

SOUTHERN
MIDLANDS
COUNCIL



Arts Strategy



Arts and cultural development empowers people and engenders a sense of pride in their identity as well as their Community and plays an important role in creating social, educational & economic opportunities

December 2012

"The Southern Midlands Councils Arts Strategy was devised by a group of Arts interested persons who desired to have the liveability of our region enhanced by the development of the creativity of those who live here or wish to connect with our district in some way.

The Strategy aims to facilitate an ongoing process to fulfill its objectives. Our Committee trusts that with community participation vision and energy the Arts will flourish here to enrich our lives. The Committee members individually seek at all times to be a friendly contact point for anyone wishing to pursue any aspect of the Arts in the Southern Midlands and we look forward to hearing from you."

*Councillor Edwin Batt
Chair Southern Midlands Arts Advisory Committee.*

The aim of the Southern Midlands Arts Strategy is to enable groups, organisations and individuals involved in the arts to work effectively and creatively with each other in developing diverse opportunities for involving the Community in quality arts activities and creative expression. This strategy recognises the important role the arts plays in enabling people to share and celebrate their creativity as well as their cultures with the wider community.

1. *Build appreciation and understanding of the arts;*
2. *Identify and build the capacity of the arts;*
3. *Improve advocacy, influence policy and identify strategic priorities for the arts; and*
4. *Recognise, celebrate and promote the uniqueness of our region through the arts.*



Definitions: **Arts**

The term “the arts” includes but is not limited to music (instrumental and vocal), dance, drama, folk art, creative writing, architecture and allied fields, painting, sculpture, photography, graphic and craft arts, industrial design, blacksmithing, costume and fashion design, motion pictures, television, radio, tape and sound recording, the arts related to the presentation, performance, execution and exhibition of such major art forms, and the study and application of the arts to the human environment. – In short all forms of creative endeavor.

In discussing an arts strategy it is unavoidable that the term ‘culture’ is discussed as well, as the two are inextricably linked. While the Working Group acknowledged this connection the term that is predominantly used in this document is art and creativity.

Timelines:

- Immediate up to 3 mths
- Medium Term 3 mths to 18 mths
- Long Term 18 mths to 5 years

Reviews:

- Annual review by SMC Arts Advisory Committee against action targets for reporting to annual arts meeting
- Medium term review of whole document to realign existing targets, if required, every two years
- Strategic review of the whole document, every five years

Objective 1

Southern Midlands Council Arts Strategy

STRATEGIC		OPERATIONAL	
OBJECTIVE	What we are aiming to achieve	Key actions to achieve our aims	Timeline <i>Immediate Medium Term Long Term</i>
<i>Build appreciation and understanding of the arts</i>	1.1 Increase public access and understanding of the arts	1.1.1 Collaborate across Council to ensure integrated approach to public art 1.1.2 Support the recognition of the history of the Aboriginal Community through Community based projects which recognise the history of Aboriginal connections across the Southern Midlands, along with public art with Aboriginal themes 1.1.3 Provide accessible Community information on the arts and cultural activities and promote information sharing 1.1.4 Promote and create innovative projects which are in non-traditional spaces	
	1.2 Provide and maintain facilities that are capable of use for artistic expression	1.2.1 Conduct a review of existing Council facilities 1.2.2 Review the current management of Community halls to make them more flexible for the use of Arts activities 1.2.3 Commence development of a "Community Arts Hub" in the Southern Midlands 1.2.4 Identify and promote alternative venues for creative initiatives	
	1.3 Become an advocate for local arts across all levels of Government and with businesses	1.3.1 Display local artworks at Council venues 1.3.2 Support Community groups and artists that provide activities which contribute to the region 1.3.3 Explore partnership opportunities with arts, education, Community & business	

	<p>1.4 Encourage the provision of socially inclusive programs that values a diversity of cultural expression and art forms</p>	<p>1.4.1 Investigate options and partnerships in the area of health and wellbeing that can incorporate arts and cultural development 1.4.2 Support and encourage the development of programs and activities that encourage engagement through life-long learning 1.4.3 Support and encourage the development of youth focused arts initiatives</p>	
	<p>1.5 Support programs / partnerships that use the arts to promote health & well being</p>	<p>1.5.1 Continue to raise awareness of the value of the arts to the health and wellbeing of the Community 1.5.2 Ensure that educational establishments are included in the circulation of arts and related information</p>	
	<p>1.6 Foster the appreciation and development of the arts amongst young mothers and young children</p>	<p>1.6.1 Support and promote local arts organisations in their development of child and youth art programs 1.6.2 Encourage the development of short, simple, interactive works which engage the senses for very young children</p>	
	<p>1.7 Acknowledging the arts in engaging young people in furthering their learning, employment and positive life choices</p>	<p>1.7.1 Ensure that art projects form an integral part of annual youth week celebrations 1.7.2 Investigate ways of including young people in all arts and cultural activities</p>	
	<p>1.8 Use the arts as an educational tool for engagement and school retention</p>	<p>1.8.1 Support opportunities for artists to work within preschools / primary and secondary schools 1.8.2 Advocate and support the importance of offering a strong art focused curriculum in the education system</p>	

