### TABLE OF CONTENTS

1. Introduction ........................................................................................................... 1
2. Community Engagement ....................................................................................... 2
3. Council’s Role ........................................................................................................ 3
4. Our Cultural Community ....................................................................................... 4
   Figure 1 ~ Cultural Map ....................................................................................... 4
5. Strategies ................................................................................................................ 6
   Strategy A ~ Celebrations and Events ................................................................. 6
   Strategy B ~ Visual and Performing Arts ............................................................ 7
   Strategy C ~ Museums, Galleries and Attractions ............................................. 8
   Strategy D ~ Concert, Live Music and Other Venues ....................................... 9
   Strategy E ~ Libraries, Literature and Learning .............................................. 10
   Strategy F ~ Aboriginal Culture ....................................................................... 11
   Strategy G ~ Cultural Industry Enhancement .................................................... 12
6. Implementation, Monitoring and Reporting Frameworks .................................. 13
7. Sources ............................................................................................................... 14
INTRODUCTION

Background

In November 2009 Council adopted the “Community Delivery Program 2010-2015”. This program recognises and builds on the many existing Council efforts to promote the well being of community members and effectively meeting their needs through social planning.

One of the identified objectives within the Community Delivery Program is Cultural Diversity.

The Cultural Plan 2010-15 (the Plan) identifies Council’s intention to address Cultural Diversity within the valley in the next five (5) years and forms a sub-plan underneath the Community Delivery Program.

Aim

The Plan aims to recognise and build on Council efforts to promote cultural diversity in the community and effectively meet their needs through cultural planning. The Plan outlines actions identified as part of Council cultural strategic direction over the next five (5) years.

This plan: -

- Outlines the composition of the Macleay Valley cultural community;
- Identifies local cultural assets and opportunities; and
- Outlines desired outcomes and actions for Council to work towards a cultural diverse community.

Acknowledgement

Council would like to acknowledge the contribution of all residents and service providers who agreed to participate in interviews, provided written submissions and/or attended the community meetings.
COMMUNITY ENGAGEMENT

The key challenges, opportunities and aspirations of those living within the Macleay Valley were identified through a comprehensive ‘Community and Organisational Engagement Strategy’ for this plan. This data was then considered, in conjunction with key local and state plans in order to formulate desired outcomes and actions of the Plan.

Local Residents

Over 600 residents were consulted and informed Council of their needs through the Quality of Life Survey and Kempsey Shire Council Community Survey 2008.

In addition to this, residents of the communities of Bellbrook, Crescent Head, Frederickton & Collombatti, Hat Head, Gladstone, Kempsey, Smithtown, South West Rocks and Willawarrin were consulted through a series of community meetings as part of the Macleay Valley ~ Explore the Possibilities Project. Local Community Plans for these communities form companion documents to the Plan.

Cultural Groups

The Macleay Valley Arts Council (MVAC) is the peak arts consultancy group that Council uses to identify cultural needs and issues within the Macleay Valley.

In addition to the Macleay Valley Arts Council, Council consulted the South West Rocks Arts Council, Macleay Valley Historical Society and Arts MNC Inc on the Plan.

Integration with other Strategic Documents

Critical to the success of this Plan is alignment with other key strategic planning documents from within Council and State Government departments. Where possible, this plan has taken into consideration the concepts included within the following documents:

- Kempsey Shire Council, “Quality of Life Survey 2009”, May 2009
- Arts MNC Inc, “Arts MNC Strategic Plan”
COUNCIL’S ROLE

The desired outcomes and actions outlined in the Plan will be undertaken by Council over the next five years to meet identified needs; be it as a facilitator, advocate or provider of services, activities and events.

Council’s role in the implementation of the Plan over the next five years is to be a facilitator, advocate, supporter or provider of service, activities or events, which will build on the existing capacity of the community to affect change by themselves. For this reason the implementation of the Plan will be undertaken utilising Asset Based Community Development (ABCD) approach.

Asset Based Community Development approach works on the principles of identifying and mobilising community strengths, skills and knowledge rather than focuses on an inability to affect change or what is lacking within the community. Through focusing on the strengths of the Macleay, which are numerous, key challenges can be met.

Ongoing Community Engagement Process

The Plan will be supported by Council’s community engagement process to determine specific and timely actions to meet the desired outcomes.

