes	Timeframe	Stakeholders
6.1 Research and benchmark the current level of Cultural Industries development within the Shire.	Cultural Industries benchmarked; Barriers to further development identified; Strategies developed to progress Cultural Industries.	Short – medium-term	AMNC; KSC; Cultural Industries; Economic Dev Orgs
6.2 Develop a local Cultural Industries reference group.	A more informed and co-ordinated approach to Cultural Industry Development; A higher priority developed for Cultural Industries; Increased networking, sharing of resources; Lobbying group established.	Medium-term	Cultural Industries; AMNC; KSC.
6.3 Develop a three-year strategic plan for Cultural Industry development in the Shire.	A considered and realistic approach to development; Increased support and resources for Cultural Industries development; Greater economic and employment outputs for the sector.	Medium – long-term	KSC; Cultural Industries; Economic Dev Orgs; AMNC.
6.4 Promote the value and breadth of Cultural Industry development broadly across the shire	Increased understanding of the potential of Cultural Industry development; Increased support for development;	Short-term then ongoing	AMNC; Cultural Industries.
6.5 Engage the support of local, regional, state and national Economic Development organisations for Cultural Industry development in the Shire.	Increased understanding and involvement by the Economic Dev sector in Cultural Industry development; Increase in resource support; Professional input into business development; Increased professional approaches to business management and development.	Short-term then ongoing	Cultural Industries; AMNC; KSC; Economic Dev Orgs.
6.6 Develop stronger links between	Greater involvement and understanding of	Short-term then ongoing	Tourism NSW; Reg Tourism

Tourism and the Cultural Industry sector as one approach to more effective promotions.	the Cultural Industries sector by Tourism operators; Greater opportunities for marketing and promotions; Increase in available resources and partnership potential; Greater visitation to the Shire.		Board, Local Tourism Officer; Cultural Industries; AMNC; KSC.
6.7 Liaise with the Indigenous community to assist in the development of Indigenous related Cultural Industries and associated infrastructure.	Increase in the output and professional management of Indigenous related Cultural Industries; Increase in resources for the support of Indigenous Cultural Industries; Increased social capital building.	Short-term then ongoing	Indigenous Cultural Industries; KSC; AMNC: RICO State and Fed Indigenous Dev Orgs
6.8 Explore the opportunity for a co-location of Cultural Industries in an industrial estate context.	Sharing of resources; Development of Industry clusters; Access to infrastructure; Increased access by locals and visitors through a co-location arrangement.	Long-term	KSC; AMNC; Economic Dev Orgs; Funding Bodies; Private Sector.
6.9 Identify the training needs of the Cultural Industries sector and develop a local response.	Increased professionalism in the management and services offered by Cultural Industries; Access to specific training to meet identified needs; Engagement of the education and training sector.	Short-term then ongoing	Training Orgs Cultural Industries; AMNC.
6.10 Access resources for the purposes of Cultural Industry development in the Shire.	Increase in resources and development of Cultural Industries in the Shire. Increase in employment and economic outcomes.	Short-term then ongoing	Cultural Industries; AMNC; KSC; Economic Dev Orgs Funding Bodies

Primary Objective 7: Resources

Objective: To utilise existing resources more effectively and attract local, regional state and federal government and non-government resources for the purposes of arts and cultural development.

Strategies	Outcomes	Timeframe	Stakeholders
7.1 Identify, map and rate, existing resources.	Existing resources identified; Existing resources rated re age, usability etc	Short-term	Kempsey Shire Council; Relevant Agencies; Arts MNC MVAC
7.2 Promote availability of existing resources and encourage sharing where appropriate.	Database of existing resources created and promoted; More effective use of existing resources; Greater networking opportunities; Greater collaboration between agencies and individuals.	Short-medium term initially Then ongoing	Kempsey Shire Council Arts MNC Local Media
7.3 Identify and promote availability of Govt funding opportunities	Funding sources identified; Greater number of submissions for funds; Greater Regional State and Fed resources into the Shire; Project ideas linked to resources;	Short-term initially Then Ongoing	Arts MNC Kempsey Shire Council Libraries MVAC Local Media
7.4 Identify and promote opportunities for access to non-government funding.	Non-Govt resources/potential \$'s identified; Greater awareness of non-govt funding, sponsorship availability; Greater amount of non-govt resources attracted	Short-term initially Then ongoing	Arts MNC Business Sector Private Foundations
7.5 Provide workshops on how to attract resources inc submission writing, lobbying etc	Increased number of applications/submissions; Increase in professionally developed applications; Greater success rate of local submissions; Increased resources into the Kempsey LGA.	Short-term Annually	Kempsey Council Arts Mid North Coast Relevant Agencies
7.6 Identify and engage key decision makers at regional, state and federal levels	Increased visitation by key decision makers at the Regional, State and Federal levels to the Kempsey LGA; Greater understanding of the needs of the Kempsey LGA at the Regional State and Federal levels; Greater returns to the Kempsey LGA through regional state and federal funding programs	Short term Then ongoing	Kempsey Shire Council Arts MNC
7.7 Explore opportunities to develop partnership approaches to funding applications.	More effective and efficient use of resources; Greater lobbying power; Stronger links formed between agencies; Increased success of partnership applications.	Short-medium term Then ongoing	Relevant Agencies Arts MNC Kempsey Shire Council

