



Cultural Steering Group

Business Paper

date of meeting: Wednesday 4 July 2018

location: Function Room
Port Macquarie-Hastings Council
17 Burrawan Street
Port Macquarie

time: 8:00am

Cultural Steering Group

CHARTER

1.0 OBJECTIVES

- Assist Council in the implementation and review of the Cultural Plan.
- Assist Council in monitoring the success of the Plan against established criteria.
- Engage with and provide input to Council on other Arts and Cultural matters which are relevant to the Local Government Area.
- Provide and receive two-way feedback from the community.

2.0 KEY FUNCTIONS

- The Cultural Steering Group will provide a forum in which Local Government and community leaders can discuss and debate, plan and progress local and regionally significant cultural and creative outcomes that continue the growth of our community and our places in the Port Macquarie Hastings Local Government Area.
- The Steering Group is to be an interactive group that provides a forum for developing the strategic community arts, culture and active spaces direction for the Local Government Area. The Steering Group is committed to collaboration, innovation and development of a 'whole-of-place' approach for the purpose of promoting community capacity building that will ensure the wellbeing of our community while developing a clear sense of and connection to our place.

3.0 MEMBERSHIP

3.1 Voting Members

- Councillors, Economic and Cultural Development Portfolio
- Director
- Group Manager Community Participation and Engagement
- Glasshouse Venue Manager
- Community representatives, as appointed by Council

3.2 Non-Voting Members

- Other members, including State and Federal Government representatives and specific constituent groups within various sectors may be invited to attend meetings or working groups on certain issues or to progress an agreed outcome, as approved by the Steering Group.

3.3 Obligations of Members

- Commit to working towards advancement of the cultural endeavours within the Local Government Area.
- Act honestly and in good faith.
- Act impartially at all times.
- Participate actively in the work of the Steering Group.
- Exercise the care, diligence and skill that would be expected of a reasonable person in comparable circumstances.
- Comply with this Charter document at all times.

- Facilitate and encourage community engagement with Steering Group and Council initiatives to support good cultural outcomes for our community.
- As per Section 226 (c) of the NSW Local Government Act 1993, the Mayor is the principal spokesperson for the governing body and Councillors that are members of a Steering Group are to obtain the Mayor's agreement to make media and other statements. Further, only the Mayor, or a Councillor with the Mayor's agreement and otherwise in accordance with Council policies and procedures, may release Council information through media statements or otherwise, and the release of such information must be lawful under the Council adopted Code of Conduct. Council officers that are members of Steering Groups are bound by the existing operational delegations in relation to speaking to the media.
- A Councillor as a member of a Steering Group or the Steering Group itself has no delegation or authority to make decisions on behalf of Council, nor to direct the business of Council. The only decision making power open to Councillors is through formal resolutions of Council.
- A Councillor as a member of a Steering Group or the Steering Group itself cannot direct staff and must abide by the decisions of Council and the policies of Council.
- Councillors, Council staff and members of this Steering Group must comply with the applicable provisions of Council's Code of Conduct in carrying out the functions as Council officials. It is the personal responsibility of Council officials to comply with the standards in the Code of Conduct and regularly review their personal circumstances with this in mind.

3.4 Member Tenure

- Steering Group members will serve for a period of two (2) years after which Council will call expressions of interest for the next two (2) year period. Existing Steering Group members will be eligible to re-apply for a position and serve additional terms. Any changes in the composition of the Steering Group require the approval of Council.

3.5 Appointment of Members

- A formal Expression of Interest process will be undertaken across the Local Government Area as a way of determining the independent representatives on the Steering Group. Members of the Steering Group will be representative of cultural interests across the Local Government Area rather than a single issue. The members of the Committee, taken collectively, will have a broad range of skills and experience relevant to the cultural and community sectors in the Port Macquarie Hastings region. Applications from individuals and representatives from interest groups, and who meet the selection criteria will be encouraged. Where practicable the membership will represent the geographical spread of the Port Macquarie-Hastings Local Government Area, and a diverse range of cultural, gender and age groups.
- Council, by resolution duly passed, will appoint members to the Steering Group.

4.0 TIMETABLE OF MEETINGS

- Meetings will be held monthly (or more regularly if required). Meetings will generally be held at the main administration office of Port Macquarie-Hastings Council.

5.0 MEETING PRACTICES

5.1 Decision Making

- Recommendations of the Steering Group shall be by majority of the members present at each Meeting and each member shall have one (1) vote.
- The Chairperson shall not have a casting vote.
- In the event of an equality of votes on any matter, the matter shall be referred directly to Council's Executive Group and then to Council.
- Recommendations from the Steering Group are to be made through the General Manager or the relevant Director, who will determine under delegation, the process for implementation.
- The Steering Group has no delegation to allocate funding on behalf of Council. The Steering Group may make recommendations to Council about how funding should be spent in relation to the above-mentioned objectives, however those funds will only be applied and expended following a formal resolution of Council.
- The Steering Group may establish working groups to support actions and activities within the strategies or to assist in the delivery of projects and events as deemed appropriate. All projects are to be aligned with Council's suite of Integrated Planning and Reporting documents.

5.2 Quorum

- The quorum for the Steering Group will be half of the members plus one. A quorum must include a minimum of one (1) Councillor and one (1) Council staff member being present.

5.3 Chairperson and Deputy Chairperson

- The Chairperson shall be the Councillor, Chair Economic and Cultural Development Portfolio.
- The Deputy Chair shall be the Councillor, Alternate Chair Economic and Cultural Development Portfolio .
- At all Meetings of the Steering Group, the Chairperson shall occupy the Chair and preside. In the absence of the Chairperson and Deputy Chair, as the Steering Group's first item of business, the Steering Group shall elect one of its members to preside at the Meeting (elected chair must be a Council representative).

5.4 Secretariat

- The Director is to be responsible for ensuring that the Steering Group has adequate secretariat support. The secretariat will ensure that the business paper and supporting papers are circulated at least three (3) days prior to each meeting. Minutes shall be appropriately approved and circulated to each member within three (3) weeks of a meeting being held.
- All Steering Group agendas and minutes will be made available to the public via Council's web site, unless otherwise restricted by legislation.

5.5 Recording of explicit discussions on risks

- The Secretariat shall record all discussions that relate to risks.

6.0 CONVENING OF “OUTCOME SPECIFIC” WORKING GROUPS

- The Steering Group can at times request a working group to be convened, for a limited period of time, for a specific action, these specifics will be minuted clearly. The working group will report back to the Steering Group with outcomes.
- These Working Groups, include, but not limited to:
 - Australia Day - To stimulate a public awareness and recognition of Australia Day and Australia Day Awards.
 - Handa Sister City - To further and implement the ideals of the relationship established in the sister city arrangement.
 - Aboriginal Advisory Group - to assist with the delivery of the Aboriginal portfolio of programs and activities and the ongoing implementation of the Aboriginal Awareness and Understanding Strategy.
 - Youth Advisory Council - to develop a voice for our youth in Council and the Community.
- Any working groups established under this Steering Group will be responsible for providing updates to the Group. The working groups will be an informal gathering with notes collected and managed by the senior staff member in attendance and will be tabled at the Steering Group meetings.

7.0 CONFIDENTIALITY AND CONFLICT OF INTEREST

- Any independent members of the Steering Group will be required to complete a confidentiality agreement that will cover the period of their membership of the Steering Group.
- Steering Group members must declare any conflict of interests at the start of each meeting or before discussion of a relevant item or topic. Details of any conflicts of interest should be appropriately minuted.
- Where members or invitees at Steering Group meetings are deemed to have a real or perceived conflict of interest, it may be appropriate that they be excused from Steering Group deliberations on the issue where the conflict of interest may exist.

Cultural Steering Group
ATTENDANCE REGISTER

Member	06/12/17	07/02/18	07/03/18	18/04/18	02/05/18	06/06/18
Councillor Rob Turner (Chair)	meeting	✓	No	✓	✓	✓
Councillor Geoff Hawkins (Deputy Chair)	cancelled	✓	quorum	✓	A	✓
Brian Barker		A		✓	✓	✓
Chris Denny		✓		✓	✓	✓
Kate Ford		✓		A	✓	✓
Beric Henderson		✓		✓	✓	✓
Jennifer Hutchison		✓		✓	✓	✓
Simon Luke		✓		✓	A	✓
Stacey Morgan		✓		A	A	✓
Willhemina Wahlin		✓		✓	✓	✓
Jeffery Sharp (Director Strategy and Growth)		✓		A	✓	✓
Lucilla Marshall (Group Manager Community Place)		✓		✓	✓	✓
Pam Milne (Glasshouse Venue Manager)		✓		A	✓	✓

Key: ✓ = Present
A = Absent With Apology
X = Absent Without Apology

Cultural Steering Group Meeting

Wednesday 4 July 2018

Items of Business

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Item: 01**Subject: ACKNOWLEDGEMENT OF COUNTRY**

"I acknowledge that we are gathered on Birpai Land. I pay respect to the Birpai Elders both past and present. I also extend that respect to all other Aboriginal and Torres Strait Islander people present."

Item: 02**Subject: APOLOGIES**

RECOMMENDATION

That the apologies received be accepted.

Item: 03**Subject: CONFIRMATION OF PREVIOUS MINUTES**

RECOMMENDATION

That the Minutes of the Cultural Steering Group Meeting held on 6 June 2018 be confirmed.

PRESENT

Members:

Councillor Turner (Chair)
Councillor Hawkins (Deputy Chair)
Brian Barker
Chris Denny
Kate Ford
Beric Henderson
Jennifer Hutchison
Simon Luke
Stacey Morgan
Willhemina Wahlin
Director Strategy and Growth
Group Manager Community Place
Glasshouse Venue Manager

The meeting opened at 8:06am.

01 ACKNOWLEDGEMENT OF COUNTRY

The Acknowledgement of Country was delivered.

02 APOLOGIES

CONSENSUS:

That the apology received from Stacey Morgan be accepted.

03 CONFIRMATION OF MINUTES

CONSENSUS:

That the Minutes of the Cultural Steering Group Meeting held on 2 May 2018 be confirmed with the following amendment:

That Item 09.01 – ArtWalk be amended as follows:

The Cultural Steering Group expressed its appreciation to Council Staff and organisers of Artwalk held recently.

CONSENSUS:

That a report to be presented to the CSG on Artwalk, with a recommendation that Artwalk 2019 development be referred to the CSG for input into its development.

04 DISCLOSURES OF INTEREST

There were no disclosures of interest presented.

05 BUSINESS ARISING FROM PREVIOUS MINUTES

Reports to future meetings:

Item 06 status should be amended to state: A report has been prepared for the June Council meeting to place the report on to Public Exhibition.

Item 07 status to be amended to The Cultural Steering Group will be provided with an update at the July meeting.

Item 08 A verbal update will be given at each meeting. This month the discussion centred around intended events, and key projects. Consensus from the group was that the Bicentenary will be a standing item on the agenda.

Additional item: Artwalk report to be added to the Business arising. Recommendation that: The Cultural Steering group should provide input in the development and planning for Artwalk 2019.

