

Our Creative Macleay

ARTS & CULTURE
PLAN 2023-2030



KEMPSEY
Shire Council

Acknowledgement of Country

Kempsey Shire Council acknowledges the land of the Thunggutti/Dunghutti Nation.

We pay respect to Elders past and present.

We acknowledge the role of emerging leaders to continue to guide us in the future.

We acknowledge the Stolen Generations and the need to change practices to be inclusive.

This land always was and always will be Thunggutti/Dunghutti land.





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PEOPLE



PAST



PLACE

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INTRODUCTION

THE PURPOSE OF THIS PLAN

The need for Council to prepare an Arts and Culture Plan, maturing adopted policies and expanding on expired plans was identified in the Community Infrastructure Strategy (August 2020).

Supporting creative industries within a local government area is vital for economic

growth, job creation, connecting communities to each other and the place we live. Development of creative industries and connections doesn't just happen without coordinated creative thinking, innovation and commitment through policy and allocation of resources.

This Plan aims to define Council's commitment to recognising the value of arts and culture in our community and help ensure the ongoing and expanded provision of a broad range of cultural experiences close to home, giving people the opportunity to experience the arts as part of everyday life.





*We need
events and
activities that
are accessible
and inclusive*

DEFINING CULTURE?

The term 'Culture' has a range of meanings across community, government and industry. According to Australia's National Arts and Culture Accord, broad concepts of arts and culture encompasses three overlapping and interrelated sectors.

1. The Arts

Includes music, performing arts, visual arts and literature. In addition to the individual and collective activities of practitioners, for vocational or recreational purposes, the arts include arts education, community arts, collections and performances, which may be made available to the public in galleries, libraries, theatres, cultural venues, training institutions and increasingly on-line and broadcast.

2. Creative Industries

A sector that harnesses a range of creative and business skills or commercial production and dissemination. Creative industries include film and television production, broadcasting, electronic games, architecture, design and fashion, publishing, media and advertising.

3. Cultural Heritage

In parallel with the arts and creative industries there is a strong recognition of Australia's diverse cultural heritage, and the work of museums, galleries and libraries and archives to preserve and provide access to the artefacts and intangible heritage of Australia's culture. In particular, Australia's heritage includes Aboriginal and Torres Strait Islander cultures that are amongst some of the oldest living cultures in the world. It is a wide concept that also includes tangible built heritage and the natural environment.





Public sculptures should reflect and enrich the fabric of the Valley

THE VALUE OF ARTS & CULTURE

Community have shared experiences, building connections with each other and the place

Creates opportunities for truth and storytelling, preserving history and improving social capital and pride through shared knowledge



Enhances the overall aesthetic and environmental aspects of the community, contributing to liveability of a place

Supports principles of equity through intergenerational, accessible and personal experiences to build appreciation of diversity





Improves identification
with the local community
and gathering places

Creative expression
builds connection and
pride that links to positive
health and wellbeing
outcomes for the
community

A vibrant and culturally
rich area, creates
employment in
creative industries and
attracts new residents,
supporting population
and economic growth

Cultural tourism attracts
visitors from outside the
area seeking memorable,
unique experiences,
leading to overnight
visitation and spending



Arts and
culture are
what gives a
community
soul

WHAT IS COUNCIL'S ROLE?

In broad terms Council has a responsibility to improve and promote the health and wellbeing of its community. The World Health Organisation (WHO) states that engaging in cultural activities can enhance self-esteem, reduce stress and contribute to a sense of purpose and fulfillment.

Council has several roles in supporting creative industries, raising awareness of the value of cultural experience and providing resources and pathways to enable participation.

Lead

- Establish an environment where arts and culture is understood, supported and flourishes.

Host

- Provide community spaces that allow access to history and learning resources, opportunities to display and perform creative works.
- Deliver events and opportunities for community to connect with and enjoy shared creative experiences.