Council’s community engagement process is based on primarily on a geographic basis and secondly on special needs groups. The geographic community groups are:

- Kempsey East
- Kempsey South
- Kempsey West
- Frederickton Catchment
- Smithtown/Gladstone Catchment
- Upper Macleay Catchment
- Stuarts Point Catchment
- South West Rocks Catchment
- Crescent Head Catchment

The groups which Council has identified as having special needs and are not likely to have their issues raised through geographic bases are:

- Aboriginal
- Agricultural
- Business/Tourism
- Disabled Community
- Youth

These groups will be given the opportunity of participating in specific and varied consultation forums.
OUR CULTURAL COMMUNITY

Kempsey Shire encompasses the Macleay Valley which is unique in its diversity of landscapes, from the remote wilderness of the hinterland to stunning coastal villages.

The residents have a variety of backgrounds, experiences and skills that contribute to making our community rich in culture and expertise.

Cultural Diversity Within the Macleay Valley

Cultural planning aims to provide opportunities for all individuals and community groups to be included in the rich and diverse cultural life of the valley. Council has a key leadership role in contributing to the wellbeing of local communities and therefore is well placed to support cultural initiatives whilst encouraging inclusive participation.

Figure 1 - Cultural Map
Individuals and groups can participate through a variety of mediums including:

- Festivals and Events
- Performing Arts
- Museums, Galleries and Attractions
- Commercial Galleries and Art Retail Outlets
- Theatres and Cinemas
- Concert, live music and other venues
- Markets
- Libraries, literature and learning
- Aboriginal Culture
- Cultural Groups

This is further depicted in Figure 1 ~ Cultural Map. The Cultural Map provides a general overview of some of the elements available within the community and does not represent an extensive listing of all of the cultural activities available for participation.

Within these mediums it is also recognised that participation has many levels at which individuals and groups are operating within the community. These include:

- At a recreational / social / hobbyists level
- At an amateur / semi-professional level
- Professional / creative industries level

Financial assistance through Council’s Annual Community Grants Program
Small donations to not for profit organisations
Being trustee of many public halls (involves providing assistance with maintenance, insurance and promotion)
Supporting the Kempsey Library (and smaller village libraries)

Opportunities and Challenges

- The ability to foster and develop creative industries as genuine employment opportunities for residents of the valley
- The presence of a strong indigenous culture
- Encourage and support indigenous creative areas
- For the library to have the opportunity to seize exhibitions and touring events at short notice

Council’s commitment to the Cultural Diversity

Council demonstrates commitment to increasing cultural diversity within the community in a number of different ways. These include:

- Supporting the Macleay Valley Community Art Gallery and Dunghutti Ngaku Gallery
- Assistance and provision of community events including Senior’s week, Youth week, Australia Day and other community events
- Provision of information on cultural activities within the community
STRATEGIES

The Cultural Plan is arranged around the following seven (7) strategies:

» Celebrations and Events
» Visual and Performing Arts
» Museums, Galleries and Attractions
» Concert, live music and other venues
» Libraries, Literature and Learning
» Aboriginal Culture
» Cultural Industry Enhancement

Each strategy has a statement which outlines what it is hoped to be achieved.

Strategy A ~ Celebrations and Events

To have a broad range of traditional and innovative civic, community and special events, encouraging the celebration of the valley’s cultural diversity.

<table>
<thead>
<tr>
<th>DESIRABLE OUTCOME</th>
<th>OUR ROLE</th>
<th>OUR ACTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improved access to arts and culture celebrations and events</td>
<td>Advocate</td>
<td>A1 Promote arts and crafts by encouraging increased number of arts / crafts stalls at community markets</td>
</tr>
<tr>
<td>Service delivery</td>
<td>A2 Advocate</td>
<td>A3 Facilitate Advocate</td>
</tr>
<tr>
<td>Service delivery</td>
<td>A2</td>
<td>Promote and support Seniors Week, Youth Week, Harmony Day, Neighbour Day and other events / activities</td>
</tr>
<tr>
<td>Greater promotion of celebrations and events</td>
<td>Service delivery</td>
<td>A4 Promotion of the Events Calendar as the place to list and find out about events in the Macleay Valley. (Website - <a href="http://www.macleayvalleycoast.com.au">www.macleayvalleycoast.com.au</a>)</td>
</tr>
<tr>
<td>Advocate</td>
<td>A5 Support ‘flagship’ arts and festival events for the Shire for the purpose of showcasing the creative talents of the area</td>
<td></td>
</tr>
</tbody>
</table>
Strategy B ~ Visual and Performing Arts

To have a vibrant visual and performing arts scene in the Macleay Valley that acknowledges and celebrates the contributions of local artists, craft and performing arts practitioners.