CULTURAL PLANNING PRIORITIES

2003

The following identifies the Cultural Planning priorities for the 2003 calendar year as identified by the Kempsey Shire Cultural Planning Committee. The various strategies and associated outcomes and stakeholders have been lifted directly from the Kempsey Shire Cultural Plan 2003-2008.

It was recommended by Indigenous representation on the CPAC that Indigenous related priorities and strategies be integrated within the overall plan and that a separate Indigenous section was not required.

ARTS & CULTURAL DEVELOPMENT			
1. Establish an Arts and Cultural Development Committee as a 355 committee of Kempsey Shire Council. Utilise the ACDC as a co-ordinating body for arts and culturally related project development in the Shire.	Greater co-ordination of local project development; Support for local groups wishing to develop projects; Access to information and links to resources for local groups.		CPA Committee; Community Agencies.
1.1 Encourage Council to consider a more strategic approach to the allocation of LG resources via a Council cultural small grants program.	More effective use of local resources; Increased engagement of Council in CCD; Access to small grants by small community based organisations.		KSC Community
1.2 Create a yearly strategy to identify priority projects and attract resources for same.	Priority projects developed and implemented; Increased resources into the area; Strategic and co-ordinated approach to the allocation of resources.		CPA Committee KSC; AMNC.
1.3 Provide workshops on how to attract resources inc submission writing, lobbying etc	Increased number of applications/submissions; Increase in professionally developed applications;		Kempsey Council Arts Mid North Coast

writing, lobbying etc	Greater success rate of local submissions; Increased resources into the Kempsey LGA.		Relevant Agencies
1.4 Identify and engage key decision makers at regional, state and federal levels	Increased visitation by key decision makers at the Regional, State and Federal levels to the Kempsey LGA; Greater understanding of the needs of the Kempsey LGA at the Regional State and Federal levels; Greater returns to the Kempsey LGA through regional state and federal funding programs		Kempsey Shire Council Arts MNC
1.5 Develop a three-year strategic plan for Cultural Industry development in the Shire. Economic development & tourism.	A considered and realistic approach to development; Increased support and resources for Cultural Industries development; Greater economic and employment outputs for the sector.		KSC; Cultural Industries; Economic Dev Orgs; AMNC.
1.6 Facilitate access to vacant venues in the Shire for arts and culturally related activities	Increased access by local artists to showcasing opportunities; More effective use of unused commercial space; A more vibrant CBD; Increased sales for local artists.		MVAC; KSC; Community Agencies.
1.7 Promote and develop Gladstone as a recognised Heritage precinct within the Shire.	More strategic and effective use of resources; A planned approach to precinct development; Increased visitation to the Shire; Value placed on rural communities.		KSC
1.8 Attract funding for arts and culturally related projects that specifically target	Increased arts and culturally related activity; Increased access by marginalised groups; Increased state and federal resources into the LGA		Local Agencies KSC AMNC

groups in the Shire.			
1.9 Take up opportunities as they arise for cultural development within the Shire.	Art trail booklet, Gladstone Gallery.		KSC, Arts community, And the whole L.G.A.