Advocate

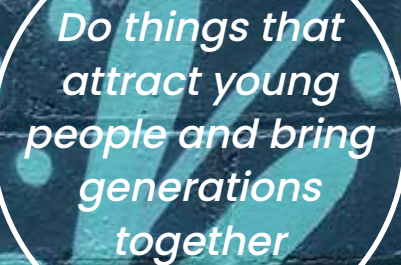
- Champion local arts and cultural development and capacity building.
- Promote creative interests to other levels of government and decision makers.
- Highlight strengths and opportunities, identify gaps and barriers in sustaining a vibrant creative community.

Fund

- Provide grants and support to empower community groups and creatives to deliver initiatives.
- Encourage diversity and vibrancy through strategic funding programs and policies.
- Incorporate creative place making into infrastructure projects and improvements.
- Sponsor events that create cultural exposure for community and attract visitors.

Partner

- Build networks among creatives, government and non-government organisations to achieve collaborative impact.



*Do things that
attract young
people and bring
generations
together*

OUR COMMUNITY



Estimated
Population
31,118



26.2%
Aged 65 years
and over



population with
a vocational
qualification
25.8%



Employed
residents
10,671



Number of
dwellings
15,287

12.9%

Aboriginal
and Torres
Strait Islander
population



Average
household size
2.38

0.8%

employed
in arts and
recreation
services



population with
a Bachelor or
higher degree
10.2%

(Source ABS census 2021)

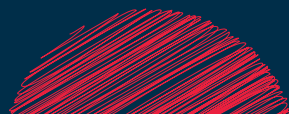
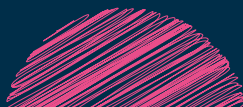
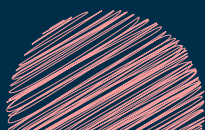


PLANNING AND POLICY LINKS

Our Creative Macleay does not exist in isolation but within the framework of other plans at a local, regional and state level. Many of the themes and actions in these plans intersect and seek related outcomes.

Our Creative Macleay aims to complement the actions reflected in these existing plans and prioritise those that are more specific, reflect community expectations and that Council and the community have a capacity to implement.

State	<p>Create NSW</p> <ul style="list-style-type: none"> • NSW Governments cultural driver, within the Department of Enterprise, Investment and Trade. • Embed arts in the everyday and deliver new, innovative and exciting arts and cultural services and experiences for the people of NSW. <p>Cultural Infrastructure Plan 2025+</p> <ul style="list-style-type: none"> • Strategic framework for investment and support for cultural infrastructure. 	<p><i>Create in NSW</i> – 10-year arts and cultural policy strategic framework. Key actions for Regional NSW:</p> <ul style="list-style-type: none"> • Collaborate with local governments, focus on opportunities for creative hubs and cultural precincts. • Develop a Regional Partnerships and Touring Framework. • Create professional development pathways for artists and arts and cultural workers. • Extend the reach of the State Cultural Institutions collections, programs and events. • Promote opportunities for cultural tourism through Destination Management Planning. <p>Key actions for Regional NSW:</p> <ul style="list-style-type: none"> • Support regional economic and social development. • Coordinated local and regional cultural infrastructure planning.
Regional	<p>Arts Mid North Coast – peak arts and cultural development organisation for the region.</p> <p>Part of a network of 14 Regional Arts Development Organisations in NSW</p> <p>Kempsey Shire Council is one of six permanent members of AMNC.</p> <p>North Coast Destination Management Plan 2022–2030</p>	<p>Five goals that link to local delivery for the regions arts and culture sector.</p> <ul style="list-style-type: none"> • <i>Capacity</i> – Generate increased opportunities for access, participation, training and education. • <i>Showcase</i> – Increase visibility and awareness of creative and cultural activity and opportunities. • <i>Partnerships</i> – Develop and foster strategic partnerships, projects and networks. • <i>Strategic</i> – Encourage and support the arts, creative industries and cultural development in all strategic processes to provide leadership and ensure positive outcomes for local, community and regional initiatives. • <i>Governance</i> – To be an agile, dynamic, effective, accountable and sustainable organisation. <p>Actions supporting development of arts and culture tourism products.</p> <ul style="list-style-type: none"> • <i>Showcase our Strengths</i> – Work with the Destination Network Project Management Group to advocate and support the development of new heritage and First Nations cultural tourism products and experiences including tailored development opportunities to champion the North Coast’s strengths in this space.