<table>
<thead>
<tr>
<th>Desired Outcome</th>
<th>Our Role</th>
<th>Our Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>A vibrant Visual and Performing Arts community</td>
<td>Supporter</td>
<td>B1 Continue support for the Kempsey Eisteddod Society, Kempsey District Silver Band, Macleay Valley Community Art Gallery, and the Macleay Valley Arts Council.</td>
</tr>
<tr>
<td></td>
<td>Supporter</td>
<td>B2 Support local theatre and public performance initiatives</td>
</tr>
<tr>
<td></td>
<td>Advocate</td>
<td>B3 Encourage participation in visual and performing arts competitions</td>
</tr>
<tr>
<td></td>
<td>Service Provision</td>
<td>B4 Support and promotion of the Kempsey Shire Art Prize</td>
</tr>
<tr>
<td>Kempsey Shire Art Collection is accessible</td>
<td>Service Provision</td>
<td>B5 Make the Kempsey Shire Art Collection more accessible to the public through changing displays and circulation of works</td>
</tr>
<tr>
<td></td>
<td>Service Provision</td>
<td>B6 A dedicated brochure on the Kempsey Shire Art Collection is produced</td>
</tr>
<tr>
<td>A vibrant Youth Culture</td>
<td>Service Provision</td>
<td>B7 Explore new opportunities for local youth to express their artistic impulses</td>
</tr>
<tr>
<td></td>
<td>Service Provision</td>
<td>B8 Explore the possibilities of a Combined Schools Concert or Rock Music Eisteddfod involving local youth in all aspects of planning and organisation</td>
</tr>
<tr>
<td>More Public Art</td>
<td>Service Provision</td>
<td>B9 Develop a Public Art Policy and strategy for the Shire</td>
</tr>
<tr>
<td></td>
<td>Service Provision</td>
<td>B10 Incorporate Public Art in the Shire through street scapes, bus shelters and parks</td>
</tr>
</tbody>
</table>
Strategy C ~ Museums, Galleries and Attractions

To have interesting and innovative museums, galleries and attractions that showcase artist and cultural talents.

<table>
<thead>
<tr>
<th>STRATEGIES</th>
<th>Desired Outcome</th>
<th>Our Role</th>
<th>Our Action</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Heritage Conservation is supported</td>
<td>Promotion</td>
<td>C1</td>
</tr>
<tr>
<td></td>
<td>Supporter</td>
<td>C2</td>
<td>Continued support of the Macleay Valley Historical Society and Slim Dusty Heritage Centre</td>
</tr>
<tr>
<td></td>
<td>Service Provision</td>
<td>C3</td>
<td>Implement policies and plans that are consistent with the conservation of European and Aboriginal historic sites and buildings</td>
</tr>
<tr>
<td></td>
<td>Thriving Galleries</td>
<td>Supporter</td>
<td>C4</td>
</tr>
<tr>
<td></td>
<td>Service Provision</td>
<td>Facilitator</td>
<td>C5</td>
</tr>
<tr>
<td></td>
<td>Service Provision</td>
<td></td>
<td>C6</td>
</tr>
</tbody>
</table>
Strategy D ~ Concert, live music and other venues

To have innovative, vibrant and supportive spaces where arts and cultural activities can be conducted.

<table>
<thead>
<tr>
<th>STRATEGIES</th>
<th>Desired Outcome</th>
<th>Our Role</th>
<th>Our Action</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Accessible venues for arts and culture activities</td>
<td>Promotion</td>
<td>D1 Facilitate access to available venues in the Shire for culturally related activities</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Service Provision</td>
<td>D2 Support the maintenance and upgrading of existing cultural facilities owned or managed by Council</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Supporter</td>
<td>D3 Support the Macleay Valley Arts Council in the development of the Oddfellows Hall</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Supporter</td>
<td>D4 Support the range of innovative options to showcase arts and cultural activities eg: use of vacant shops and existing businesses</td>
</tr>
</tbody>
</table>
Strategy E ~ Libraries, Literature and Learning

To have literacy and learning opportunities available to all ages.