06 CULTURAL PLAN PROGRESS REPORT

CONSENSUS:

That the Steering Group endorse the Cultural Plan 2016-2019 quarterly update report and present to Council for consideration and adoption.

07 CULTURAL PLAN REVIEW

The Cultural Steering group were all happy with the Draft Cultural Plan 2018-2021. That the addition of the quotes from Mayor Peta Pinson and General Manager Craig Swift-McNair be included in the plan.

CONSENSUS:

That:

1. The Cultural Steering Group endorse the draft 2018-2021 Cultural Plan and recommend that Council place the Draft Plan on public exhibition.
 2. Council refers the submissions from the public exhibition phase to the Cultural Steering Group prior to finalisation of the plan.
-

08 REQUEST FOR ADDITIONAL FUNDING BY AUSTRALIA DAY WORKING GROUP

Discussion took place on the following:

1. Consider the how to work with the pre-existing committees and current working groups.
2. How to support the current working groups and keep them engaged in the vision and strategies of the Cultural Plan 2018-2021
3. Review the long term goal of each of the groups and the deliverables into the future.

CONSENSUS:

That:

1. The Cultural Steering Group Provide in principle support for providing addition funds of \$6000 to the volunteers groups that deliver the Australia day activities.
 2. A report be presented to the Cultural Steering Group reviewing existing committees, working groups and future activities.
 3. A report be presented to the Cultural Steering Group regarding the allocations of funds for Cultural elements and activities and how they contribute to the visions and strategies of the Cultural Plan 2018-2021.
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09 GENERAL BUSINESS

09.01 LAUNCH OF CULTURAL PLAN 2018-2021

CONSENSUS:

That the Cultural Steering Group consider a launch of the Cultural Plan 2018-2021 when it is adopted to help communicate the vision and strategies to key stakeholders and the broader community.

09.02 SCULPTURE TRAIL

Discussion took place on developing a sculpture trail that is community driven along out key foreshore locations.

**09.03 GLASSHOUSE GALLERY PROGRAMMING POLICY -
BICENTENARY ACTIVITIES**

Discussion took place on the Glasshouse Gallery Programming Policy and how to ensure Bicentenary Activities are programed.

CONSENSUS:

That a copy of the policy to be forwarded to the Cultural Steering Group.

09.04 MEETING STARTING TIME

The Cultural Steering Group to consider if the starting time of the meeting still works for the group.

The meeting closed at 9:19am.

Item: 04
Subject: DISCLOSURES OF INTEREST

RECOMMENDATION

That Disclosures of Interest be presented

DISCLOSURE OF INTEREST DECLARATION

Name of Meeting:
Meeting Date:
Item Number:
Subject:
.....

I, declare the following interest:

Pecuniary:
Take no part in the consideration and voting and be out of sight of the meeting.

Non-Pecuniary - Significant Interest:
Take no part in the consideration and voting and be out of sight of the meeting.

Non-Pecuniary - Less than Significant Interest:
May participate in consideration and voting.

For the reason that:
.....

Name:

Signed: Date:

(Further explanation is provided on the next page)

Further Explanation

(Local Government Act and Code of Conduct)

A conflict of interest exists where a reasonable and informed person would perceive that a Council official could be influenced by a private interest when carrying out their public duty. Interests can be of two types: pecuniary or non-pecuniary.

All interests, whether pecuniary or non-pecuniary are required to be fully disclosed and in writing.

Pecuniary Interest

A pecuniary interest is an interest that a Council official has in a matter because of a reasonable likelihood or expectation of appreciable financial gain or loss to the Council official. (section 442)

A Council official will also be taken to have a pecuniary interest in a matter if that Council official's spouse or de facto partner or a relative of the Council official or a partner or employer of the Council official, or a company or other body of which the Council official, or a nominee, partner or employer of the Council official is a member, has a pecuniary interest in the matter. (section 443)

The Council official must not take part in the consideration or voting on the matter and leave and be out of sight of the meeting. The Council official must not be present at, or in sight of, the meeting of the Council at any time during which the matter is being considered or discussed, or at any time during which the council is voting on any question in relation to the matter. (section 451)

Non-Pecuniary

A non-pecuniary interest is an interest that is private or personal that the Council official has that does not amount to a pecuniary interest as defined in the Act.

Non-pecuniary interests commonly arise out of family, or personal relationships, or involvement in sporting, social or other cultural groups and associations and may include an interest of a financial nature.

The political views of a Councillor do not constitute a private interest.

The management of a non-pecuniary interest will depend on whether or not it is significant.

Non Pecuniary – Significant Interest

As a general rule, a non-pecuniary conflict of interest will be significant where a matter does not raise a pecuniary interest, but it involves:

- (a) A relationship between a Council official and another person that is particularly close, for example, parent, grandparent, brother, sister, uncle, aunt, nephew, niece, lineal descendant or adopted child of the Council official or of the Council official's spouse, current or former spouse or partner, de facto or other person living in the same household.
- (b) Other relationships that are particularly close, such as friendships and business relationships. Closeness is defined by the nature of the friendship or business relationship, the frequency of contact and the duration of the friendship or relationship.
- (c) An affiliation between a Council official an organisation, sporting body, club, corporation or association that is particularly strong.

If a Council official declares a non-pecuniary significant interest it must be managed in one of two ways:

1. Remove the source of the conflict, by relinquishing or divesting the interest that creates the conflict, or reallocating the conflicting duties to another Council official.
2. Have no involvement in the matter, by taking no part in the consideration or voting on the matter and leave and be out of sight of the meeting, as if the provisions in section 451(2) apply.

Non Pecuniary – Less than Significant Interest

If a Council official has declared a non-pecuniary less than significant interest and it does not require further action, they must provide an explanation of why they consider that the conflict does not require further action in the circumstances.

SPECIAL DISCLOSURE OF PECUNIARY INTEREST DECLARATION

By <i>[insert full name of councillor]</i>	
In the matter of <i>[insert name of environmental planning instrument]</i>	
Which is to be considered at a meeting of the <i>[insert name of meeting]</i>	
Held on <i>[insert date of meeting]</i>	
PECUNIARY INTEREST	
Address of land in which councillor or an associated person, company or body has a proprietary interest (<i>the identified land</i>)	
Relationship of identified land to councillor <i>[Tick or cross one box.]</i>	<input type="checkbox"/> Councillor has interest in the land (e.g. is owner or has other interest arising out of a mortgage, lease trust, option or contract, or otherwise). <input type="checkbox"/> Associated person of councillor has interest in the land. <input type="checkbox"/> Associated company or body of councillor has interest in the land.
MATTER GIVING RISE TO PECUNIARY INTEREST	
Nature of land that is subject to a change in zone/planning control by proposed LEP (<i>the subject land</i>) ⁱⁱⁱ <i>[Tick or cross one box]</i>	<input type="checkbox"/> The identified land. <input type="checkbox"/> Land that adjoins or is adjacent to or is in proximity to the identified land.
Current zone/planning control <i>[Insert name of current planning instrument and identify relevant zone/planning control applying to the subject land]</i>	
Proposed change of zone/planning control <i>[Insert name of proposed LEP and identify proposed change of zone/planning control applying to the subject land]</i>	
Effect of proposed change of zone/planning control on councillor <i>[Tick or cross one box]</i>	<input type="checkbox"/> Appreciable financial gain. <input type="checkbox"/> Appreciable financial loss.

Councillor's Name:

Councillor's Signature: **Date:**

Important Information

This information is being collected for the purpose of making a special disclosure of pecuniary interests under sections 451 (4) and (5) of the *Local Government Act 1993*. You must not make a special disclosure that you know or ought reasonably to know is false or misleading in a material particular. Complaints made about contraventions of these requirements may be referred by the Director-General to the Local Government Pecuniary Interest and Disciplinary Tribunal.

This form must be completed by you before the commencement of the council or council committee meeting in respect of which the special disclosure is being made. The completed form must be tabled at the meeting. Everyone is entitled to inspect it. The special disclosure must be recorded in the minutes of the meeting.

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- i. Section **443** (1) of the *Local Government Act 1993* provides that you may have a pecuniary interest in a matter because of the pecuniary interest of your spouse or your de facto partner or your relative^{iv} or because your business partner or employer has a pecuniary interest. You may also have a pecuniary interest in a matter because you, your nominee, your business partner or your employer is a member of a company or other body that has a pecuniary interest in the matter.
 - ii. Section **442** of the *Local Government Act 1993* provides that a **pecuniary interest** is an interest that a person has in a matter because of a reasonable likelihood or expectation of appreciable financial gain or loss to the person. A person does not have a pecuniary interest in a matter if the interest is so remote or insignificant that it could not reasonably be regarded as likely to influence any decision the person might make in relation to the matter or if the interest is of a kind specified in section **448** of that Act (for example, an interest as an elector or as a ratepayer or person liable to pay a charge).
 - iii. A pecuniary interest may arise by way of a change of permissible use of land adjoining, adjacent to or in proximity to land in which a councillor or a person, company or body referred to in section **443** (1) (b) or (c) of the *Local Government Act 1993* has a proprietary interest..
 - iv. **Relative** is defined by the *Local Government Act 1993* as meaning your, your spouse's or your de facto partner's parent, grandparent, brother, sister, uncle, aunt, nephew, niece, lineal descendant or adopted child and the spouse or de facto partner of any of those persons.

Item: 05

Subject: BUSINESS ARISING FROM PREVIOUS MINUTES

Item:	03	Date:	06/06/2018
Subject:	Confirmation of Minutes		
Action Required:	<ol style="list-style-type: none"> 1. That the Minutes of the Cultural Steering Group Meeting held on 2 May 2018 be confirmed with the following amendment: That Item 09.01 – ArtWalk be amended as follows: The Cultural Steering Group expressed its appreciation to Council Staff and organisers of ArtWalk held recently. 2. That a report to be presented to the CSG on ArtWalk, with a recommendation that ArtWalk 2019 development be referred to the CSG for input into its development. 		
Current Status	<ol style="list-style-type: none"> 1. The amendment to 2 May 2018 Item 0.9.01 ArtkWalk is noted. 2. That the June 2018 Ordinary Council meeting resolution be noted with a report to be provided at the July 2018 meeting. <p>10.04 ARTWALK 2018 - POST EVENT REPORT</p> <p><i>RESOLVED: Turner/Griffiths</i></p> <p>That Council:</p> <ol style="list-style-type: none"> 1. Note the information in the ArtWalk 2018 – Post Event Report. 2. Request the Cultural Steering Group work with staff on the ongoing development of future ArtWalk events. <p style="text-align: right;"><i>CARRIED: 8/0</i> <i>FOR: Alley, Cusato, Griffiths, Hawkins, Intemann, Levido, Pinson and Turner</i> <i>AGAINST: Nil</i></p>		

Item:	05	Date:	06/06/2018
Subject:	Business Arising from Previous Minutes		
Action Required:	<ol style="list-style-type: none"> 1. Item 06 status should be amended to state: A report has been prepared for the June Council meeting to place the report on to Public Exhibition. 2. Item 07 status to be amended to The Cultural Steering Group will be provided with an update at the July meeting. 3. Item 08 A verbal update will be given at each meeting. This month the discussion centred around intended events, and key projects. Consensus from the group was that the Bicentenary will be a standing item on the agenda. 4. Additional item: Artwalk report to be added to the Business arising. Recommendation that: The Cultural Steering group should provide input in the development and planning for ArtWalk 2019 		
Current Status	<ol style="list-style-type: none"> 1. Noted. A report was provided at the June 2018 meeting. 2. A report on Council's Draft Public Art Policy to be provided at the July 2018 meeting. 		