2 Undertake a rigorous Cultural Mapping process	<p>Identification of existing infrastructure, services, facilities etc</p> <p>Cultural Sector benchmarked;</p> <p>Needs identified;</p> <p>Strategies for development based on planning and research.</p>		<p>KSC;</p> <p>AMNC.</p> <p>Funding Premiers Dept</p> <p>Community Solutions Funding</p>
2.1 Research and benchmark the current level of Cultural Industries development within the Shire.	<p>Cultural Industries benchmarked;</p> <p>Barriers to further development identified;</p> <p>Strategies developed to progress Cultural Industries.</p>		<p>AMNC;</p> <p>KSC;</p> <p>Cultural Industries;</p> <p>Economic Dev Orgs</p>
2.2 Identify, map and rate, existing resources.	<p>Existing resources identified;</p> <p>Existing resources rated re age, usability etc</p>		<p>Kempsey Shire Council;</p> <p>Relevant Agencies;</p> <p>Arts MNC</p> <p>MVAC</p>
2.3 Develop a database of organisations servicing marginalised groups for the purposes of information dissemination	<p>Increased access to information by all sectors of the community;</p> <p>Local individuals and agencies linked to support;</p> <p>Strengthening of the local arts and cultural network.</p>		<p>Arts MNC</p> <p>KSC</p> <p>MVAC</p> <p>Local Agencies</p>

ECONOMIC CULTURAL INDUSTRIES DEVELOPMENT			
3. Develop a local Cultural Industries reference group	<p>A more informed and co-ordinated approach to Cultural Industry Development;</p> <p>A higher priority developed for Cultural Industries;</p> <p>Increased networking, sharing of resources;</p> <p>Lobbying group established.</p>		<p>Cultural Industries;</p> <p>AMNC;</p> <p>KSC.</p>
3.1 Promote the value and breadth of Cultural Industry development broadly across the shire	<p>Increased understanding of the potential of Cultural Industry development;</p> <p>Increased support for development;</p>		<p>AMNC;</p> <p>Cultural Industries.</p>
3.2 Engage the support of local, regional, state and national Economic Development organisations for Cultural Industry development in the Shire.	<p>Increased understanding and involvement by the Economic Dev sector in Cultural Industry development;</p> <p>Increase in resource support;</p> <p>Professional input into business development;</p> <p>Increased professional approaches to business management and development.</p>		<p>Cultural Industries;</p> <p>AMNC;</p> <p>KSC;</p> <p>Economic Dev Orgs.</p>
3.3 Develop stronger links between Tourism and the Cultural Industry sector as one approach to more effective promotions.	<p>Greater involvement and understanding of the Cultural Industries sector by Tourism operators;</p> <p>Greater opportunities for marketing and promotions;</p> <p>Increase in available resources and partnership potential;</p> <p>Greater visitation to the Shire.</p>		<p>Tourism NSW;</p> <p>Reg Tourism Board,</p> <p>Local Tourism Officer;</p> <p>Cultural Industries;</p> <p>AMNC;</p> <p>KSC.</p>

<p>3.4 Liaise with the Indigenous community to assist in the development of Indigenous related Cultural Industries and associated infrastructure.</p>	<p>Increase in the output and professional management of Indigenous related Cultural Industries;</p> <p>Increase in resources for the support of Indigenous Cultural Industries;</p> <p>Increased social capital building.</p>		<p>Indigenous Cultural Industries;</p> <p>KSC;</p> <p>AMNC: RICO</p> <p>State and Fed Indigenous Dev Orgs</p>
<p>3.5 Support the Watuma Keeping Place Committee in their efforts to develop a major facility for the South Kempsey Park.</p>	<p>Increased advocacy and lobbying for the required resources;</p> <p>Increased links between the Indigenous and non-Indigenous communities;</p> <p>Greater cross-cultural understanding;</p> <p>Social capital building for local Indigenous communities;</p> <p>Increased employment outcomes for Indigenous people;</p> <p>Greater visitation to the region;</p> <p>Increased economic outcomes for the general community.</p>		<p>Indigenous Orgs;</p> <p>KSC;</p> <p>Economic Development Agencies;</p> <p>Funding Bodies;</p> <p>Community Agencies;</p> <p>General Community.</p>

Kempsey Shire Council

Cultural Planning Consultation : Summary Outcomes

Willawarrin 24/06/02

Access

- Better radio and TV reception particularly TANK FM.
- Better access to free press.
- Bigger and more local notice boards.

Infrastructure

- An upriver cultural development committee to make things happen, connected to social /economic development committee.
- Lights at the new sports grounds.
- Local communication strategy.

