



Gladstone Regional Council

Council Policy

Title	ARTS AND CULTURAL DEVELOPMENT
Policy Number	P-2019-19
Business Unit/s	COMMUNITY DEVELOPMENT AND EVENTS
Date of Adoption	
Resolution Number	
Review Date	
Date Repealed	

1.0 PURPOSE:

The purpose of this policy is to outline the vision and principles which guide the provision of arts and cultural development services, programs and infrastructure in the Gladstone region. It is also intended to inform the wider community of the Council's commitment to arts, heritage and cultural development.

2.0 SCOPE:

This policy applies to existing and future arts and cultural infrastructure, initiatives and programs within the Gladstone Region. It underpins the Arts & Cultural Development Plan 2018-2022; the RADF program and any other initiatives relating to arts and cultural development.

3.0 RELATED LEGISLATION:

Nil

4.0 RELATED DOCUMENTS:

This Policy refers to and links with the following documents:

- Arts for All Queenslanders 2014-2018 (Arts Queensland)
- Gladstone Region Corporate Plan 2018-2023
- Gladstone Regional Arts and Cultural Development Plan 2018-2022
- Gladstone Region Annual Operational Plan and Budget
- Gladstone Region RADF Program Guidelines
- GECC Programming Policy
- Gladstone Regional Council Public Art Policy.

5.0 DEFINITIONS:

To assist in interpretation of this policy the following definitions apply:

Art means the creative expression of our culture. It refers both to the product as well as the process. Making art is a meaningful way to liberate the voices, imagination and creativity of a community to generate values, communicate these values and bring about change or agreement. This could include any form of visual, performing, media, literary or interdisciplinary arts, made by or for any members of any community at any level of skill and intention.

Community art means a community art project where members of the community actively participate in the making of the artwork. This type of project allows for a community to express ideas, concerns or issues through a collective creative process.

Culture in its widest sense means what matters to people and communities. It is about relationships, shared memories and experiences. It is about identity, history and a sense of place. It is about the different cultural and religious backgrounds found in most communities. It is about the things we consider to be valuable for passing on to future generations. It is our way of connecting the present with the past and the future. It is a word that describes what makes individuals, communities and places distinctive.

The three dimensions of culture are –

- Our sense of place, our values and our identity
- The material products of creative processes
- Our engagement with and participation in creative processes.

Cultural Development means the process of enabling cultural activities, including the arts, move towards the realisation of a desired future, particularly of a culturally rich, inclusive and vibrant community.

Heritage means the legacy of the traditions, achievements and beliefs that are part of the history of a group of people that are inherited from past generations, maintained in the present and bestowed for the benefit of future generations.

Public art means all artistic works of a permanent, temporary or ephemeral nature located in open public spaces or facilities and accessible to the public.

6.0 POLICY STATEMENT:

The Gladstone Regional Council acknowledges that the sustainable development of the region requires the integration of the four pillars of sustainability – environment, economy, society and culture.

Council recognises that facilitating opportunities for community engagement and participation in quality arts and cultural programs can enrich the personal lives of residents, support the social and cultural wellbeing of the community, enhance the region's identity and reputation and contribute to economic diversity.

This policy was developed as a result of an extensive community consultation and research process. It is the formal platform which will guide investment in and the support of arts and cultural development to inspire a creative and culturally vibrant region for residents and visitors to enjoy.

6.1 Policy Vision

The vision for arts and cultural development flows from the vision for the region formed from previous community visioning work and the intent outlined in the current Corporate Plan “to improve our community”.

Our values are lived and celebrated through equitable and diverse opportunities to participate in a rich creative and cultural life as an essential element of the Gladstone Region’s exceptional lifestyle, heritage and reputation as a sustainable region of choice.

6.2 Policy Aim

Supporting and facilitating arts and cultural development makes a measurable difference to the liveability, appeal and prosperity of the Gladstone Region.

6.3 Policy Objectives

This Arts and Cultural Development Policy is an evidence-based framework for investment in and the sustainable development of arts and culture in the Region which will:

- Promote opportunities for equitable participation in arts and cultural activities
- Celebrate our way of life and acknowledge our achievements
- Provide engaging, appealing public spaces and access to quality arts and cultural facilities
- Encourage the preservation and promotion of the region’s rich natural and cultural heritage
- Foster productive partnerships, alliances and networks within and external to the region
- Advocate for and facilitate sound leadership and coordination of the arts and cultural sector
- Contribute to a dynamic, resilient local economy.