Local	Horizon 2030 – Macleay Valley Economic Development and Tourism Strategy	<p><i>Indigenous Business support</i></p> <ul style="list-style-type: none"> • Work with stakeholders and agencies to facilitate the establishment of Indigenous business in the tourism sector, building on Indigenous cultural heritage. <p><i>Establishing and promoting key events</i></p> <ul style="list-style-type: none"> • Review existing community festivals and events (including sporting, music and cultural festivals) and identify opportunities for existing and emerging events throughout the Macleay Valley and surrounding region to become part of a coordinated calendar of events with Destination North Coast NSW. • Promote the growth of the Slim Dusty Music Festival and the Sculptures in the Gaol as two distinctive local events.
	Kempsey Shire Council Signage Strategy 2022 Leading the way to better signage.	<p>A framework for decisions on the location and style of all future tourism and wayfinding signage. Section 4 recommendations for the Destination Signage System incorporate relevant historical and cultural actions.</p> <ul style="list-style-type: none"> • Develop community led interpretive signage. • Develop process and protocols for dual naming facilities and geographical features within the Shire. • Lobby Transport for NSW to install Welcome to Country signs at shire boundaries on the Pacific Highway. • Work with traditional owners to tell stories and history of the Dunghutti and Thunggutti people through place signage.
	Slim Dusty Centre Business Plan	<p>Council officially took over operation of the Slim Dusty Centre, including the museum in August 2021.</p> <p>The vision is to:</p> <ul style="list-style-type: none"> • Establish the centre as a valued community asset and multipurpose facility delivering arts and cultural programs, educational programs, events, activities, and commercial opportunities to enhance our resident's lives. • Provide a unique tourism experience to attract visitors to the Macleay Valley Coast and enhance the existing experience of our regular visitors.
	Existing and expiring Council Procedures that will be replaced by Our Creative Macleay	<ul style="list-style-type: none"> • Procedure 2.5.1 Cultural Plan • Procedure 2.5.2 Public Arts Management • Procedure 2.5.3 Public Art Strategies • Procedure 2.11.1 Community Delivery Program

COMMUNITY FEEDBACK

Interviews, surveys and idea hubs have been conducted with a broad cross section of community, industry specific organisations and interest groups as well as existing document reviews and analysis to help inform development of Our Creative Macleay.



WHAT WE HEARD:

Improve pride in the Valley by sharing our stories and building better relationships

We have a strong and proud Aboriginal community, it should be reflected in community facilities and public places.

Help people know about and get to events in neighbouring areas

Increase publicity about events and activities that are already taking place

Do things that attract young people and bring generations together

More live music

We need events and activities that are accessible and inclusive

Create a first nations music and arts festival to celebrate our unique heritage

More places and events for emerging performers and artists to showcase their work and get experience

Public sculptures should reflect and enrich the fabric of the Valley

You can't put a value on what creativity brings to the community

I've seen first hand the improvement in community pride and connection through arts and culture and can now understand the positive impact it has.

We have unique small intimate venues where locals meet and share experiences.

The health of a society can be measured by the creative output of its citizens

Arts and culture are what gives a community soul

We have a depth of aboriginal culture and a wealth of talent to support

Appreciating creativity in all its forms brings such richness to all of our lives

The new laneway murals are fantastic



2022 Community Satisfaction Survey

- 49% of residents feel arts and cultural development is a priority for Council in the community sector.
- 31% of residents believe there should be more investment in arts and cultural development.
- When ranking Council services according to importance and satisfaction Libraries, Slim Dusty Centre and Arts and Culture ranked in the social capital quadrant, lower importance / higher satisfaction.



VISION FOR OUR CREATIVE MACLEAY

Our people are supported to expand and access a vibrant, diverse creative community that celebrates heritage and builds connection, pride and wellbeing.

STRATEGIC FOCUS AREAS:

To frame Council's approach to building on the existing state and local plans supporting the cultural life of the Macleay, the arts and culture plan is separated into three key themes.

PEOPLE

The collective identities, values and beliefs of the people in our region are critical in shaping and evolving our culture and creativity.

PAST

Recognising and sharing the significance of our heritage fosters a sense of community and supports wellbeing.