Professional Development

- Need to identify local, upriver, needs. Local s are very self sufficient, reliant and parochial. Access to PD through TAFE and other traditional providers.
- Skilled up river artists offer a lots of PD to local schools.

Networks/Needs

- To identify local contact points for information sharing. Places Doctors Surgery (Bellbrook), General Stores, and Pubs.
- Improved access to free press.
- Community Notice boards chalk boards (similar to those at Temagog).

Resources

- Needs human resources to support promote and assist make things happen.

Marketing and Promotions

- Community Notice boards (chalkboards).
- Internet access at local shop, rural transactions.

Misc

- The meeting believed that up river cultural industries were to a large extent invisible, untapped and underdeveloped.
- Need for planning promotions.
- Community markets.
- The valuing of Arts and Cultural industries.
- Primitive camping areas.

Kempsey Shire Council

Cultural Planning Consultation: Summary Outcome

Kempsey CBD: Kempsey Shire Chambers Mon 8th July; 6.00pm – 7.30pm

Access

- Council list of all vacant buildings within the shire (potential exhibition spaces)
- Display art from the schools within public places in the community.

Infrastructure

- More funding for Arts Groups (search for sustainability)
- Annual Festival for Kempsey, encompassing all art forms
- Annual Festival for Kempsey, on the riverbank
- Education workshops for youth on the broader aspects of Arts Mid North Coast
- Purpose built entertainment centre
- Regional Art Gallery
- Riverfront development, (soundshell, stage etc)
- Public art
- Firing complex for local potters
- Community Gallery space
- Performance venues

Professional Development

- Workshops needed on submission writing and marketing
- Drama workshops
- Arts in Health Workshops
- Regional Film Training
- Potters firing workshops

Networks

- Improved Database listing of artists and available exhibition spaces
- Workshop spaces
- Drop in centre for artists
- Alternatives to pubs, eg; coffee shops, performance café, cabaret restaurant
- A tourist directory/map of local arts and craft galleries
- Public Noticeboards

Resources

- List of grants that are available
- Artists Database (onto web site)
- Community co-ordinated grant applications
- Broader access to funds besides youth funding

Marketing and Promotion

- Updated Website with contact database
- Strategic approach to media
- Promote Arts Council Newsletter
- Heavier involvement by community radio

Kempsey Shire Council
Cultural Planning Consultation: Summary Outcome
Stuarts Point: Stuarts Point Community Hall; Tues 25th June;
5:30pm – 7pm

Access

- Transportation Greater access to events and venues in Kempsey
- Annual Calendar of Events
- Access to technology based information services (Internet)

Infrastructure

- Greater networking with the already existent Kempsey groups
- Annual Event/Festival
- Regional Gallery
- More community exhibition spaces

Professional Development

- Hold workshops and skilled based schools utilising local shire talent

Networks

- Establish a more universal events calendar that can reach all households.
- Stronger community networks.
- Stronger communications and information sharing

Resources

- Motivated Human Resources ie; breaking down apathy in local communities
- More community exhibition spaces

Marketing and Promotion

- Improved promotions of local events in the local papers.
- Improved promotions of local events on the local noticeboard.

Misc

- Need greater access to Kempsey events throughout the week, both evenings and daytime.

Kempsey Shire Council

Cultural Planning Consultation: Summary Outcomes

South West Rocks: CWA Hall; Wed 10th July; 5:30pm – 7pm

Access

- Movies/Picture Theatre
- Public awareness through Print; eg; newsletters etc
- Areas for Public Artworks

Infrastructure

- Small Public Library needs to expand (out of date-does not meet communities needs)
- Easter Festival (cancelled 02)
- Establishment and support for local Arts Council
- Multi Purpose Venue (extend existing Hall)

Professional Development

- Workshop space needed for arts based workshops (there a number of artists in the region)
- Establishment and support for local Arts Council

Networks

- Maintain existing Groups
- Need for co-ordination of groups

Resources

- Library Resources out of date
- Access to Gaol Difficult (could be used for Arts Council Balls, Carols by Candlelight etc etc, Lack of roof is problematic)
- Workshop spaces

Marketing and Promotion

- Better Links Required between Groups
- Better links required with local media
- Access to public information on arts and cultural events/happenings

Misc

- Performance practice space for Musicians
- SWR has 9 piece percussion orchestra
- Markets once a month
- CTC
- Exhibition space
- Murals and public artworks wanted