	<ol style="list-style-type: none"> 3. Noted. A verbal update on the Bicentenary Working Group will be provided at the July 2018 meeting. 4. Noted. Artwalk has been added to the reports to future meetings schedule with a report to be presented at July 2018 meeting.
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Item:	06	Date:	06/06/2018
Subject:	Cultural Plan Progress Report		
Action Required:	1. That the Steering Group endorse the Cultural Plan 2016-2019 quarterly update report and present to Council for consideration and adoption.		
Current Status	1. A report to be presented at the July 2018 Ordinary Council meeting.		

Item:	07	Date:	06/06/2018
Subject:	Cultural Plan Review		
Action Required:	<ol style="list-style-type: none"> 1. The Cultural Steering Group endorse the draft 2018-2021 Cultural Plan and recommend that Council place the Draft Plan on public exhibition. 2. Council refers the submissions from the public exhibition phase to the Cultural Steering Group prior to finalisation of the plan. 		
Current Status	<ol style="list-style-type: none"> 1. That the June 2018 Ordinary Council meeting resolution be noted. <p style="text-align: center;">10.05 CULTURAL PLAN REVIEW</p> <p>MOTION</p> <p><i>MOTION: Turner/Hawkins</i></p> <p>That Council:</p> <ol style="list-style-type: none"> 3. Acknowledge the Cultural Steering Group’s review and endorsement of the Draft 2018 – 2021 Cultural Plan and place the draft plan on public exhibition for a period of 30 days between 25 June and 20 July 2018. 4. Refer the submissions to the Cultural Steering Group for consideration prior to the finalisation of the Plan and reporting to Council. <p>AMENDMENT</p> <p><i>MOTION: Intemann/Alley</i></p> <ol style="list-style-type: none"> 1. Acknowledge the Cultural Steering Group’s review and endorsement of the Draft 2018 – 2021 Cultural Plan and place the draft plan on public exhibition for a period of 30 days between 25 June and 20 July 2018. 2. Amend for exhibition the wording on page 4 of the draft document to read “Our region is recognised internationally as an innovative leader of creativity and culture”. 3. Refer the submissions to the Cultural Steering Group 		

	<p>for consideration prior to the finalisation of the Plan and reporting to Council.</p> <p style="text-align: right;"><i>EQUAL: 4/4</i> <i>FOR: Alley, Cusato, Intemann and Pinson</i> <i>AGAINST: Griffiths, Hawkins, Levido and Turner</i> <i>CASTING VOTE: Pinson: FOR</i></p> <p>THE AMENDMENT BECAME THE MOTION AND WAS PUT</p> <ol style="list-style-type: none"> Acknowledge the Cultural Steering Group’s review and endorsement of the Draft 2018 – 2021 Cultural Plan and place the draft plan on public exhibition for a period of 30 days between 25 June and 20 July 2018. Amend for exhibition the wording on page 4 of the draft document to read “Our region is recognised internationally as an innovative leader of creativity and culture”. Refer the submissions to the Cultural Steering Group for consideration prior to the finalisation of the Plan and reporting to Council. <p style="text-align: right;"><i>CARRIED: 6/2</i> <i>FOR: Alley, Cusato, Intemann, Levido, Pinson and Turner</i> <i>AGAINST: Griffiths and Hawkins</i></p>
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Item:	08	Date:	06/06/2018
Subject:	Request for Additional Funding by the Australia Day Working Group		
Action Required:	<p>That:</p> <ol style="list-style-type: none"> The Cultural Steering Group Provide in principle support for providing addition funds of \$6000 to the volunteers groups that deliver the Australia day activities. A report be presented to the Cultural Steering Group reviewing existing committees, working groups and future activities. A report be presented to the Cultural Steering Group regarding the allocations of funds for Cultural elements and activities and how they contribute to the visions and strategies of the Cultural Plan 2018-2021. 		
Current Status	<ol style="list-style-type: none"> Noted. A report to be presented to the August 2018 meeting. A report to be presented to the August 2018 meeting. 		

Item:	09.01	Date:	06/06/2018
Subject:	General Business - Launch of Cultural Plan 2018-2021		
Action Required:	<ol style="list-style-type: none"> That the Cultural Steering Group consider a launch of the Cultural Plan 2018-2021 when it is adopted to help communicate the vision and strategies to key stakeholders and the broader community. 		
Current Status	<ol style="list-style-type: none"> Noted. 		

Item:	09.03	Date:	06/06/2018
Subject:	General Business - Glasshouse Gallery Programming Policy – Bicentenary Activities		
Action Required:	1. That a copy of the policy to be forwarded to the Cultural Steering Group.		
Current Status	1. A copy of the Glasshouse Gallery Programming Policy – Bicentenary Activities to be distributed with the Agenda of the July 2018 meeting.		

Item:	09.04	Date:	06/06/2018
Subject:	General Business - Meeting Starting Time		
Action Required:	1. The Cultural Steering Group to consider if the starting time of the meeting still works for the group.		
Current Status	1. Further discussions to be held at the July 2018 meeting.		

Reports to future meetings		
Report	Due Date	Requested
Monthly Draft Public Art Policy and Master Plan Report	July 2018	2 May 2018
Cultural Plan Review	July 2018	2 May 2018
Monthly ArtWalk Recommendation Report	July 2018	2 May 2018
Monthly Bicentenary Working Group Report	July 2018	6 June 2018
Review of Existing Committees Report	August 2018	6 June 2018
Financial Allocations for Cultural Activities by the Australia Day Working Group	August 2018	6 June 2018
Cultural Plan Quarterly Progress Report	September 2018	04 October 2017

Item: 06

Subject: CULTURAL PLAN REVIEW

Presented by: Strategy and Growth, Jeffery Sharp

RECOMMENDATION

That the Cultural Steering Group note the recent Council resolution on the Cultural Plan Review and subsequent actions.

Discussion

At Council's Ordinary meeting held on the 20 June 2018 it was resolved;

MOTION

MOTION: Turner/Hawkins

That Council:

- 1. Acknowledge the Cultural Steering Group's review and endorsement of the Draft 2018 – 2021 Cultural Plan and place the draft plan on public exhibition for a period of 30 days between 25 June and 20 July 2018.*
- 2. Refer the submissions to the Cultural Steering Group for consideration prior to the finalisation of the Plan and reporting to Council.*

AMENDMENT

MOTION: Intemann/Alley

- 1. Acknowledge the Cultural Steering Group's review and endorsement of the Draft 2018 – 2021 Cultural Plan and place the draft plan on public exhibition for a period of 30 days between 25 June and 20 July 2018.*
- 2. Amend for exhibition the wording on page 4 of the draft document to read "Our region is recognised internationally as an innovative leader of creativity and culture".*
- 3. Refer the submissions to the Cultural Steering Group for consideration prior to the finalisation of the Plan and reporting to Council.*

EQUAL: 4/4

FOR: Alley, Cusato, Intemann and Pinson AGAINST:

Griffiths, Hawkins, Levido and Turner

CASTING VOTE: Pinson: FOR

THE AMENDMENT BECAME THE MOTION AND WAS PUT

1. *Acknowledge the Cultural Steering Group's review and endorsement of the Draft 2018 – 2021 Cultural Plan and place the draft plan on public exhibition for a period of 30 days between 25 June and 20 July 2018.*
2. *Amend for exhibition the wording on page 4 of the draft document to read "Our region is recognised internationally as an innovative leader of creativity and culture".*
3. *Refer the submissions to the Cultural Steering Group for consideration prior to the finalisation of the Plan and reporting to Council.*

CARRIED: 6/2

FOR: Alley, Cusato, Intemann, Levido, Pinson and Turner

AGAINST: Griffiths and Hawkins

Actions following Council Resolution

- The wording on page 4 has been amended to read:
"Our region is recognised internationally as an innovative leader of creativity and culture".
- A Mayor's and General Manager's message have been included on pages 5 & 21 respectively.
- The document has been placed on exhibition – refer <https://haveyoursay.pmhc.nsw.gov.au/cultural-plan> and is available for viewing at Council offices and libraries across the LGA as well as identified cultural venues. Submissions close on July 26.
- We are specifically seeking feedback on the strategic objectives and prioritisation of the actions.

Attachments

1 [View](#). Cultural Plan Review Report

2 [View](#). PMHC Draft Cultural Plan 2018- 2021 for Exhibition

AGENDA

ORDINARY COUNCIL
20/06/2018

Item: 10.05**Subject: CULTURAL PLAN REVIEW****Presented by: Strategy and Growth, Jeffery Sharp**

Alignment with Delivery Program

2.5.1 Support cultural activities within the community.

RECOMMENDATION**That Council:**

1. **Acknowledge the Cultural Steering Groups review and endorsement of the Draft 2018 – 2021 Cultural Plan and place the draft plan on public exhibition for a period of 30 days between the 25th June and 20th July 2018.**
2. **Refer the submissions to the Cultural Steering Group for consideration prior to the finalisation of the Plan and reporting to Council.**

Executive Summary

On 10 August 2016 Council resolved that Council:

1. *Note the submissions to the draft Cultural Plan.*
2. *Adopt the Port Macquarie-Hastings Cultural Plan 2016-2019.*
3. *Request that the General Manager bring forward a report to the Council Meeting in April 2017 on progress as measured against the performance indicators in the Cultural Plan.*
4. *Review the Cultural Plan within 12 months.*

*CARRIED: 6/3**FOR: Besseling, Griffiths, Hawkins, Intemann, Levido and Sargeant
AGAINST: Cusato, Roberts and Turner*

At the 15 February 2017 Ordinary Council meeting, Council resolved to form a Cultural Steering Group with one its objectives to assist Council in the implementation and review of the Cultural Plan.

An external facilitator was contracted to assist the Cultural Steering Group in the review of the Cultural Plan and members attended a series of three workshops over September & October, 2017 along with additional working group meetings in March, April and May of 2018, which have resulted the development of a new Cultural Plan for 2018-2021 it includes a strategic focus with a new vision, key strategies, objectives and actions to develop our region and be recognised internationally as an innovative leader of creativity and culture.

This report provides an update on the review process of the Cultural Plan and presents a new Cultural Plan spanning 2018 – 2021 period. The plan has been reviewed and amended by the Cultural Steering Group and is now seeking endorsement to go on public exhibition for comment.

AGENDA

ORDINARY COUNCIL
20/06/2018**Discussion**

Port Macquarie-Hastings Council is committed to ensuring arts, heritage and culture play a strong role in the development of the Port Macquarie-Hastings region's future, its identity and sense of place.

Council currently plays a major part in delivering cultural services across the region, and is supported by the ever-growing number of community organisations, events and activities that contribute to ensuring that our community is diverse, resilient and connected.

Council also has a leadership role in assisting the growth and development of arts and cultural activity. A strong arts and cultural framework will contribute to the delivery of the four key objectives of the Towards 2030 Community Strategic Plan.