PLACE

Spaces for cultural expression and interaction create local identity, build pride in where we live and help to build resilient connected communities.



*The new
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PEOPLE

At the centre of our community are the characters and people that make up its fabric. Our backgrounds, experiences and resilience shape the stories we want to share and the ways we connect and learn.

OBJECTIVES AND ACTIONS:

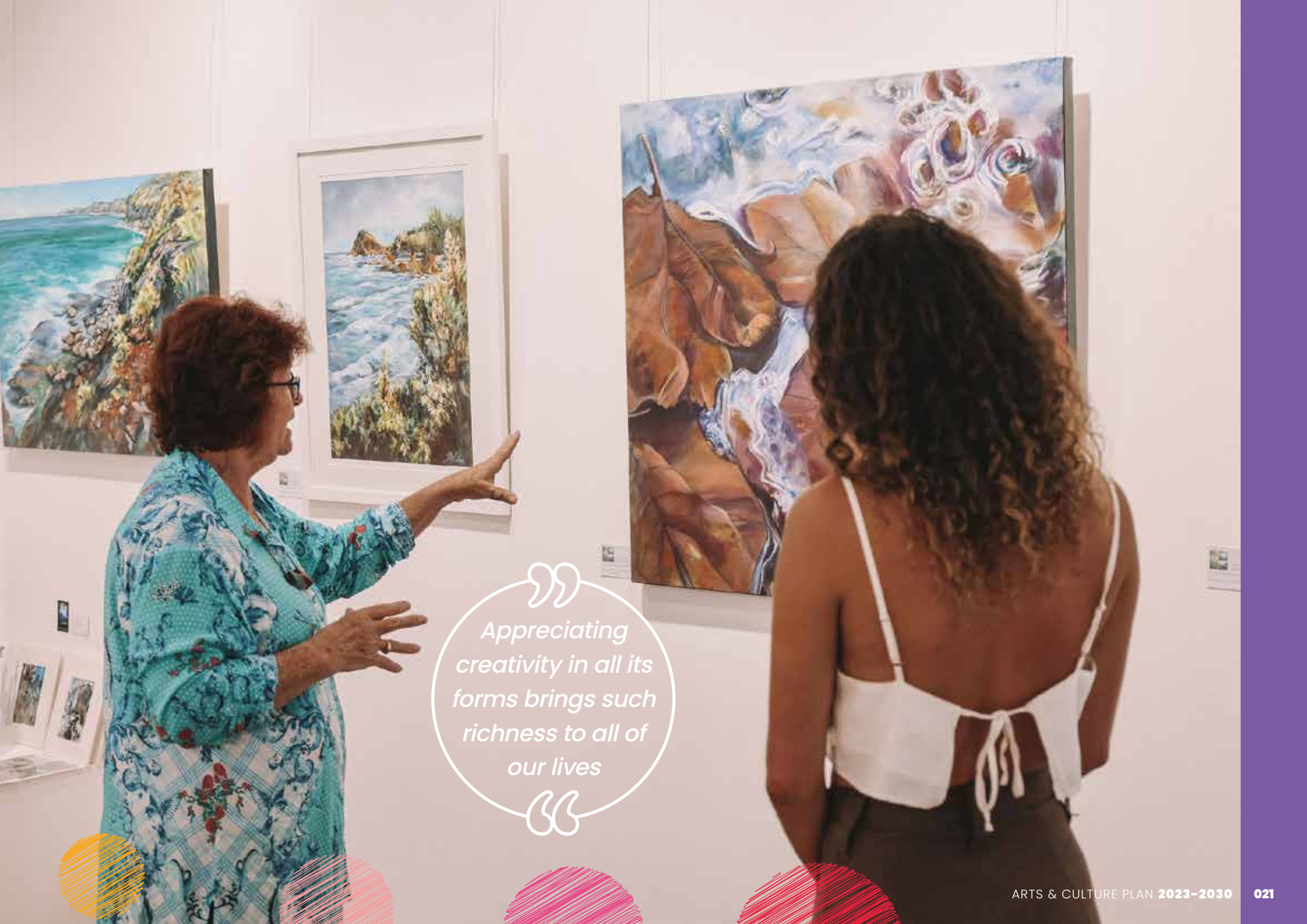
1. Support an inclusive and connected creative community

