



# Gladstone Regional Council

## Council Policy

Title	<b>ARTS &amp; CULTURAL POLICY</b>
Policy Number	<b>P-2015/10</b>
Responsible Directorate	<b>CORPORATE &amp; COMMUNITY</b>
Responsible Officer	<b>MANAGER ARTS &amp; CULTURE</b>
Date of Adoption	<b>19 MAY 2015</b>
Resolution Number	<b>G/15/2423</b>
Date Review Due	<b>19 MAY 2018</b>

### 1.0 PURPOSE:

The Arts and Cultural Policy is intended to provide guidance, within budgetary limitations, on providing arts and cultural facilities, programs and activities that allow the community to express their identity and to provide opportunities for life balance.

### 2.0 SCOPE:

The Gladstone Region Community Plan provides a 20-year vision for the region. The vision in the Community Plan is:

*“The Gladstone region will be recognised, nationally and internationally, as the ‘region of choice’ for achieving the best integration of community wellbeing, environmental protection, industry and commerce. We will be renowned for balance: a friendly and vibrant place in which to work and live.”*

This Arts and Cultural Policy delivers on the following core topics within the Community Plan:

- ‘Growth and diversity of the economic base’, ‘Development of local industry & business’ and ‘Innovation, social enterprise and creative industries’ – by strategically supporting creative industry development
- ‘Attraction of Investment’ – by offering a diverse range of cultural activities important to the lifestyle of potential residents
- ‘Access to facilities, services and programs’ – by offering a range of affordable, relevant and engaging venues and programs
- ‘Education, employment and training’ – offering a range of skill building programs for the creative industries

- 'Valuing history, culture and creativity' – through facilities and projects such as heritage trails
- 'Social cohesion and inclusion' and 'Addressing disadvantage'– by offering a range of programs and projects targeting demographics to participate in community
- 'Families & Children' and 'Health and wellbeing' – by offering programs that offer a work/life balance
- 'Urban development' – by contributing to place-making through public art
- 'Community engagement' – through venues, projects, programs and the review/evaluation processes of this policy
- 'Collaboration & Partnerships' – by advocating networking within the arts sector and cross-sector partnerships
- 'Communication' – by advocating a range of communication modes to increase efficiencies within and promotion of the arts in the region
- 'Regional and Local' – by thinking regionally but acknowledging local identity and sense of place through creative projects.

### **3.0 RELATED LEGISLATION:**

Nil

### **4.0 RELATED DOCUMENTS:**

Gladstone Region Community Plan (adopted 17 May 2011)  
Cultural Diversity Policy  
Corporate Property Policy  
Properties Exempt From General and Differential Rates Policy  
Water Concessions For Sporting Bodies and Other Not-For-Profit Organisations Policy  
Collection Policy Development Policy  
Donations to Community Organisations Policy  
Gladstone Region Major Events Advisory Panel Guidelines for Applicants

### **5.0 DEFINITIONS:**

**Council** means Gladstone Regional Council

### **6.0 POLICY STATEMENT:**

Council values arts and cultural activities as integral parts of the wellbeing of the whole community. Arts and cultural activities brings us together and has the capacity to strengthen the core values of diversity, inclusiveness, creativity and balance.

Council currently supports a range of arts and cultural activities across the region including:

- Staffing of community services and cultural facilities
- Facilities and venues such as the Gladstone Entertainment Convention Centre, Libraries throughout the region, Gladstone Regional Art Gallery and Museum, meeting rooms and outdoor spaces

- Support for festivals and events (such as SUNfest, the Harbour Festival, Ecofest and other events) through the Major Events Advisory Panel
- Leases to community organisations of land and buildings for their activities
- Community funding to a range of arts organisations
- Financial commitment to the Regional Arts Development Fund in partnership with Arts Queensland.

## **1. Cultural Diversity**

*GOAL – We acknowledge and celebrate our cultural diversity*

Objectives:

- Review and document the scope of cultural diversity in the region and how this is currently represented and expressed through the arts
- Identify opportunities to enhance the inclusion and promotion of the cultural diversity of the region in current community events, festivals and arts programs
- Identify and support new opportunities that express and celebrate the cultural diversity of the region
- Explore and develop opportunities for cultural exchange through the Sister City program.

## **2. Creative Spaces and Places**

*GOAL – Express a sense of place and both regional and local identity through creative activities*

Objectives:

- Progress the development of a Public Art Policy ensuring that it connects with the Cultural Policy and Community Plan
- Survey public spaces and develop a strategy that enables the production of public art that reflects a sense of space and identity
- Promote the inclusion of a range of arts activities in local events and festivals.