At the 15 February 2017 Ordinary Council meeting, Council resolved to form a Cultural Steering Group (CSG) with one its objectives to assist Council in the implementation and review of the Cultural Plan.

The CSG objectives are to:

- Assist Council in the implementation and review of the Cultural Plan;
- Assist Council in monitoring the success of the Plan against established criteria;
- Engage with and provide input to Council on other Arts and Cultural matters which are relevant to the Local Government Area; and
- Provide and receive two-way feedback from the community.

The CSG key functions are to:

- Provide a forum in which Local Government and community leaders can discuss and debate, plan and progress local and regionally significant cultural and creative outcomes that continue the growth of our community and our places in the Port Macquarie Hastings Local Government Area.
- Be an interactive group that provides a forum for developing the strategic community arts, culture and active spaces direction for the Local Government Area. The Steering Group is committed to collaboration, innovation and development of a 'whole-of-place' approach for the purpose of promoting community capacity building that will ensure the wellbeing of our community while developing a clear sense of and connection to our place.

In September 2017, an external facilitator was engaged to assist the CSG in the Cultural Plan review and members attended a series of three workshops over September & October in 2017. The workshops focused initially on a review of the document, its visions, strengths, weaknesses, threats and opportunities as well as developing key strategies, tasks and measures. An outcome from these workshops produced a new aspirational vision for the Cultural Plan of:

"Greater Port Macquarie is recognised internationally as an innovative leader of creativity and culture"

Over the past 6 months, the CSG has reviewed and consolidated the existing plan into four new key strategic objectives, and actions that will drive and support cultural development within the Port Macquarie-Hastings region for the period 2018-2021.

The four Key Strategic Objectives are:

AGENDAORDINARY COUNCIL
20/06/2018

1. Develop and empower our region's Art & Cultural Communities and Assets
2. Enrich our community through experiences that embrace and celebrate our diverse and unique Art and Culture.
3. Create community pride and ownership in our cultural brand which promotes our unique heritage, people and places.
4. Ensure the effective planning, funding, integration and measurement of Council's Arts and Cultural programs.

Supporting these objectives are 30 key strategies and actions to be delivered over 2018 – 2021 period.

These actions are strategically focused and will provide solid groundwork to inform the development of future actions in the cultural plan. The 2018 - 2021 plan will be a cross-Council initiative and will be undertaken through partnerships and collaboration with state and Federal Governments, local industry, the education sector, community based arts and cultural organisations and creative individuals.

The plan will enable Council to identify the resources required to ensure maintenance and development of the area's cultural and heritage resources; help develop a thriving creative industry; and encourage, support and enable participation in artistic expression and cultural experimentation to inspire innovation and a sense of wonder.

Options

That Council can adopt the recommendations as presented, or seek additional information regarding the plan prior to public exhibition.

Community Engagement & Internal Consultation

Extensive community engagement was undertaken to develop the 2016-2018 Cultural Plan, with over 1200 community member contributing.

The Cultural Steering Group were the driving force behind the development of the new plan and are a demographically representative group from a range of arts and cultural pursuits.

The public exhibition stage will include engagement with key stakeholder groups and be in a number of methods including:

- Face to Face discussions
- Pop up engagement
- Online engagement on Have Your Say
- Static displays in the libraries and customer service centres.

Planning & Policy Implications

There are no planning and policy implications in relation to this report.

After the completion of the public exhibition period and the final refinement of the Cultural Plan 2018-2021, the previous plan will need to be rescinded.

AGENDA

**ORDINARY COUNCIL
20/06/2018**

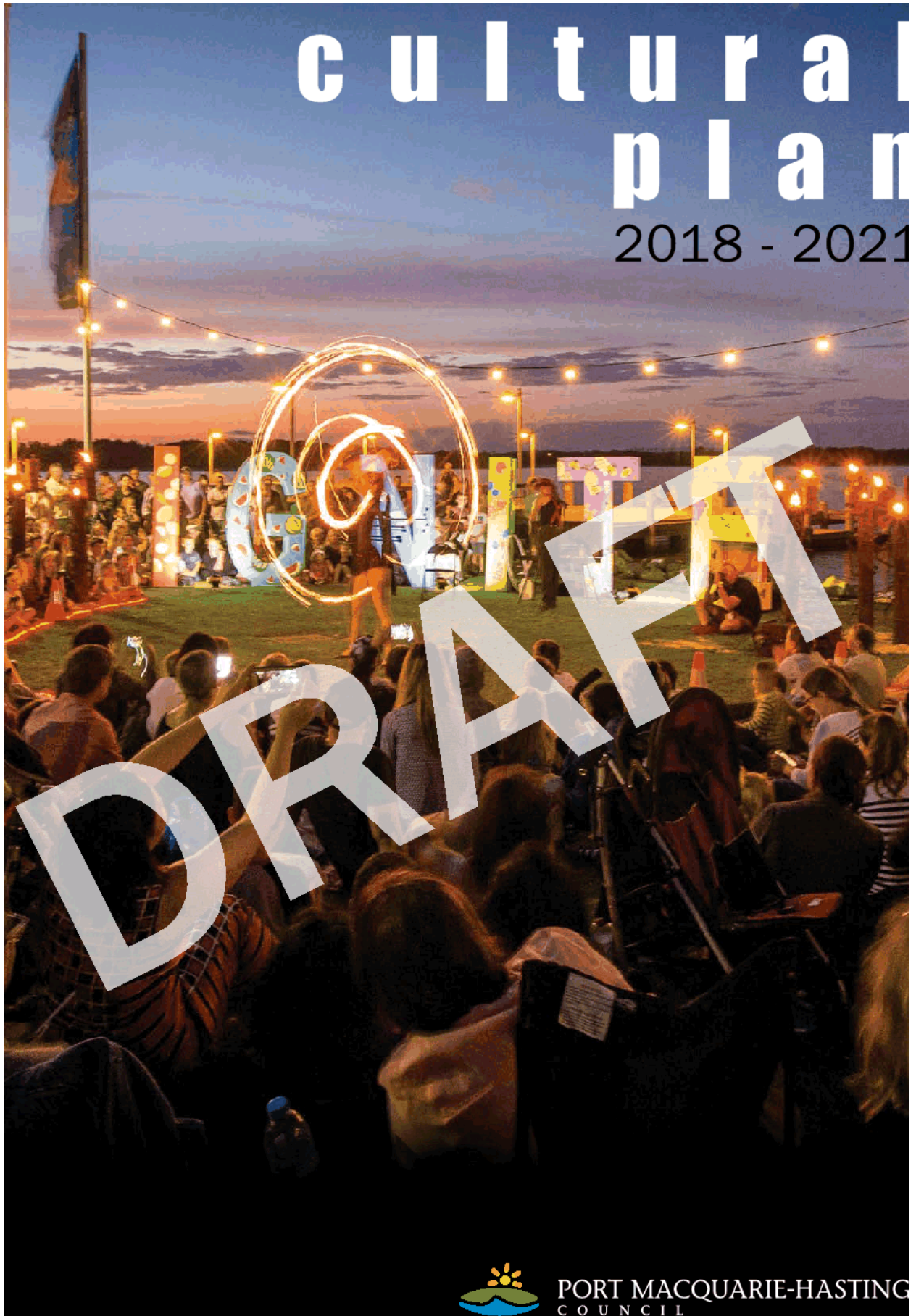
Financial & Economic Implications

There are no financial and economic implications in relation to this report.

Following the adoption of the Cultural Plan 2018-2021 an annual detailed action plan with funding allocation from the proposed 18/19 operational plan will be developed. This will then be reviewed annually as part of the integrated planning process and budgeted accordingly.

Attachments

1. 2018 - 2021 Draft Cultural Plan



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Top: Ukulele Flash Mob, Creative Ageing Festival
 Middle: Hay Street forecourt, NAIDOC Week
 Bottom right: Waves and Melodies, Youth Week
 Bottom left: History Walk, Heritage Festival



FOREWORD

Port Macquarie-Hastings Council is committed to ensuring arts, heritage and culture play a strong role in the development of the Port Macquarie-Hastings region’s future, its identity and sense of place.

Council currently plays a major part in delivering cultural services across the region, and is supported by the ever-growing number of community organisations, events and activities that contribute to ensuring that our community is diverse, resilient and connected.

Council also has a leadership role in assisting the growth and development of arts and cultural activity. A strong arts and cultural framework will contribute to the delivery of the four key objectives of the Towards 2030 Community Strategic Plan including:

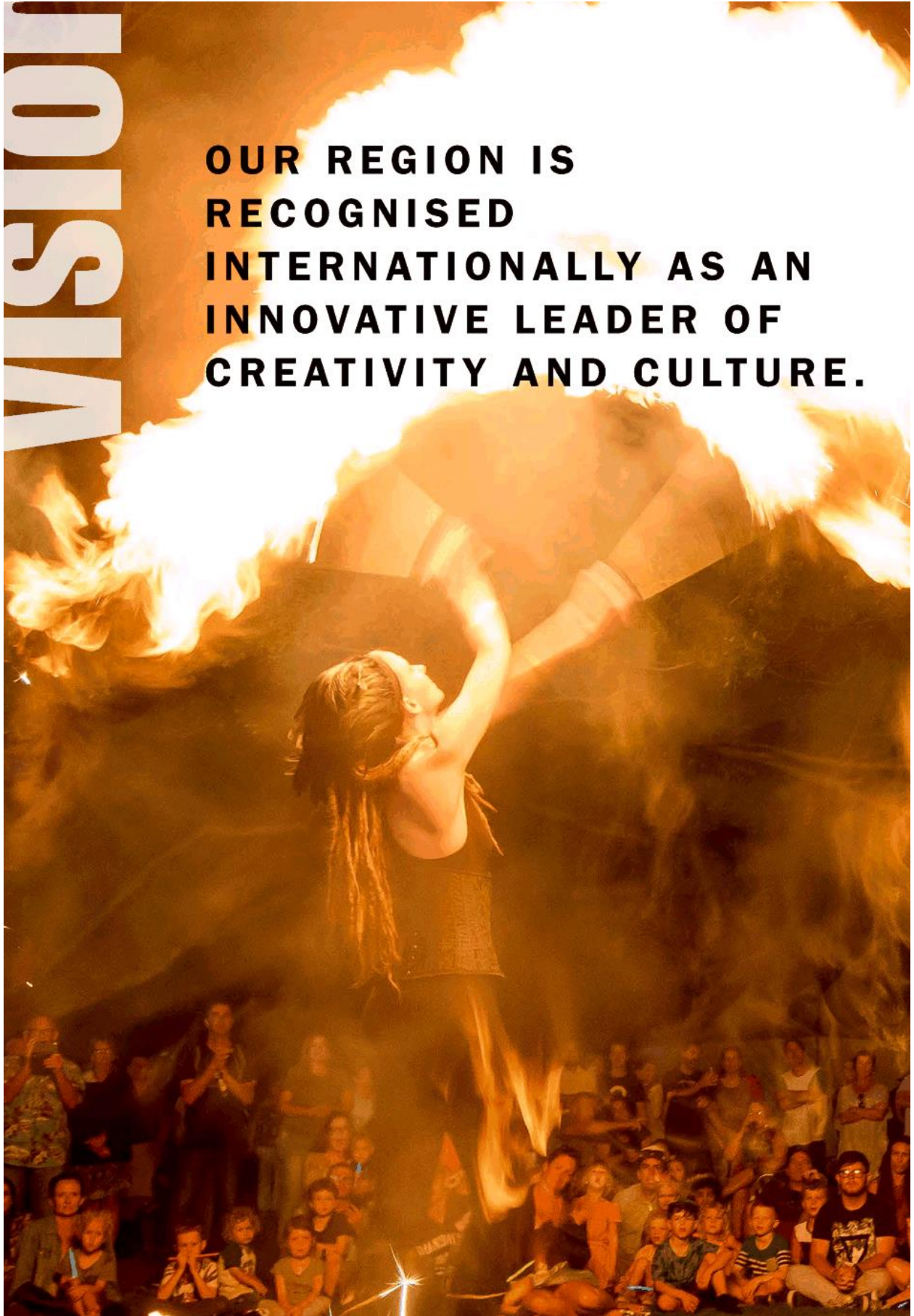
- Leadership & Governance;
- Your Community Life;
- Your Business & Industry; and
- Your Natural & Built Environment.