6.4 Policy Principles

The core principles upon which this policy is founded were identified and documented through the community consultation process. In this regard, the implementation of this policy will be guided by:

- Personal Values
 - Personal enrichment
 - Health and wellbeing
- Cultural values
 - Community identity
 - Creativity, learning and discovery
 - Cultural heritage
- Social values
 - Inclusivity
 - Equal opportunity
 - Respect
- Civic Values
 - Cultural leadership

- Collaboration
- Regional image and reputation
- Environmental Values
 - Natural heritage
 - Balanced development
 - Sense of place
- Economic Values
 - Creative Enterprise
 - Economic opportunity.

6.5 Roles and Responsibilities

Council plays an important role in supporting and enabling arts and cultural development in the community and includes:

Role	Description	Arts and Culture
Provider	Delivering Services	<ul style="list-style-type: none"> ○ Organising key community commemorations, celebrations, events, festivals ○ Developing & maintaining cultural and arts spaces and places ○ Providing information about arts and cultural activities in the Region ○ Managing arts & heritage collections
Funder	Funding other organisations	<ul style="list-style-type: none"> ○ Regional Arts Development Fund (RADF) Grants ○ Community Grants ○ In kind support
Partner	Forming partnerships and strategic alliances with other parties in the interests of the community	<ul style="list-style-type: none"> ○ Working with local community groups and interests improve the recognition of the history and heritage in the Region ○ Working across the Region with other local governments and the state government ○ Partnering with the arts and cultural sector and business and tourism sectors to increase and promote the place of arts and culture in the Region
Facilitator	Assisting others to be involved in activities by bringing groups and interested parties together	<ul style="list-style-type: none"> ○ Facilitating information sharing to assist in capacity building of artists and arts and cultural organisations
Advocate	Promoting the interests of the community to other decision makers and influencers	<ul style="list-style-type: none"> ○ Advocating for arts and cultural funding to the Region ○ Advocating for a greater emphasis on arts and culture in the Region

With regard to the direct responsibilities for the implementation of this policy:

The General Manager Community Development and Events is responsible for:

- Sponsorship and accountability for the management of the Policy as Business Unit Owner;

- coordinating a process to determine specific initiatives and projects to be undertaken during the course of each financial year to be recorded in an Annual Action Plan;
- Ensuring an annual values-based measurement report is prepared that records the outcomes of each Annual Action Plan, which, when aggregated over the life of the Policy will provide a measure of Policy impact.

The RADF Committee will be responsible for providing specialist advice and feedback to Council according to its members' areas of expertise and their views as residents of the region.

In helping to create the circumstances where arts and cultural development can flourish, Council also requires the support and leadership of the local community. The successful implementation of the Arts and Cultural Development Policy will rely on a partnership between Council and community interests.

6.6 Implementation & Resourcing

The implementation of the Arts and Cultural Development Policy will be delivered through the strategies, activities and priorities identified in the Arts and Cultural Development Plan 2018-2022.

To facilitate implementation Council will grant an annual allocation of funds, the amount to be determined at the time of Council's annual budgeting process. Concurrent with this process, the General Manager, Community Development & Events will be responsible for coordinating a process to determine specific initiatives and projects to be undertaken during the course of the financial year, to be recorded in an annual Action Plan. This determination will be based on available funds, project priorities identified in the Arts and Cultural Development Plan 2018 – 2022 and the recommendations of the RADF Committee. Council will be called upon to formally approve each annual action plan.

Additional support may be sought to extend the capacity to deliver quality infrastructure and services including partnerships at a local level through various local grants programs, State and Federal grant opportunities, philanthropic support and private sector partnerships.

6.7 Evaluating Performance (Outputs) and Outcomes

Evaluation of this Policy is based on the Cultural Vitality Framework (Jackson et al 2006) which identifies four domains of measurement:

- Opportunity
 - How many projects/events/activities Council managed and/or supported
- Participation
 - The extent, reach and diversity of community participation
- Support
 - The number of active partners, sponsors or collaborators directly involved
- Community Value
 - Contribution to social, cultural, civic, environmental and economic value to the community.

Community Value (Outcomes) is measured by using a values-based measurement framework (Dunphy 2012), based in the values outlined above. Annual measurement will

provide an indication of program Outcomes which, when aggregated over the life of the Policy will provide a measure of Policy Impact.

7.0 ATTACHMENTS:

Nil

8.0 REVIEW MECHANISM:

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

1. The related legislation or governing documents are amended or replaced; or
2. Other circumstances as determined by resolution of Council or the CEO; or
3. Three years from date of adoption.

TABLE OF AMENDMENTS			
Document History	Date	Council Resolution No.	Notes (including the prior Policy No, precise of change/s, etc)
Originally Approved	17 April 2012	G/12/1014	
Amendment 1	19 May 2015	G/15/2423	
Amendment 2			
Amendment 3			

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