Action	Funding source	Council's role	Timing and duration
Ensure efficiency and sustainable focus on Arts and Culture by creating a working party of Council staff representing community, infrastructure and tourism / economic development.	Current budget	Deliver	Short Ongoing
Add dedicated Cultural Development capacity to Council's resources.	Future budget Grants	Deliver	Medium Ongoing
Support regional cultural development through membership and partnership with Arts Mid North Coast to collaborate and deliver cultural experiences to the Macleay.	Current budget Grants	Partner	Short Ongoing
Facilitate connection of cultural and creative community groups and practitioners through strategic communications initiatives.	Current budget	Establish Deliver	Medium
Promote volunteering opportunities helping to attract volunteers for creative and cultural groups or organisations; provide support and resources for managing volunteers.	Future budget	Deliver	Medium

2. Grow an engaged audience base to support and participate in creative activities

Action	Funding source	Council's role	Timing and duration
Assist local community groups, creative businesses and venues to promote activities and events.	Existing budget	Deliver Partner	Short Ongoing
Activate public areas in Council facilities to showcase works and raise the profile of local emerging artists.	Existing budget	Deliver	Short
Support and encourage creative and cultural groups and organisations to extend their reach with live streamed performances, virtual tours or immersive digital experiences to promote participation.	Future budget Grants	Partner	Medium Ongoing
Support and promote the networks that encourage older people to make contributions to their community including historical societies, U3A's, community houses and retirement villages.	Existing budget	Support	Short Ongoing
Support business and local community through communication, templates and training to build the profile of events.	Existing budget	Partner	Long term
Sponsor events that bring new experiences to the region increasing visitation and help the community to not have to travel out of the area.	Existing budget	Partner	Long term





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3. Develop and grow local creative talent by building capacity to create, perform and share our stories

Action	Funding Source	Council's role	Timing and duration
Conduct a Request for Quote to create a biannual panel of performers and artists representing diverse backgrounds to be hired for Council events, activations and engagement.	Current budget	Deliver	Short Ongoing
Establish a Creative Arts category in Council's Community Grants Program to provide equitable grass roots support to projects led by local creatives.	Future budget	Deliver	Short Annual
Encourage opportunities for collaboration, capacity building and peer support by presenting an annual workshop, networking event for the creative sector.	Future budget Grants Sponsors	Partner	Medium
Support arts and culture practitioners to be aware of and successfully secure external grant funding.	Current budget	Deliver Support	Short Ongoing
Work with schools to showcase local talent and incorporate arts and performance activities into annual Youth Festival celebrations.	Current budget Grants	Deliver Partner	Short

PAST

By supporting cultural heritage and increasing awareness and understanding of local history, traditions and values we are able to create true cultural diversity, strengthening the social fabric of the community.

OBJECTIVES AND ACTIONS:

1. Create physical and social opportunities to educate about the stories, people and places that make up our history.

Action	Funding Source	Council's role	Timing and duration
Promote sites and experiences that highlight first nations and European historical significance as part of ongoing tourism / destination promotion.	Existing budget Grants	Deliver	Medium Ongoing
Support community led initiatives that focus on cultural healing for Dunghutti / Thungghutti people and wider community.	Existing budget Grants External	Partner	Medium - Long Ongoing
Promote the Slim Dusty Museum and other historical tourism and education venues to increase reach and connection with locals and visitors.	Existing budget Grants	Deliver Partner	Short Ongoing

A large, colorful mural of several yellow and orange flowers, possibly lilies, is painted on a blue brick wall. The flowers have long, slender petals and prominent stamens. The background of the mural is a deep blue with some lighter blue brushstrokes. The overall composition is dynamic and artistic.

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its citizens*



2. Support the traditions, skills and knowledge of our diverse culture being handed on to future generations

Action	Funding Source	Council's role	Timing and duration
Further curate and promote the local history collection within Kempsey Shire Libraries.	Grants Existing budget	Deliver Support	Medium
Work with local historians, Aboriginal Elders and heritage organisations to develop projects and opportunities for documenting and sharing local stories.	Future budget Grants External	Partner Support	Short – Medium

PLACE

Connection to place is achieved by providing venues and experiences that inspire creativity, promoting social interactions and preserving cultural heritage to build a sense of identity.