This Cultural Plan identifies the underpinning strategies, frameworks and actions that will drive and support cultural development within the Port Macquarie-Hastings region for the period 2018-2021. The Plan outlines the resources required to ensure maintenance and development of the area’s cultural and heritage resources; help develop a thriving creative industry; and encourage, support and enable participation in artistic expression and cultural experimentation to inspire innovation and a sense of wonder.

The Plan is designed to be a “living” document that will evolve with changing times, priorities and trends. The implementation of the future actions identified in this Plan is dependent on their inclusion in Council’s four-year Delivery Program.

ACKNOWLEDGMENT OF COUNTRY

Port Macquarie-Hastings Council acknowledges the Birpai people as the traditional custodians of the lands within its local government boundaries. We would like to acknowledge Elders both past and present, and extend that respect to all Aboriginal and Torres Strait Islander people.



**OUR REGION IS
RECOGNISED
INTERNATIONALLY AS AN
INNOVATIVE LEADER OF
CREATIVITY AND CULTURE.**



WHAT IS CULTURE?

UNESCO defines culture as the set of distinctive spiritual, material, intellectual and emotional features of society or a social group, that encompasses, not only art and literature, but lifestyles, ways of living together, value systems, traditions and beliefs (UNESCO, 2001).

The New South Wales Government's Cultural Planning Guidelines for Local Government defines culture as:

“Culture in its widest sense is about 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 valuable for passing on to future generations. It is our way of connecting the present with the past and the future.”

The cultural fabric of the Port Macquarie-Hastings is part of our daily lives, our rural lifestyle, our history and our celebrations as well as how we express ourselves through art, performance and other types of community events.

Cultural activity includes but is not limited to the visual arts, performing and literary art, social events and activities, heritage programs, museums and galleries, educational activities leading to the development of cultural skills and knowledge, festivals, celebrations, commemorative events, planning and design, public art, cultural planning, craft, digital new media, architecture, film, food, fashion, television and radio and the creative industries.

“Our region is quickly becoming a cultural destination of choice, with wonderful community pride and ownership in our unique heritage, people and places.

This plan is designed to help us build on this reputation by empowering and enriching our community through experiences that celebrate our diverse art and culture.”

Peta Pinson
Port Macquarie-Hastings Mayor



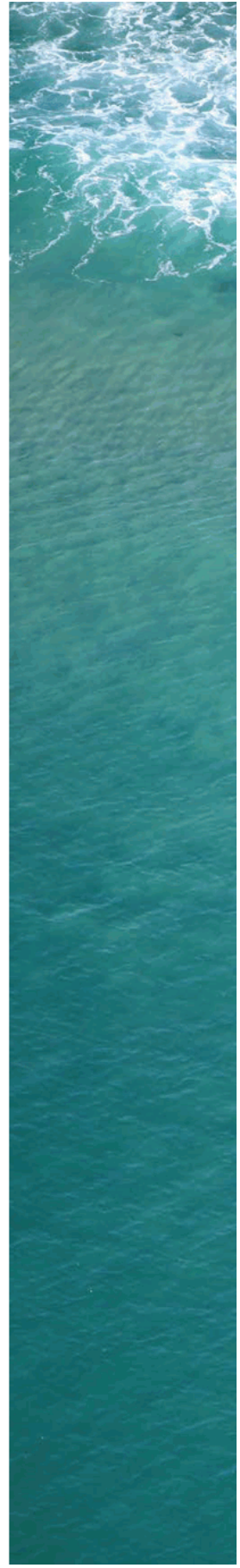
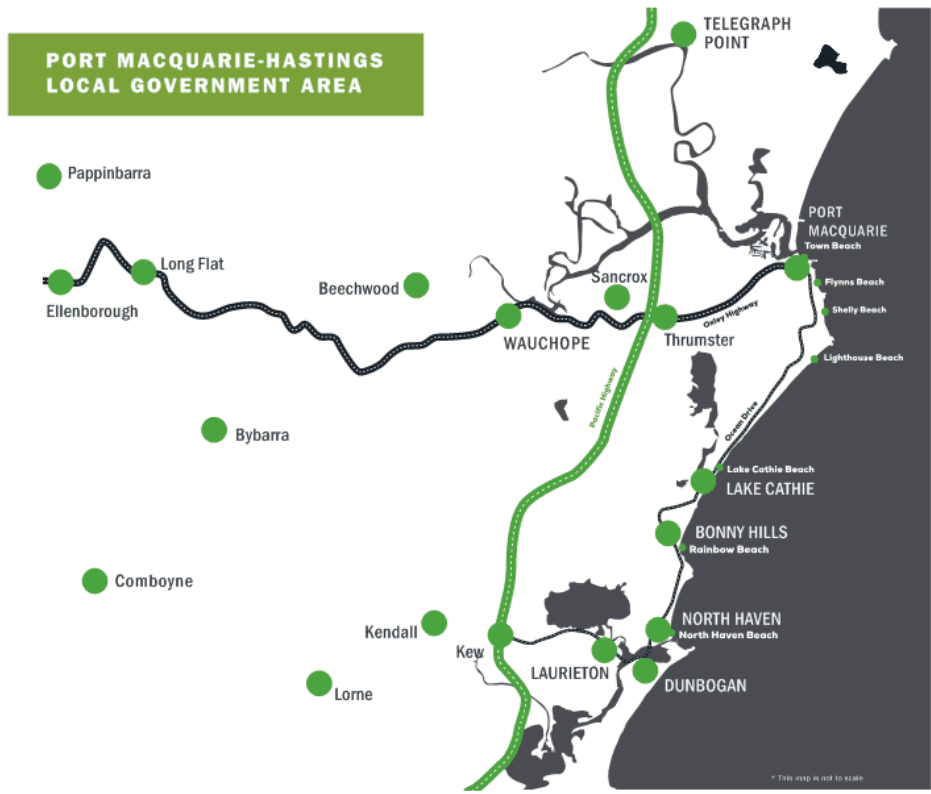
COUNCIL'S ROLE

Council will take on a range of roles to champion and support arts and culture in the region, to successfully deliver on our Cultural Vision:

HOST Providing spaces and opportunities for artistic, cultural and creative activity and enterprises to take place and prosper	CUSTODIAN Conserving, enhancing and developing our cultural and heritage assets and infrastructure in conjunction with our community custodians	FACILITATOR Creating networks, creative clusters, brokering partnerships and supporting communities to achieve desired cultural outcomes	PARTNER Sharing and working with others to promote community participation in arts and culture to achieve great outcomes
CAPACITY BUILDER Building a strong and creative community through arts education and sector development	PRODUCER Producing events, seeding new works and creating showcasing opportunities for our growing creative community	LEADER Listening to our communities and driving innovation in the development of a distinctive cultural brand for our region	ADVOCATE Celebrating and championing the role that culture and arts play in building a strong and inclusive community

Left: Flathead Flood Marker
Middle: Shark Flood Marker
Right: Whiting Flood Marker
Public Art by Rick Reynolds in Camden Haven





OUR REGION

The Port Macquarie-Hastings Local Government Area (LGA) is located midway between Sydney and Brisbane on the Mid North Coast of NSW. The region extends west from the areas surrounding the mouth of the Hastings and Camden Haven rivers, through verdant hinterland to the Great Dividing Range.

The main towns within the LGA include Port Macquarie, Wauchope, Bonny Hills, Lake Cathie, Comboyne, Rollands Plains and Telegraph Point and collectively the Camden Haven including Laurieton, North and West Haven, Dunbogan, Kendall and Kew.

The topography of the area is diverse and continues to fuel cultural and creative expression - sand dunes, coastal wetlands, flood plains, rolling farmland and rugged mountain ranges. Many of these are accessible by established walking tracks.



Aerial view of surfers at Port Macquarie

COMMUNITY PROFILE

PLACE

CONNECTION



Home to the Birpai people for over
40,000 years

LOCATION



260km North of Newcastle
420km North of Sydney
510km South of Brisbane

84km
of Coastline

HERITAGE



Over 12 state significant heritage sites

COMMUNITY FACILITIES

3 Libraries



17 Community Halls



Home to the Glasshouse Gallery and Performing Arts Centre



CLIMATE

Best climate in Australia according to CSIRO



ECONOMY

BUSINESS

\$8.9 Billion
local Economy which is 32% of the Mid North Coast Economy



5,886 businesses
23,206 local employees

Largest region by population and economy on NSW Mid North Coast

OUR REGION

TOURISM

#1 tourist destination on the Mid North Coast contributes

\$462 Million
to local economy



Y

CREATIVE ECONOMY

\$13.6 Million

(2017)
up from
\$8.9 Million (2015)

Regional Exports
\$0.422 Million

Local Expenditure
\$4.28 Million



Value Added

\$7.13 Million

DESTINATION

VISITORS

**1,539,000
visitors**

2,797,000 visitor nights

50% visitors from regional
NSW

35% visitors from Sydney

Families

33%

Couples without children

32%

PEOPLE

POPULATION

80,000+

people live in the Port Macquarie-
Hastings



This is expected to increase to
103,000 by 2036

VOLUNTEERS

13,672

UNEMPLOYED

6.8%

of the population

ABORIGINAL

4%

Aboriginal and
Torres Strait Islanders

DEMOGRAPHICS

13.1%
are aged 12-24

3.89%
between the ages of 25-59

34.8%
are aged over 60

The median age is

48



Information used has been sourced from

- 2016 Census Plan
- 2017 REMPLAN
- 2014 Greater Port Macquarie Destination Management Plan

HERITAGE, ARTS & CULTURE IN OUR REGION

HERITAGE

The Birpai people are the original occupants and inhabitants of the land in and around our region and have been for more than 40,000 years. They exercised traditional rights over the area including the lands and waterways of the Hastings.

Our Aboriginal history is captured through stories, song and dance of the Birpai people. Stories are shared through the Local Aboriginal Land Councils and venues such as the Glasshouse, Sea Acres National Park, Cowarra Dam sculptural installations and public art throughout the region.