<table>
<thead>
<tr>
<th>STRATEGIES</th>
<th>Desired Outcome</th>
<th>Our Role</th>
<th>Our Action</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Further development of the Library network in the Shire</td>
<td>Service Provision</td>
<td>E1 Continue author evenings and devise further ways of celebrating literature</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Service Provision</td>
<td>E2 Consult with the community for the enhancement of library services, resources and space</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Service Provision</td>
<td>E3 Continue to source exhibitions and touring events for the library</td>
</tr>
<tr>
<td></td>
<td>Promotion of life long learning</td>
<td>Advocate</td>
<td>E4 Advocate and support U3A and the Macleay Valley Community College as places of lifelong learning opportunities</td>
</tr>
</tbody>
</table>
Strategy F ~ Aboriginal Culture
To celebrate and preserve the history and culture of the Dunghutti people.

<table>
<thead>
<tr>
<th>STRATEGIES</th>
<th>Desired Outcome</th>
<th>Our Role</th>
<th>Our Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>STRATEGIES</td>
<td>Preservation and appreciation of Aboriginal Culture</td>
<td>Advocate</td>
<td>F1 Consult with appropriate agencies in consideration of Development Applications which may impact on sites of Aboriginal Heritage</td>
</tr>
<tr>
<td>STRATEGIES</td>
<td></td>
<td>Advocate</td>
<td>F2 Advocate and support NAIDOC Week and Sorry Day Celebrations</td>
</tr>
<tr>
<td>STRATEGIES</td>
<td></td>
<td>Supporter</td>
<td>F3 Support the Kempsey Local Aboriginal Lands Council in the restoration and preservation of Aboriginal sites</td>
</tr>
<tr>
<td>STRATEGIES</td>
<td></td>
<td>Facilitator</td>
<td>F4 Acknowledge and celebrate Kempsey Shires’ Aboriginal heritage</td>
</tr>
<tr>
<td>STRATEGIES</td>
<td></td>
<td>Supporter</td>
<td>F5 Support the Dunghutti Aboriginal Leadership Management Alliance</td>
</tr>
</tbody>
</table>
Strategy G ~ Cultural Industry Enhancement

To have a strong and professional arts and cultural industry.

<table>
<thead>
<tr>
<th>STRATEGIES</th>
<th>Desired Outcome</th>
<th>Our Role</th>
<th>Our Action</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Arts and Cultural industry is adequately funded</td>
<td>Advocate</td>
<td>G1 Attract funding for arts and culturally related projects that are inclusive of the entire community</td>
</tr>
<tr>
<td></td>
<td>Advocate</td>
<td>G2 Ongoing promotion of opportunities to access Government and Non-Government funding</td>
<td></td>
</tr>
<tr>
<td>Service Provision</td>
<td>G3 Encourage and promote Council’s Community Grants Program to local arts and cultural groups</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotion</td>
<td>G4 Promote availability of existing resources and encourage sharing where appropriate</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Service Provision</td>
<td>G5 Support the provision of workshops on how to attract resources including submission writing, lobbying etc</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Service Provision</td>
<td>G6 Support opportunities for partnerships for funding applications</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professional Art Practitioners</td>
<td>Service Provision</td>
<td>G7 Provide ongoing assistance to local organisations to attract funding for professional development in all areas of the arts</td>
<td></td>
</tr>
<tr>
<td>Professional Arts Network</td>
<td>Advocate Facilitator</td>
<td>G8 Continue liaising and cooperating with Local Arts Council</td>
<td></td>
</tr>
<tr>
<td>Service Provision</td>
<td>G9 Investigate the funding for a dedicated Cultural Officer at Council</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advocate Facilitator</td>
<td>G10 Assist Arts and Cultural groups with marketing and promotion as required</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advocate</td>
<td>G11 Link local artists to regional programs / events provided by Arts Mid North Coast</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
IMPLEMENTATION, MONITORING AND REPORTING FRAMEWORKS

In recognition of the significance of Cultural Diversity for the future of the Kempsey Shire, the Director Community Engagement and Manager Community Relations will be responsible for monitoring of this initiative.

Each outcome and associated action in the Plan will be integrated into Council’s annual Management Plan. The Management Plan will detail the actions, including partnerships with stakeholders such as businesses, the community sector, and other tiers of government.

Four (4) years after commencement a formal review and update of this strategy will be undertaken taking into account progress and changes in the broader environment.
SOURCES

Arts MNC Inc, "Arts MNC Strategic Plan"
Gunnedah Shire Council, 2005, “Gunnedah Shire Cultural Plan”
Kempsey Shire Council, 2007, “Community Strategic Plan – Kempsey Shire Our 20 Year Vision”
Kempsey Shire Council, 2009, “Quality of Life Survey 2009”