OBJECTIVES AND ACTIONS:

1. Ensure arts, performance and cultural education spaces are sustainable, meet community needs and are technologically responsive.

Action	Funding Source	Council's role	Timing and duration
Conduct an audit to scope status, usage and delivery gaps in arts and performance spaces across the Shire.	Future budget	Deliver	Long
Investigate expanding the Nulla Nulla Gallery and other spaces within the Slim Dusty Centre to add education and maker facilities and increase performance spaces.	Future budget	Deliver	Medium – Long Ongoing
Support Hall Committees, local venue operators, Macleay Valley Art Gallery, Dunghuttu Ngaku Aboriginal Gallery, Macleay Valley Theatre Company to activate, promote and improve creative spaces.	Existing budget Grants Future budget	Advocate Guide Deliver	Medium
Develop and implement a strategic plan for Kempsey Shire Libraries that supports growth in programming, events, collections and infrastructure to meet community need.	Future budget	Deliver	Short
Develop Wigay Park into a place of historical, education and performance significance.	Future budget Grants External	Partner Advocate	Long
Work with the business community to optimise use of vacant spaces for creative initiatives and events.	Existing budget	Partner	Medium



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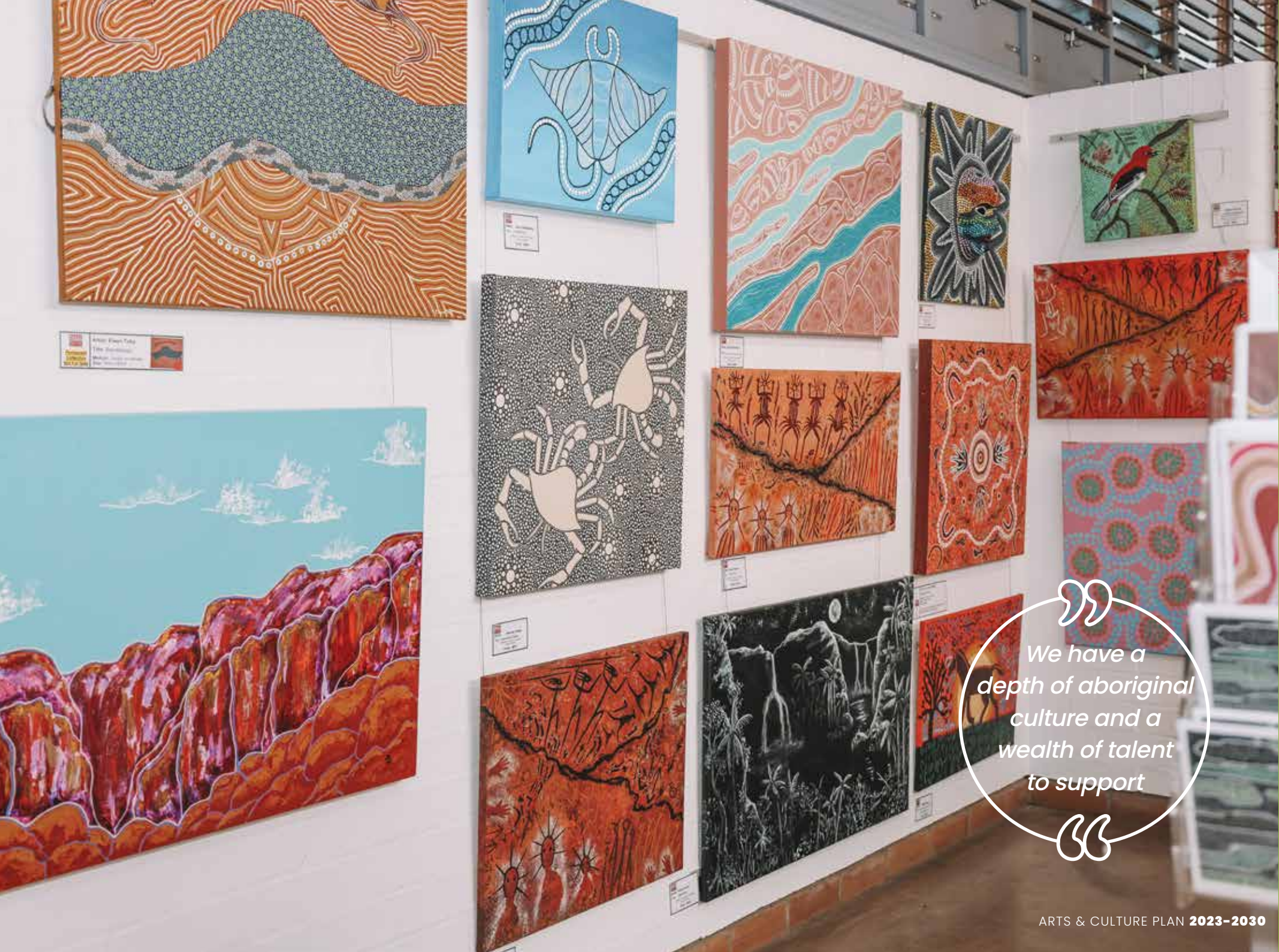
*You can't put
a value on
what creativity
brings to the
community*