Port Macquarie was one of Australia's first European settlements outside of Sydney and it features a number of historic buildings and sites that date back to colonial and convict days.

The Port Macquarie Historical Society's collection is significant historically in regional NSW and Australia. It interprets important themes in local, State and Australian political and social history, including Aboriginal culture, European settlement, the penal colony, free settlement, local trades, services and industries, farming, the timber industry, domestic life, recreation and travel.

A sign-posted heritage walking trail highlights 13 of Port Macquarie's most fascinating historic and archaeological sites. Other places of historical significance within the Port Macquarie town centre include the Port Macquarie Museum showcasing the area's history from its beginnings as a penal colony; original 1869 courthouse designed by Colonial architect James Barnet; and outside the town centre the Lake Innes House ruins, the remains of the house built using convict labour between 1831 and 1843; and the Douglas Vale homestead and vineyard which was built in 1862. There are also a number of sites of significant heritage value across the towns and villages of the LGA.

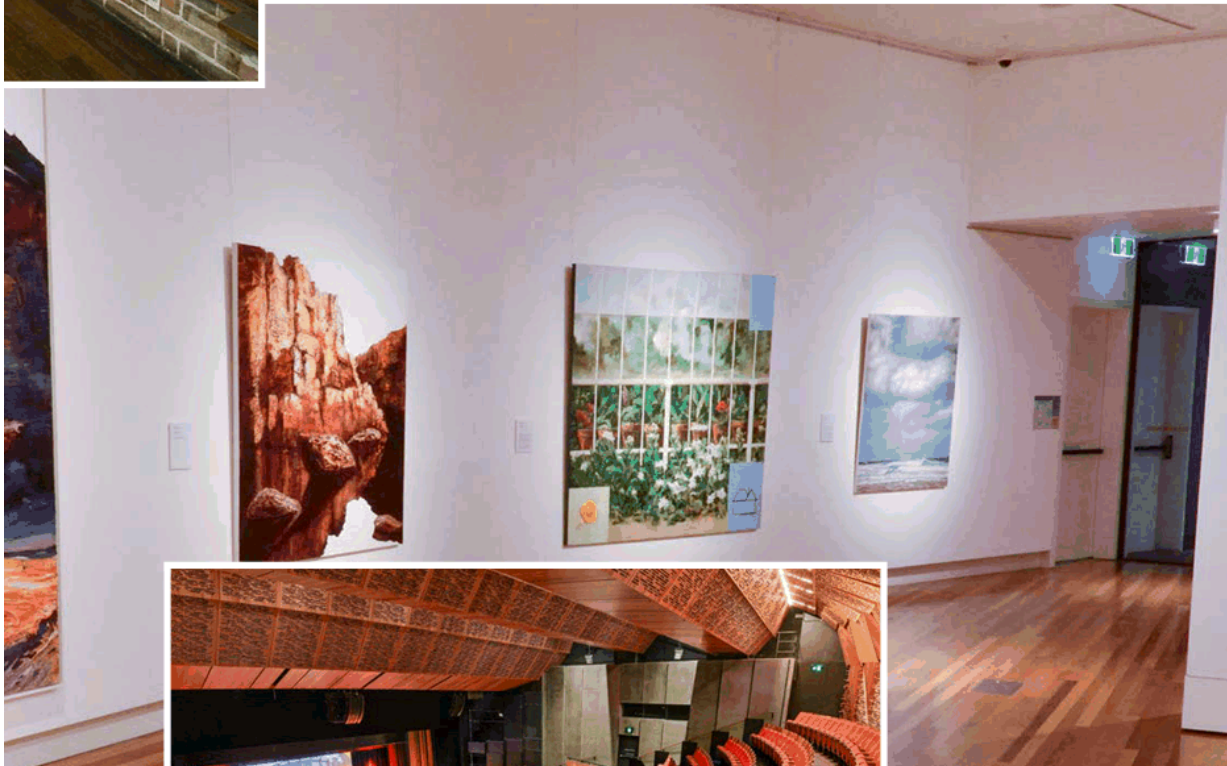


ARTS & CULTURE

There are over 100 arts and cultural groups in the region who showcase their artistic talents at local galleries, theatres, exhibitions and events.

Located in the heart of Port Macquarie, the Glasshouse is a regional creative hub. It is home to a theatre, regional gallery, performance studio, Visitor Information Centre, gift shop, conference facilities and heritage displays. The Gallery showcases over 20 diverse exhibitions each year and these are complemented by a range of activities and events for all ages, including art master classes, public talks, children's activities and exhibition openings. The Glasshouse also presents a performing arts program, ranging from contemporary dance to Australian drama, performances for children and live stream festival events. The visual and performing arts programs are complemented by an education program for all aged students and their teachers.

Port Macquarie is also home to a wide range of Public Art pieces including a sculpture trail which features 40 outdoor sculptures.



Top: Port Macquarie Museum
Middle: Regional Gallery, Glasshouse
Left: Glasshouse Theatre, Port Macquarie

CULTURAL EVENTS & TOURISM

EVENTS

Over time, Port Macquarie-Hastings has become the home to a number of Cultural/Festival events that have organically grown over time and become significant assets on the region's events calendar.

These events include:

- **ArtWalk** – a Council-led evening celebration of creativity which in its 3rd year (2018) attracted over 12,000 people;
- **Music Festivals** - FOTSUN, Big Band Blast, Wildwood and SummerSalt attract thousands of locals and visitors to Port Macquarie;
- **Food Festivals** - a Slice of Haven and Tastings on Hastings, both of which attract around 15,000 people annually.

Other local events such as the Port Macquarie Beatles Festival, Blues and BBQ Festival, Port Macquarie Heritage Festival and LitFest2444 offer event formats which are creative and vibrant and contribute to the economic, social and cultural fabric of our region.

TOURISM

Our region has a strong and unique Aboriginal and European history and Port Macquarie played an integral role in the historic development of NSW and the early colony. Much of our convict-era history remains today in local buildings, collections and archaeology.

Tourism and attractions research indicates that culture and heritage are among the top ten unique tourism selling points of the LGA, with heritage, arts and culture among our top five experience themes on offer.

In Australia and globally, cultural tourism is growing at a faster rate than tourism overall. Both international and domestic tourists who engage in a cultural or heritage activity tend to make longer visits than other tourists. Across Australia, international cultural tourists spend 24% more and stay 24% longer than international tourists generally. And domestic tourists staying overnight at a destination spend 56% more and stay 37% longer when they incorporate cultural activities into their visit.

Accordingly, Council's 2016 Destination Management Plan identified heritage, arts and culture as one of the key strategic strengths of the Port Macquarie-Hastings region and is one of the key opportunities to grow visitor expenditure.

The table to the right identifies the types of cultural and heritage activities that tourists undertake within NSW (percent share of total Heritage and Cultural visitors to NSW for each market).



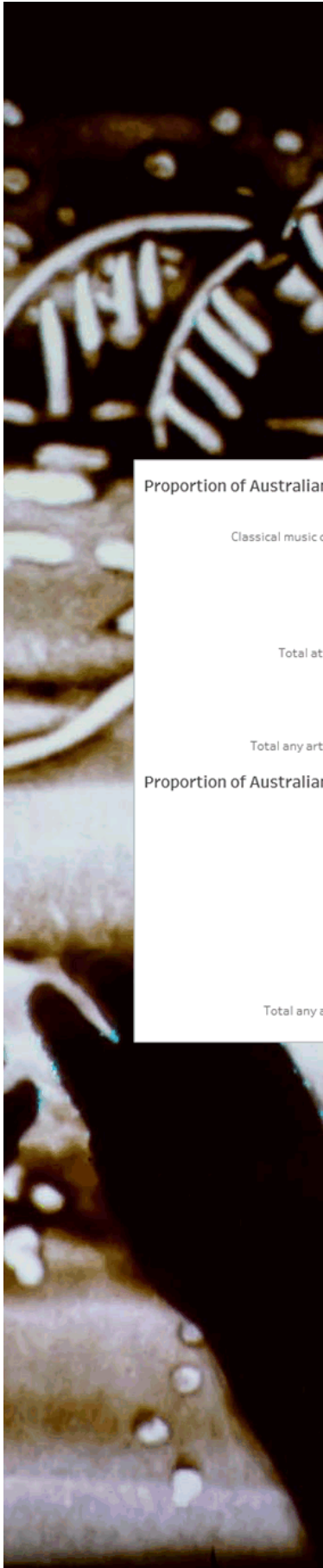
TYPES OF CULTURAL AND HERITAGE ACTIVITIES

	International visitors (%)	Domestic overnight visitors (%)	Domestic day trip visitors (%)
Visit history / heritage buildings, sites or monuments	71.8	32.0	34.9
Visit museums or art galleries	55.7	38.4	29.9
Attend festivals / fairs or cultural events	22.9	24.2	23.1
Attend theatre, concerts or other performing arts	18.3	23.6	23.2
Experience aboriginal arts / craft and cultural displays	16.6	1.6	1.4
Visit art / craft workshops / studios	11.4	3.8	3.9
Visit an aboriginal site / community	9.5	1.0	1.6
Attend aboriginal performance	8.4	-	-

Tastings on Hastings Food and Wine Festival





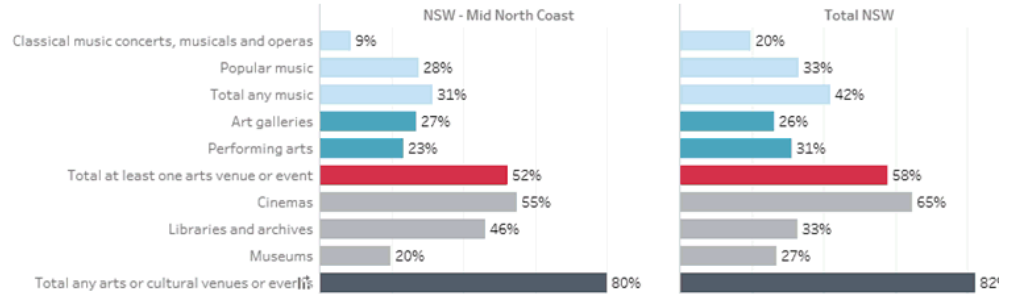


PARTICIPATION

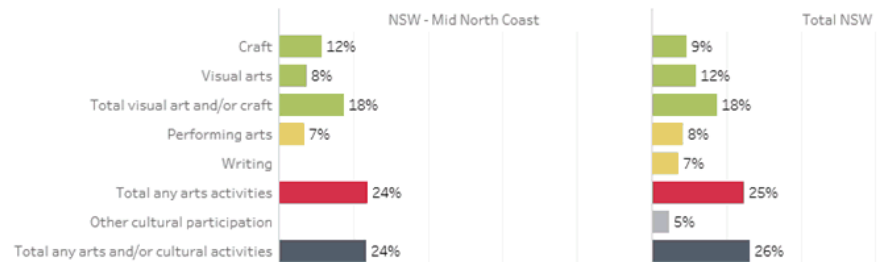
The following graphs, which use 2013/14 Australian Bureau of Statistics data, provide a snapshot of the attendance and participation of people from the Mid North Coast (from Great Lakes in the south to Nambucca in the north) across art, craft, theatre, dance, music, and literature.