Kempsey Shire Council
Cultural Planning Consultation: Summary Outcome
Crescent Head: Crescent Head Community Hall, Tues 9th July;
5:30pm – 7pm

Access

- Transportation Greater access to events and venues in Kempsey
- Entertainment
- Annual Calendar of Events
- Access to technology based information services (Internet)

Infrastructure

- Stronger cohesive group to oversee arts and culturally related events in the Crescent Head Area.
- Greater networking with the already existent Kempsey groups
- Local communication strategies (eg; established phone tree)
- Community Technology Centre

Professional Development

- Crescent head has a 10% population of teachers giving a great scope for PD in the Crescent area.
- Opportunities to hold workshops and skilled based schools (eg; surfing school in conjunction with the surf comp each year)

Networks

- Establish a more universal events calendar that can reach all households.
- Promote the use of Community Noticeboard.
- Stronger community networks.
- Stronger communications and information sharing

Resources

- Motivated Human Resources, ie; breaking down apathy in local communities

Marketing and Promotion

- Improved promotions of local events in the local papers.
- Improved promotions of local events on the local noticeboard.

Misc

- Crescent does have an annual surfcomp, Maui classic
- Lions Club quite active
- Existing Market Day
- Strong desire for Cinema Under the Stars
- Shop owners in Crescent were very willing to promote local events in their window space.
- Crescent Community very parochial and quite like it that way. They are very wary of activity that could generate development, which would alter the environment of Crescent.
- Crescent Head Community felt that they needed greater access to Kempsey events throughout the week, both evenings and daytime.
- General feeling was that Crescent experiences a great deal of Apathy when it comes to organising events, nicknamed 'Crescent Dead'

Arts Mid North Coast Inc
Kempsey Shire Cultural Planning Project

Consultation Workshop Agenda

- 5:30pm – 5:35** **Welcome, intro and background to the project**
- 5:35 – 5:45** **Participant introductions**
- 5:45 – 6:25** **Group Workshop:**
- split into groups of five
 - elect a group leader
 - brainstorm arts and cultural needs list
 - prioritise
 - develop associated strategies
 - present as recommendations back to the larger group
- 5 minute break**
- 6:30 – 6:45** **Feedback from groups and discussion**
- 6:45 – 6:55** **Key Priorities:**
- analysis of feedback and discussion
 - defining priorities
- 6:55 – 7:00** **Conclusion:**
- Expressions of Interest
 - Survey Forms
 - Draft Plan and further opportunity for feedback
- 7:00 pm** **FINISH**

**CULTURAL PLANNING PROJECT -
Expression of Interest- closing date 12th April 2002**

Kempsey Shire Council, situated on the Mid-North Coast of NSW, seeks Expressions of Interest from suitably qualified companies, organisations or individuals to develop a two-year Cultural Plan for the Kempsey Shire. The successful applicant working in conjunction with the Cultural Planning Committee will be expected to complete the documentation by July 30th 2002

The successful consultant will be provided with \$5000 to undertake this brief.

Applicants are requested to:

- *address the issues outlined in the accompanying attachment.*
- *provide information regarding previous experience in Cultural Planning, community consultation or research*
- *provide an outline of the process they intend to use in the development of a Cultural Plan.*
- *provide proof of the appropriate business insurance's*
- *have public liability*
- *include two referees contact details and*
- *may like to include a resume*

Suggested time line.

1. Brief applications close 12th April
2. Successful applicant notified by 26th April
3. Meet with the Cultural Planning Committee on Tues. 30th April at The Macleay Valley Community Care Centre Cnr. Forth & Yaelwood St. Kempsey at 4.30pm
4. Completion of Cultural Plan by close of business on Tuesday 30th July 2002

Outlines of the brief will be available from the Community Services Department Office in Harold Walker Ave West Kempsey between 8.30am and 4.30pm Monday - Friday.

Telephone enquiries welcome to David Tyrrell on 65663 226.

Expressions of Interest should be addressed to David Tyrrell, Grants Officer Kempsey Shire Council and/or

- **emailed to ksc@kempsey.nsw.gov.au**
- **Postal applications to P.O. Box 78 West Kempsey 2440.**
- **Delivered to the Community Services Department Harold Walker Ave West Kempsey by 4pm 12TH April 2002**

Kempsey - Cultural Plan Committee

Attachment to;

CULTURAL PLAN EXPRESSION OF INTEREST

Cultural Plan Brief.