*GOAL – We have accessible, affordable and appropriate indoor and outdoor spaces and places for engaging with and appreciation of arts practice, presentation and performance*

Objectives:

- Review current arts/cultural infrastructure in the region and how it is used
- Undertake a cultural/arts infrastructure needs analysis across the region for current and future use
- Optimise the use of current spaces and places and identify new/alternative spaces and places that could be used for arts/cultural activities
- Investigate the use of existing heritage buildings for arts/cultural activities
- Develop a cultural/arts infrastructure plan that addresses current and future needs of the region including short, medium and long term goals
- Develop a policy and guidelines for an annual Artist in Residence Program
- Continue to support the programs and infrastructure of Council's existing cultural facilities including libraries, entertainment convention centre and the gallery/museum.

### 3. Communication, Coordination and Collaboration

*GOAL – We have effective cross-sector and cross-region communication and work together collaboratively*

Objectives:

- Review current cross-sector and cross-region on-line and off-line communication practices in the region and optimise awareness, involvement and use by the cultural/arts sector and enhance resources and practices where needed and appropriate
- Collectively lobby established commercial media for a greater share of voice for the arts
- Ensure the availability and accessibility of an up-to-date arts and cultural network directory and events calendar within available resources
- Encourage and facilitate networking opportunities and establish an annual networking event to promote awareness, communication and collaboration amongst arts sector of the region
- Actively seek and support opportunities for cross-sector and cross region collaboration
- Appoint a cultural representative to the Council's Community Reference Group and Community Plan Coordination Group.

### 4. Participation and Engagement

*GOAL – We have opportunities for all members of the community to participate and actively engage in activities, according to their interests, abilities and aspirations*

Objectives:

- Provide ready online and off-line access to up to date information about cultural/arts activities and associated clubs and associations
- Widely promote existing opportunities for participation in arts and cultural activities
- Research and document cultural/arts needs and interests not currently catered for in the region
- Actively promote opportunities for participation in arts and cultural activities through Council's Welcome Program and other Council communications methods
- Research, identify and support opportunities for all sectors of the community to engage with and express themselves through arts/cultural activities including young people, senior citizens, Aboriginal and Torres Strait Islander people, people experiencing disabilities and culturally and linguistically diverse communities
- Support and promote the appreciation and practice of arts and culture in schools
- Target cross-demographic activities within communities including projects which bring older and younger people together.

### 5. History and Heritage

*GOAL – We have a strong sense of our heritage and actively protect and conserve our history and unique identity*

Objectives:

- Support and promote the ongoing development of the 'Our Priceless Past' program
- Develop and support projects that enable the preservation and promotion of our history and heritage and the collection and sharing of our stories
- Continue to provide adequate support and resources to sustain and develop the activities of the Regional Gallery and Museum
- Actively promote the need to conserve and preserve historical buildings and landmarks

- Establish and promote a Heritage Trail for the use of visitors and residents.

## 6. Human and Financial Resources

*GOAL – The arts are well resourced financially and supported by Council, business and a skilled, enthusiastic group of workers and volunteers*

Objectives:

- Encourage the employment of local artists within events and festivals
- Identify the training and skills development needs of artists, arts workers and arts clubs and associations
- Develop and support creative training and skills development programs for artists
- Support volunteers in the heritage field to build skills in areas of museum practice
- Develop and support arts business training and skills development programs for artists, arts workers and arts groups and organisations
- Actively seek arts partnerships with the government, business and corporate sectors
- Promote the availability and value of membership of and volunteering for arts and cultural groups and organisations
- Identify and promote the availability of arts and cultural funding opportunities
- Maintain and develop the RADF program.

## 7.0 ATTACHMENTS:

Nil.

## 8.0 REVIEW TRIGGER:

This policy will be reviewed when any of the following occur:

1. The related legislation/documents are amended or replaced.
2. Other circumstances as determined from time to time by a resolution of Council
3. Periodic Review – 3 years from date of adoption.

**TABLE OF AMENDMENTS**

Originally Adopted	17 April 2012	G/12/1014
Amendment 1	19 May 2015	G/15/2423
Amendment 2	<INSERT DATE COUNCIL MEETING>	<INSERT RESOLUTION NUMBER>

.....  
**STUART RANDLE**  
**CHIEF EXECUTIVE OFFICER**