Attendance at most venues/events in the region is comparable with the NSW average, attendance at classical music concerts, musicals and operas; museums and cinemas are well below the NSW average. In contrast to this, library visitation is significantly higher than the NSW average demonstrating the high value that our community places on the network of libraries across the LGA.

Proportion of Australians (aged 15+) who attended arts, June 2013 - July 2014:



Proportion of Australians (aged 15+) who participated in arts, June 2013 - July 2014:



EDUCATION

At a post-secondary level, the Port Macquarie-Hastings region is served by TAFE with campuses in Port Macquarie and Wauchope offering courses across a wide range of creative industries including; Design; Fashion, clothing and textiles; Fine & visual arts; and Screen, media & web.

Charles Sturt University through the School of Communication and Creative Industries offers Diploma & Bachelor Degree programs in the Creative Industries in Design, Visual Art and much more. Students in CSU's programs can elect pathways in Graphic Design, Photography, Screen Media and Illustration. Charles Sturt University will also offer visual arts and design as teaching areas from 2019 through its the Bachelor of Education programs.

OUR CULTURAL AND CREATIVE WORKFORCE

The creative industries can be defined as those industries which have their origin in individual creativity, skill and talent, and that have a potential for wealth and job creation through the generation and exploitation of intellectual property.

The NSW Creative Industries Economic Profile (2013) noted that “the Northern Rivers, Port Macquarie, Coffs Harbour, and a south eastern “creative belt” stretching from south of Sydney into the Yass Valley have higher concentrations of creative industries activity than the majority of regional NSW.”

While the number of people directly employed in the heritage, creative and performing arts in the Port Macquarie-Hastings LGA is relatively low, many more indicate qualifications or a professional background in arts, heritage or creative industries and many of our cultural and heritage community groups rely on volunteers to operate - over 13,700 people across the LGA people undertook volunteer work at some time during 2017.

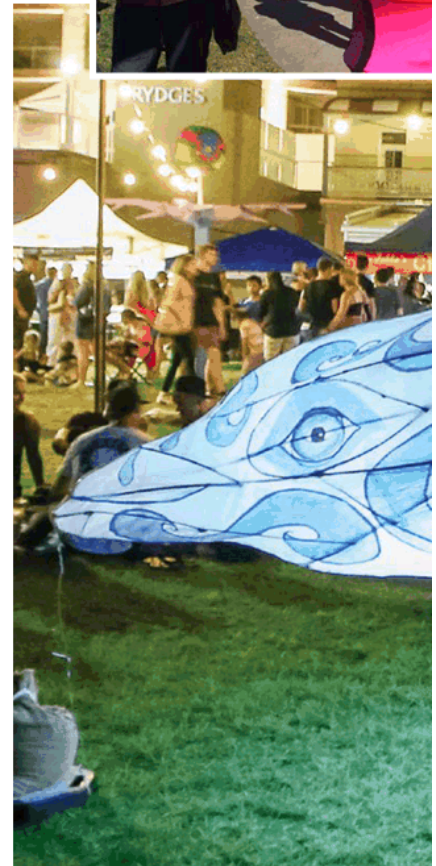
Most of the region’s artists and creative practitioners are involved in unincorporated enterprises (i.e. sole proprietor or partnerships), and often have another job to support their creative pursuits.

The most recent Mid North Coast creative industries research project undertaken by Arts Mid North Coast identified the key challenges to the growth of the sector being:

- Industry recognition;
- Infrastructure;
- Collaboration;
- Lack of formal participation by key groups (indigenous and youth);
- Marketing; and
- Education.

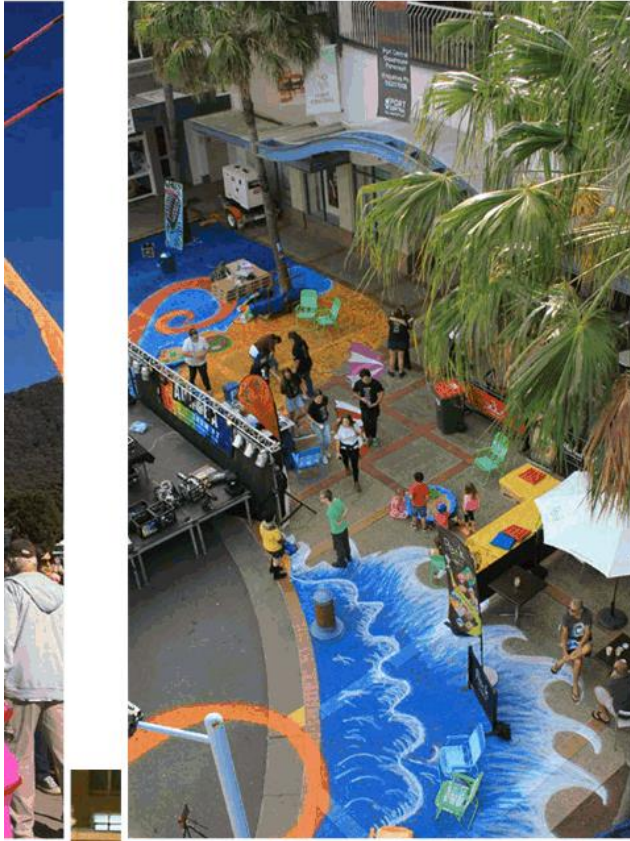
There is a significant opportunity to build the capacity of our creative practitioners and the local creative economy by providing professional development opportunities; establishing more formalised networks, co-working facilities and cultural precincts (hubs) across the LGA; and providing greater opportunities for our creatives to showcase their work.

Slice of Haven, Camden Haven



Tastings on Hastings, Fire Water Harvest – community

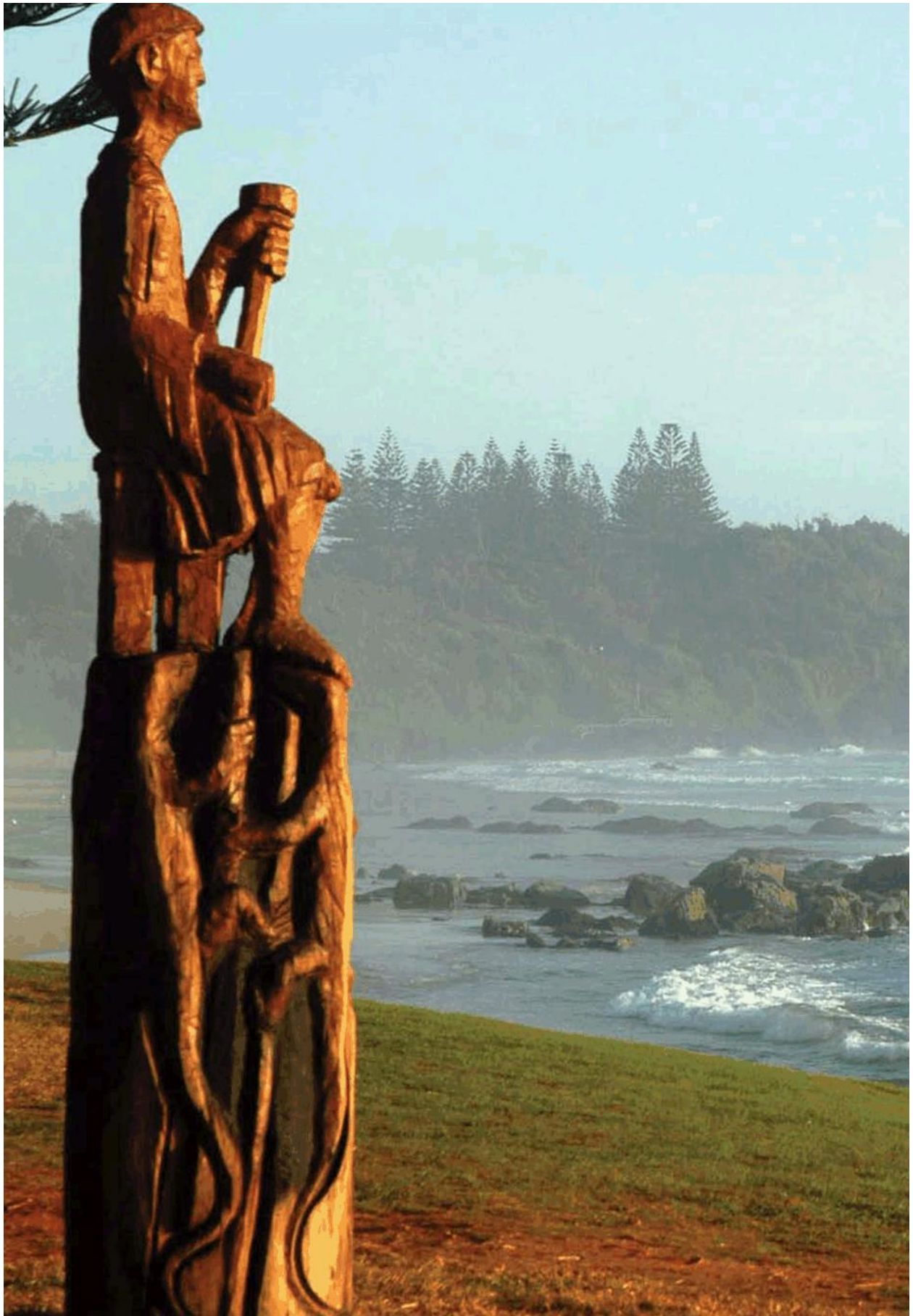
Youth Week 'Octivate'

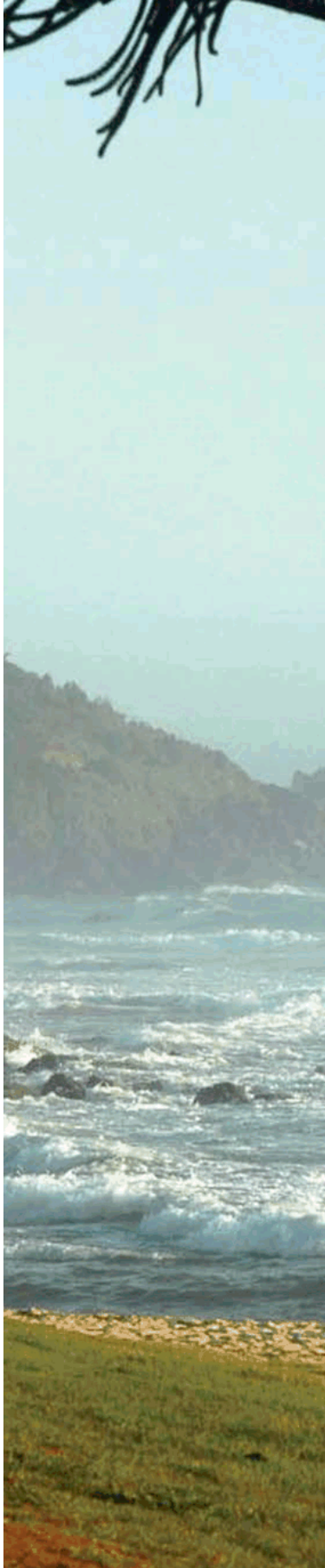


ArtWalk



terns with artists Claude Teyssier and Margrit Rickenbach





DEVELOPING THIS PLAN

Local government works effectively in our local community when in collaboration and partnership with individual people and community groups, professional associations and private operators and in conjunction with other local, regional and State Government programs and plans.