Objective 2

Southern Midlands Council Arts Strategy

STRATEGIC		OPERATIONAL	
OBJECTIVE	What we are aiming to achieve	Key actions to achieve our aims	Timeline Immediate Medium Term Long Term
<i>Identify and build the capacity of the arts</i>	2.1 Foster an environment that supports existing and new artists as well as existing and new arts organisations	2.1.1 In partnership with the Community, support and facilitate Community festivals and events 2.1.2 Encourage the development of networks amongst artists and organisations in the arts, cultural and heritage fields to share information and resources and to undertake joint planning and joint projects 2.1.3 Council to provide advice & support in the establishing of new groups / enterprises	
	2.2 Support new and existing opportunities for skills development for artists along with Community groups	2.2.1 Support an arts skills development program 2.2.2 Support an Artist in Residence program 2.2.3 Provide skills and training workshops for Community groups in areas such as event management, administration, grant sourcing and grant writing etc. 2.2.4 Connect and partner with relevant organisations that deliver programs that support skill and knowledge development	
	2.3 Support initiatives that develop capacity and sustainability	2.3.1 Optimise opportunities provided for promotion and Community information through Council's website by developing a comprehensive and up to date Calendar of Events (including the arts) 2.3.2 Contribute arts and cultural activities to the Council newsletter 2.3.3 Encourage applications from arts initiatives to apply through Council Community Small Grants Program or other appropriate sources for funding 2.3.4 Provide a conduit for other related resources	

	<p>2.4 Investigate, collate and then disseminate information on the region's arts practitioners, activities and resources</p>	<p>2.4.1 Conduct and disseminate an arts practitioner audit across the region 2.4.2 Conduct and disseminate an arts resources audit across the region 2.4.3 Conduct and disseminate an arts activities audit across the region</p>	
	<p>2.5 Assist in establishing a Community based / driven Arts Network</p>	<p>2.5.1 .Council to support and interact with a Community Arts Network in the region 2.5.2 Distribute an Arts and Community events calendar provided by the Community Arts Network Group</p>	

Objective 3

Southern Midlands Council Arts Strategy

STRATEGIC		OPERATIONAL	
OBJECTIVE	What we are aiming to achieve	Key actions to achieve our aims	Timeline <i>Immediate</i> <i>Medium Term</i> <i>Long Term</i>
<i>Improve advocacy, inform policy and identify strategic priorities for the arts</i>	3.1 Appoint an Arts Advisory Committee as a Committee of Council	3.1.1 Create a responsible officer for the arts within the Southern Midlands corporate structure 3.1.2 Develop the terms of reference for an Arts Advisory Committee under s25 of the Local Government Act 1993	
	3.2 Ensure that Council is informed of the needs, issues and trends of the local arts sector	3.2.1 Council to seek informed views from the Arts Advisory Committee and its networks in relation to key issues 3.2.2 Council to keep itself abreast of arts related matters	
	3.3 Profile the arts in Council's strategies and policies, civic events and promotional material	3.3.1 Arts theme and support materials to be considered to be integral at all Council public events 3.3.2 Encourage developers to make a contribution to the region by the provision of public art into major developments 3.3.3 Provide a space on the Council website to support, encourage and promote the arts 3.3.4 Provide an arts segment in each of Council's quarterly newsletters	
	3.4 Provide opportunities for artist involvement in the development and management of public spaces	3.4.1 Refer all development of public spaces to the Arts Advisory Committee for comment and input	

	<p>3.5 Require public art to be a consideration in any proposed development</p>	<p>3.5.1 Explore the opportunities for art works to be included in all future developments as well as existing spaces within the region 3.5.2 Development of a public arts management plan</p>	
	<p>3.6 Acknowledge and encourage local activities and events that promote engagement in the arts</p>	<p>3.6.1 Provide a space on the Council website to support, encourage and promote the arts 3.6.2 Provide an Arts segment in each of Council's quarterly newsletters</p>	
	<p>3.7 Council contributes an informed view to arts and related issues</p>	<p>3.7.1 Council to seek an informed view and develop a dialogue of engagement across the arts sector in the region, then become an conduit / advocate for the arts sector in the region</p>	
	<p>3.8 Encourage partnerships to focus on inclusion, engagement, vitality, viability, sustainability and best practice</p>	<p>3.8.1 Support partnerships between the Community, government agencies and the private sector to ensure the provision of arts services for all sectors of the Community</p>	

Objective 4

Southern Midlands Council Arts Strategy

STRATEGIC		OPERATIONAL	
OBJECTIVE	What we are aiming to achieve	Key actions to achieve our aims	Timeline Immediate Medium Term Long Term
<i>Recognise, celebrate and promote the uniqueness of our region through the arts</i>	4.1 Increase community awareness and understanding of the history, culture and built heritage of the Southern Midlands	4.1.1 Identify anniversaries and opportunities for celebrations 4.1.2 Support and encourage the production and publication of works that showcase the region	
	4.2 Encourage, support and celebrate our diverse Communities' participation in the arts	4.2.1 Support and promote creative endeavour through Council's internal and external marketing mechanisms 4.2.2 Explore the delivery of an annual Southern Midlands Art Prize (eg the Bisdee Prize) 4.2.3 Explore the delivery of an annual Southern Midlands Literary Prize (eg the Treasure Prize) 4.2.4 Support exhibitions that are inclusive of local artists	
	4.3 Locate, document, preserve and maintain collections, sites and materials that celebrate local traditions and cultural history thereby offering insights into local identity and local distinctiveness	4.3.1 Explore the options with Council's Manager Heritage Projects to engage a curator to showcase collections and materials 4.3.2 Cataloging of existing and future art, including public art and collections	

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