2. Support the delivery of creative events and performances that are accessible, inspiring and affordable.

Action	Funding Source	Council's role	Timing and duration
Work with funding bodies, government and non-government agencies and community organisations to create and deliver unique local festivals and events such as Laneway Festival and Music Muster.	Existing budget Grants External	Deliver Partner	Short - Medium Annual
Expand existing events and celebrations such as Youth Week, Naidoc Week, Seniors Festival and Australia Day to include increased exhibition and performance scope.	Future budget Grants	Deliver Partner	Short - Medium
Work with the Kempsey District Silver Band Committee to review 355 structure, opportunities and support required.	Existing budget	Deliver Partner	Short
Create stronger links between event application process and opportunities to provide promotional and marketing support for music, art and cultural events held in the Shire.	Existing budget	Deliver	Short
Work with venue operators, promoters and local business to establish music friendly policies that reduce red tape and support live music events.	Future budget	Partner	Medium
Evaluate the outcomes, participation and financial viability of events funded through the 2022-2023 Reconnecting Regional NSW Grant, particularly Macleay Music Muster and Sky Stories to assess potential to repeat annually.	Existing budget	Deliver Partner	Short

3. Improve social amenity and connection through public art.

Action	Funding Source	Council's role	Timing and duration
Sponsor Sculptures in the Gaol for three years while developing the framework for transitioning sponsorship to an acquisitive art prize.	Future budget	Deliver	Medium
Develop a Public Art Masterplan to identify suitable sites and provide a process for commissioning and managing public art installations.	Future budget	Deliver	Medium
Incorporate local, relevant public art elements into street scape upgrades, playgrounds, and major infrastructure projects throughout the Shire.	Future budget Grants	Deliver	Medium Ongoing



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MONITORING & EVALUATION

This Plan, although aligned to a timeframe of 2023 – 2030 needs to be responsive and allow Council and community to adapt to opportunities, funding offers and partnerships. By engaging stakeholders, building networks and committing to be more proactively involved with arts and culture practitioners a continual cycle of delivery, assessment and improvement will be implemented.

Actions will be captured in Council's annual Operating Plans as timeframes align.

This necessitates quarterly reporting and inclusion in Council's Annual Report and the General Manager Performance Report.

Robust and inclusive evaluation not only provides evidence as to our achievements but also provides information for future planning. Evaluation mechanisms include:

- Gathering qualitative and quantitative feedback and data, relative to the activity and resources available, to measure the impact of arts and cultural activities.
- Working as a member of Arts Mid North Coast to collective develop planning and evaluation tools.
- Acquittal reports required for grant funded projects.
- Completion of additional plans and procedure documents identified in this Plan.
- Number of physical public art and cultural influenced infrastructure delivered.
- Distribution of Community Grant funding to the arts and culture sector.
- Increased promotion and subsequent reach of creative content through Council's communications and marketing.





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