1. Develop work plan / time line in consultation with committee
2. Review existing / available information e.g. Council Social Plan, Community Profile, 4th City of the Arts Application, Council's list of Community Groups etc.
3. Identify & consult with stakeholder organisations in the Shire / Region.
4. Undertake / facilitate / promote consultations in the following areas
 - South West Rocks
 - Kempsey
 - Crescent Head
- 3.1. Committee members to convene meetings in Willawarrin (Cheryl Robinson), Bellbrook (David Tyrrell) and Stuarts Point (Barbara Huntington)
- 3.2. Develop survey sheet for Community representatives and distribute (Cultural Plan Committee to develop) collect, collate, evaluate information
5. Develop an appropriate format for the Cultural Plan
6. Draft document to satisfaction of ACAC & Council including information form.
7. Attend Cultural Plan committee meetings to provide updates on Cultural Plan progress and development.

* Travel costs to be met by consultant.

* Council will provide administration support and publicity.



Arts Mid North Coast Inc. Kempsey Cultural Plan 2002 Survey

As part of Kempsey Shire's on going commitment to develop an arts and cultural plan for the shire, the services of Arts Mid North Coast Inc, a regional community cultural development organisation, have been employed to obtain and compile valuable arts and culture related information from individuals and organisations within the shire.

We are seeking your assistance in this process by completing the following survey and providing us with some valuable information that will contribute to completing the plan.

If you require any further information, please feel free to contact the office of Arts Mid North Coast on 02 6659 3360.

Thankyou for your time in completing this survey which we are seeking to have returned in the supplied return-addressed, stamped envelope by: **30th June 2002.**

Name: (Note: Name and contact details are optional)	Age:			
Cultural Background:	NESB	Indigenous	Non Indigenous	Other
Organisation (if applicable):				
Address:				
Phone:	Fax:	Email:		

- 1) Are you a specialist or connected to any one particular art form? **Yes**
No
(If 'yes' please list Arts Form/Specialisation)

Infrastructure

2) What facilities do you currently use for arts based activities within the shire?(Please List)

3) Are you aware of any other facilities?(Please list)

4) What do you consider is the priority of infrastructure/facilities needs in the shire, i.e. what needs to be done first, second and third?

Professional Development

5) What is currently available in the way of arts based professional development or skills training in the Shire? (Please List)

6) What do you feel is currently missing in terms of access to professional/skills development? (Can you list this in order of priority?)

Networks

7) Are you involved with, or access any arts related networks locally or regionally?

Yes **No**

(If yes, please list)

8) What is currently missing in terms of your access to arts based networks in the Shire? eg, Quilters group, Performing artists group etc. (please list)

Access to Information:

9) How do you currently gain access to arts based information?

10) What further access to arts based information do you feel is necessary?

11) What do you think the constraints are to accessing arts based information?

Resources

12) What resources (eg financial, human, materials, expertise, etc.) are you aware of that are available for arts based activities and projects in the Shire? (please list)

13) What further resources are required ? (please list)

Events/Project Activity

14) What arts based events/projects/activities are you aware of that are currently being delivered in the Shire?

15) What arts based events/projects/activities would you like to see take place? (Can you list these in order of priority?)

Relevant Organisations/Groups:

16) Can you list any arts based organisations and groups currently active in the Shire?

17) Are there any arts and cultural activities that are not serviced by a group or organisation, that is, are there any gaps in the provision of arts based services?

Marketing and Promotion:

18) Do you think the marketing and promotion of arts based activities in the Shire is adequate?

19) What improvements could be made in marketing and promotion?

Cultural Industries:

20) What opportunities do you feel the arts sector provides for employment and economic returns in the Shire?

21) How could opportunities be improved?

22) If you would like to add any further comments or information please put your comments here.

Please return this survey form by the 30th June in the supplied stamped envelope.
If you have any questions in relation to this questionnaire please do not hesitate to contact

Richard Holloway,
Arts Mid North Coast
Coffs Harbour Education Campus
Hogbin Drive, Coffs Harbour NSW 2457
Ph: 02 6659 3360, Fax: 02 6659 3351
Email: arts@midcoast.com.au
Website: <http://www.artsmidnorthcoast.org>

Promotion of Public Consultations and distribution of public surveys for the Kempsey Cultural Plan

Distribution and promotions of surveys and 'expressions of interest'

- 100 recipients of the survey were selected from the AMNC Database within the Kempsey Shire
- Surveys distributed at consultations
- Kempsey Shire council distributed surveys to all members of the Macleay Valley Arts Council; totalling approx ?
- Barbara Huntington, Council's Community Project Officer, distributed approx ? copies of survey.
- Surveys were distributed at indigenous consultations held by Fay Nelson
- Survey advertised on Regional ABC talk back, (a dozen subsequent calls made to AMNC requesting copies of the survey).
- Survey was placed on the AMNC website for downloading from 1st June – 14th July
- Survey promoted through the AMNC E-bulletin on
 - 12th June 2002
 - 19th June 2002
 - 26th June 2002
 - 3rd July 2002
- 2 x Press Releases to print media, television and radio outlets in the region

Public Consultations were held at

- Willawarrin: Community Hall; Mon 24th June; 5:30pm – 7pm
- Stuarts Point: Community Hall; Tues 25th June; 5:30pm – 7pm
- Kempsey: Kempsey Council Chambers, Mon 8th July; 6:00pm – 7:30pm
- Crescent Head: Crescent Head Community Hall, Tues 9th July; 5:30pm – 7pm
- South West Rocks: CWA Hall; Wed 10th July; 5:30pm – 7pm

Each public consultation was promoted in the areas that they were held.

- Posting of leaflets in local businesses
- Placement of posters on public noticeboards
- Consultations advertised through AMNC E-bulletin
 - 12th June 2002
 - 19th June 2002
 - 26th June 2002
 - 3rd July 2002
- Advertising through Regional ABC talk back
- Promoted on the AMNC website
- 2 x Press releases to print media, television and radio outlets in the region
- Word of mouth

3^{1st} May 2002

Re: Cultural Planning process for Kempsey Shire

Dear Community Member,

Arts Mid North Coast would like to take this opportunity to inform you of a cultural planning process about to take place in the Kempsey Shire. The project is collaboration between Kempsey Shire Council and Arts Mid North Coast and has been funded by Kempsey Shire Council.

Recently, Kempsey Shire Council established a Cultural Planning Committee to assist in the development of a cultural plan for the Shire. The need for a cultural plan to guide Council and the community in meeting the arts and cultural priorities of the Local Government Area, has been established for some time.

The area also needs a cultural plan to provide a sound basis from which to apply for state and federal government and non-government resources in meeting the identified needs.

To be reflective of the real community arts and cultural needs, Arts Mid North Coast is gathering information in the following ways in order to develop a detailed cultural plan:

- Reviewing existing relevant information (eg the documented consultations associated with the recent City for the Arts application);
- Developing and implementing a survey;
- Seeking 'expressions of interest' from targeted community members; and
- Undertaking community consultations in Kempsey, Crescent Head, South West Rocks, Willawarrin and Stuarts Point;

Please find attached a survey form that we would be most appreciative if you would complete and return in the stamped, self-addressed envelope enclosed.

If your preference is to send an 'expression of interest' in a letter, or narrative form, then that would also be gratefully received.

We would also encourage you to attend one of the community consultations that will be facilitated in the following venues at the following dates and times:

- Willawarrin: Community Hall; Mon 24th June; 5:30pm – 7pm
- Stuarts Point: Community Hall; Tues 25th June; 5:30pm – 7pm
- Kempsey: Kempsey Council Chambers, Mon 8th July; 6:00pm – 7:30pm
- Crescent Head: Crescent Head Community Hall, Tues 9th July; 5:30pm – 7pm
- South West Rocks: CWA Hall; Wed 10th July; 5:30pm – 7pm

These consultations will provide community members with an opportunity to engage in discussion and dialogue that will aim to establish the arts and cultural needs of individual communities and the broader needs of the Local Government Area. All sectors of the community including male and female, young and old, Indigenous and non-Indigenous and people from other cultural backgrounds are encouraged to attend.

Also, if you know of anyone who may be interested in providing information that would be useful for cultural planning purposes, please encourage them to contact Arts Mid North Coast Inc on 0266593360.

Thankyou for your interest and we look forward to either your postal response or seeing you in person at one of the listed consultations.

Yours faithfully,

Richard Holloway
Regional Arts Development Officer
CEO Arts Mid North Coast Inc

PRESS RELEASE

Kempsey Shire to Undertake Cultural Plan

Kempsey Shire Council has recently made a decision to fund the development of a cultural plan for the shire.

Arts Mid North Coast Inc, a regional community cultural development organisation, has been awarded the tender to develop and implement a cultural planning process.

David Tyrrell, Grants Officer for Kempsey Shire Council and president of the Cultural Planning Committee stated:

“The need for a cultural plan for the shire has been established for some time. Cultural development is an increasingly important area of Council involvement that provides both social and economic returns to communities in the Kempsey Local Government Area”.

The CEO for Arts Mid North Coast Inc, Richard Holloway has agreed to undertake a process that provides and opportunity for any community member in the Shire to have their say. Mr Holloway stated:

“Kempsey Shire Council should be congratulated in their decision to fund the development of a cultural plan that will create a greater opportunity to attract state and federal resources into the area for a variety of initiatives identified as priorities in the plan”.

Mr Holloway went on to state that information for the plan will be sourced via a review of existing information, the distribution of a survey, a call for expressions of interests and a series of community consultations.

Any community member interested in completing a survey can call Arts Mid North Coast on 0265593360.

Expressions of interest can be directed to Arts Mid North Coast C/- the Education Campus, Hogbin Drive, Coffs Harbour NSW, 2457.

Community consultations will be held in the following locations on the following dates and times:

- Willawarrin: Community Hall; Mon 24th June; 5:30pm – 7pm
- Stuarts Point: Community Hall; Tues 25th June; 5:30pm – 7pm
- Kempsey: Kempsey Council Chambers, Mon 8th July; 6:00pm – 7:30pm
- Crescent Head: Crescent Head Community Hall; Tues 9th July; 5:30pm – 7pm
- South West Rocks: CWA Hall; Wed 10th July; 5:30pm – 7pm

These consultations will provide community members with an opportunity to engage in discussion and dialogue that will aim to establish the arts and cultural needs of individual communities and the broader needs of the Local Government Area. All sectors of the community including male and female, young and old, Indigenous and non-Indigenous and people from other cultural backgrounds are encouraged to attend.

Existing organisations, current access to information, existing venues and events that have been identified through the community survey.

The following provides a list of organisations, information sources, existing venues and events that were identified through the surveys *only*, associated with this cultural planning process.

This list, by no means represents a comprehensive and complete listing associated with these four areas.

Further entries have been identified through other areas of the data collection process and point towards the need for a rigorous cultural mapping process that will compliment the

Relevant Organisations	
Kempsey Silver Band	Macleay Valley Arts Council
Sherwood State Wines events	Kempsey Eisteddfod Society
Kempsey Singers	Quilters Group
Writers Group	Photography
Painters	School Music and Drama Groups
Country Music Festival	Kempsey Woodwork Group
Schools	Crescent Head Arts Collective
Kempsey TAFE	Mud Shack Pottery
ACE	Kempsey Arts Council
Camden Haven Arts Council	TANK Radio
Kempsey Library	Advocate
Happenings	Fibre Artists Network
Kempsey Players	Needlework Group
KARMA House of exotic furnishings	Kempsey picture Framing

information in this cultural plan.

Access to information:	
Arts Council Newsletter	Metropolitan Newspapers
Local Papers	Word of mouth
Council	Email
Mail	Australian Artist
Macleay Argus	Internet
Radio	Television
Magazines	AMNC Weekly
AMNC Quarterly Newsletter	

Exiting spaces/venues	
Band Box Theatre	Privately Run Galleries
Netherby House	Craft outlets, Gladstone and SWR
CWA Halls	RSL Auditorium
Sherwood State Winery	Wonderland Gallery
Gladstone Gallery	City Mall
Belmore Hall	Library
The off Road circuit	Bellbrook
SWR School of Arts	Kempsey TAFE
Djigay Centre	Kempsey Showground
Old Lodge Pottery	Rockpool Motor Inn
Some empty shops	Collombatti Community Hall

Current Events	
Annual Eisteddfod	Drovers Boy
River Festival	Thursday Karaoke at pub
Bandbox productions	Council Art works
Sport	Biennial Exhibition
Adelaide Swift Exhibition	Tropfest
Bellbrook annual exhibition	Bago Bago
Kempsey Players Theatre	