Recognising this, the Cultural Plan has drawn heavily on community participation throughout the development process.

Work commenced on the Cultural Plan in late 2014, led by the Council's Heritage, Arts & Culture Priorities Advisory Group (HACPAG) comprised of members of professional organisations, local arts and heritage groups and the Port Macquarie-Hastings community.

Extensive community engagement took place with key arts, heritage and creative groups as well as the wider community. Through this process almost 1000 community members, participated in the development of the 2016-2019 Cultural Plan.

In 2017, Council initiated a new cultural forum, the Cultural Steering Group (CSG), again with members from professional organisations, local arts and heritage groups and community. The initial focus of this group has been a review of the 2016-2019 Cultural Plan and the subsequent development of this 2018-2021 Cultural Plan.

A number of CSG workshops have been hosted by staff and independent facilitators, to develop a vision for the future of Arts, Culture and Heritage in the region and the range of strategic objectives and actions that will help us achieve this vision.

“Our community have played an important role in the development of this plan, and will be instrumental in delivering our region's cultural vision.

This partnership approach will see us continue to build a strong, inclusive and creative culture that provides opportunities and experiences for our entire community.”

Craig Swift-McNair
General Manager, Port Macquarie-Hastings Council

PLANNING AND POLICY LINKAGES

The Cultural Plan does not exist in isolation but within the context of other plans particularly at local, regional and state-wide levels. Understanding these linkages is key to ensuring that duplication of effort is avoided and partnerships are developed to maximise the outcomes from limited resources.

CREATE NSW

At a state level, Create NSW is the NSW Government's arts and cultural driver, which is responsible for furthering the Government's vision for NSW to be known for "its bold and exciting arts and culture that engages the community and reflects the state's rich diversity." Create NSW is committed to growing, empowering and strengthening the arts, screen and culture sectors in NSW, to embed arts in the everyday and deliver new, innovative and exciting arts and cultural services and experiences for the people of NSW.

Create in NSW: The NSW Arts and Cultural Policy Framework outlines the following key actions for regional NSW:

- collaborating with local governments in Regional NSW, with a focus on opportunities for creative hubs and cultural precincts;
- enhancing performing arts touring by developing a Regional Partnerships and Touring Framework for the State Cultural Institutions;
- supporting self-determined practice and creating professional development pathways for artists and for arts and cultural workers;
- supporting the development of digital platforms to extend the reach of the State Cultural Institutions' collections, programs and events to schools, universities, family historians, researchers, artists and cultural practitioners across NSW;
- promoting opportunities for cultural tourism through Destination Management Planning (DMP) — in consultation with the Regional Arts Network and Destination NSW.

ARTS MID NORTH COAST

Arts Mid North Coast (AMNC) - part of a network of 14 Regional Arts Boards throughout regional New South Wales - is the peak regional arts and cultural development organisation for our region from the MidCoast LGA in the south to Coffs Harbour LGA in the north. Port Macquarie-Hastings Council is one of 6 permanent members of AMNC.

Its mission is to collaborate with individuals, communities, organisations and government and businesses to build capacity and create opportunities. Summarised into a few words, its purpose is to increase the capacity of the artists and creatives within our region and to showcase their work and value.

Of the goals of Arts MNC outlined in the Arts Mid North Coast Strategic Plan 2016-2018, the following three goals have been identified as having linkages to this Cultural Plan:

- To generate increased opportunities for access, participation, training and education (Participation);
- To generate increased awareness of creative and cultural activity and opportunities (Audience Development); and
- To develop and foster strategic partnerships, projects and networks that benefit communities and the region (Partnerships).

PORT MACQUARIE-HASTINGS COUNCIL STRATEGIES & PLANS

A number of Council's strategic and planning documents are intrinsically linked to the development of culture and creativity in the region. The interaction of these documents is show below.



COMMUNITY ANALYSIS

**STRENGTHS**

- Great local talent
- World-class facilities and spaces
- Diverse heritage including significant cultural material collections
- Growing and economically sustainable regional community
- Council and community program of innovative & inclusive activities/events
- Promoting Port Macquarie as a destination for family and food
- Natural location
- Cultural momentum

**WEAKNESSES**

- Cultural Economy
- Unbalanced demographic profile
- Culture is undervalued
- Limited integration of cultural activities/assets
- Talent retention/attraction
- Limited public transport access
- Marketing
- Workspace

**OPPORTUNITIES**

- Under-utilised and under-developed facilities and spaces
- Increasing Population
- Technology Disruption
- External Funding Available

**THREATS**

- Culture and Arts is an undervalued economic driver
- LGA's competing for funding, resources and visitation
- Reduction in external funding
- Low disposable income from 2 growth segments: students and aged

ACHIEVING OUR VISION

“Our region is recognised internationally as an innovative leader of creativity and culture.”

This Cultural Plan sets the parameters for Arts and Cultural Development in the Port Macquarie-Hastings LGA for 2018-2021.

The 3-year Plan will be a cross-Council initiative and will be undertaken through partnerships and collaboration with State and Federal Governments, local industry, the education sector, community-based arts and cultural organisations, and creative individuals.

The following pages of this document outline the strategic objectives, strategies and actions that will assist in realising the cultural vision for our community and is shaped by the following framework:



STRATEGIC OBJECTIVES AND DESIRED



DEVELOP AND EMPOWER OUR REGION'S ART & CULTURAL COMMUNITIES AND ASSETS

Quality cultural facilities, precincts and spaces make essential contributions to the quality of our lifestyle across the towns and villages in our LGA. Over the period of this plan we will look at the activation of our community spaces and places, prioritise how our spaces are used and developed over time and work with our communities to develop, facilitate and support programs and opportunities for our local creatives to develop their skills and showcase their talent. By doing this we will create opportunities for everyone to access culture in their local community whilst creating a vibrant cultural economy.

DESIRED OUTCOMES

- More residents actively participating in arts and culture;
- More local, accessible places and spaces alive with a calendar of diverse cultural activities and events;
- Percentage growth in people employed in the creative industries;
- Percentage growth in the share of our economy from creative industries;
- A greater number of collaborative working environments that support the development of our local creatives; and
- Attraction and retention of artists and cultural enterprises in the region.



ENRICH OUR COMMUNITY THROUGH EXPERIENCES THAT EMBRACE AND CELEBRATE OUR DIVERSE AND UNIQUE ART AND CULTURE

We recognise the significant benefits of arts and cultural participation - the positive impact this has on health and well-being, connectivity and inclusiveness, and its role in building bridges between diverse sectors of our community. Over the period of this Plan we will work with our communities to acknowledge different community identities and work with our communities to develop, facilitate and support cultural experiences and programs that build an appreciation of that diversity.

DESIRED OUTCOMES

- Increased participation in cultural activities by a wider cross-section of our community;
- A co-ordinated approach to Public Art across the towns and villages in our LGA that is relevant to our communities and encourages people to explore and look at their communities in new and exciting ways;
- A richness of cultural experiences that acknowledge and celebrate our diversity; and
- Our towns and villages across the LGA recognised for their distinctive cultural characteristics.

T C O M E S



CREATE COMMUNITY PRIDE AND OWNERSHIP IN OUR CULTURAL BRAND WHICH PROMOTES OUR UNIQUE HERITAGE, PEOPLE AND PLACES

The Port Macquarie-Hastings region has a rich and diverse landscape of cultural and heritage experiences, natural landscapes and local creative products and activities for residents and visitors to discover and explore. Over the period of this Plan we will work with key stakeholders to develop a co-ordinated approach to further enhancing, then marketing and communicating our cultural assets.

DESIRED OUTCOMES

- Percentage growth in cultural tourism;
- Increased awareness of the range of cultural activities available in the region;
- Greater recognition of our local creatives and their products/service;
- Signature cultural events and festivals that are sustainable; attract new audiences and bring people to our region;
- Increased collaborations, partnerships and networking across the arts and cultural sector;
- LGA-wide identification of our heritage and character places;
- Greater recognition of our Indigenous heritage and culture; and
- Residents and visitors accessing our heritage places to understand our history and local stories.



ENSURE THE EFFECTIVE PLANNING, FUNDING, INTEGRATION AND MEASUREMENT OF COUNCIL'S ARTS AND CULTURE PROGRAMS

Council policies, strategies and plans are never framed in total isolation – they must consider the policy context of relevant local documents including those from relevant funding authorities. We will work with key stakeholders both internal to Council and externally to drive the delivery of this Cultural Plan in a way that maximises the outcomes from the available resources and is consistent with community and Council aspirations detailed in other plans.

DESIRED OUTCOMES

- An increase in the level of funding received from external bodies to implement actions from this Plan;
- An increase in the level of funding available to community organisations to deliver community-led cultural projects;
- Cultural planning more closely reflects community aspirations; and
- An ability to demonstrate measurable outcomes from this Plan that can be benchmarked against comparable local government bodies.

**DEVELOP AND EMPOWER OUR
REGION'S ART & CULTURAL
COMMUNITIES AND ASSETS**



STRATEGIES & ACTIONS

IDENTIFY & HARNESS THE POTENTIAL OF OUR CULTURAL ECONOMY

1.1 Cultural economy plan

Develop and deliver a cultural economy plan to grow and diversify our region's economy through creative enterprises. The cultural economy plan will help to position our region as a hub for the creative industries, and identify opportunities to resource cultural development.

CREATE, DEVELOP AND MAINTAIN VIBRANT CULTURAL SPACES AND PLACES TO MAXIMISE OPPORTUNITIES FOR OUR COMMUNITY TO PARTICIPATE IN CULTURAL ACTIVITIES ACROSS THE REGION

1.2 Creative precincts and hubs

Investigate, plan and advocate for future creative precincts and cultural hubs designed to connect, build on the capabilities of, and showcase our significant cultural assets and the work of our local creative practitioners, with a key focus on developing a Port Macquarie CBD cultural precinct plan.

1.3 Venues and spaces

Identify community and Council venues and develop a plan for revitalising and strengthening existing cultural facilities across our towns and villages so everyone can access arts and culture locally. Identify opportunities for commercial, unused spaces to become vibrant creative spaces.

1.4 Showcase programs

Provide or facilitate opportunities to showcase locally-developed, high-quality arts programs within our community spaces.

1.5 Library strategic direction

Investigate ways to enhance the delivery of innovative Library services across the LGA.

RAISE THE SKILLS AND CAPACITY OF OUR LOCAL CREATIVES TO FOSTER A VIBRANT CULTURAL COMMUNITY

1.6 Cultural mapping

Undertake a cultural mapping process to identify information about all existing arts and cultural individuals, organisations, assets, activities and events to assist with building a cultural calendar; develop a comprehensive cultural database for networking & marketing purposes and as a resource for measurement information as the implementation of the Cultural Plan progresses.

1.7 Skills audit

Undertake a skills audit of our local creatives and cultural sector to identify current strengths and future opportunities for skills development and capacity building.

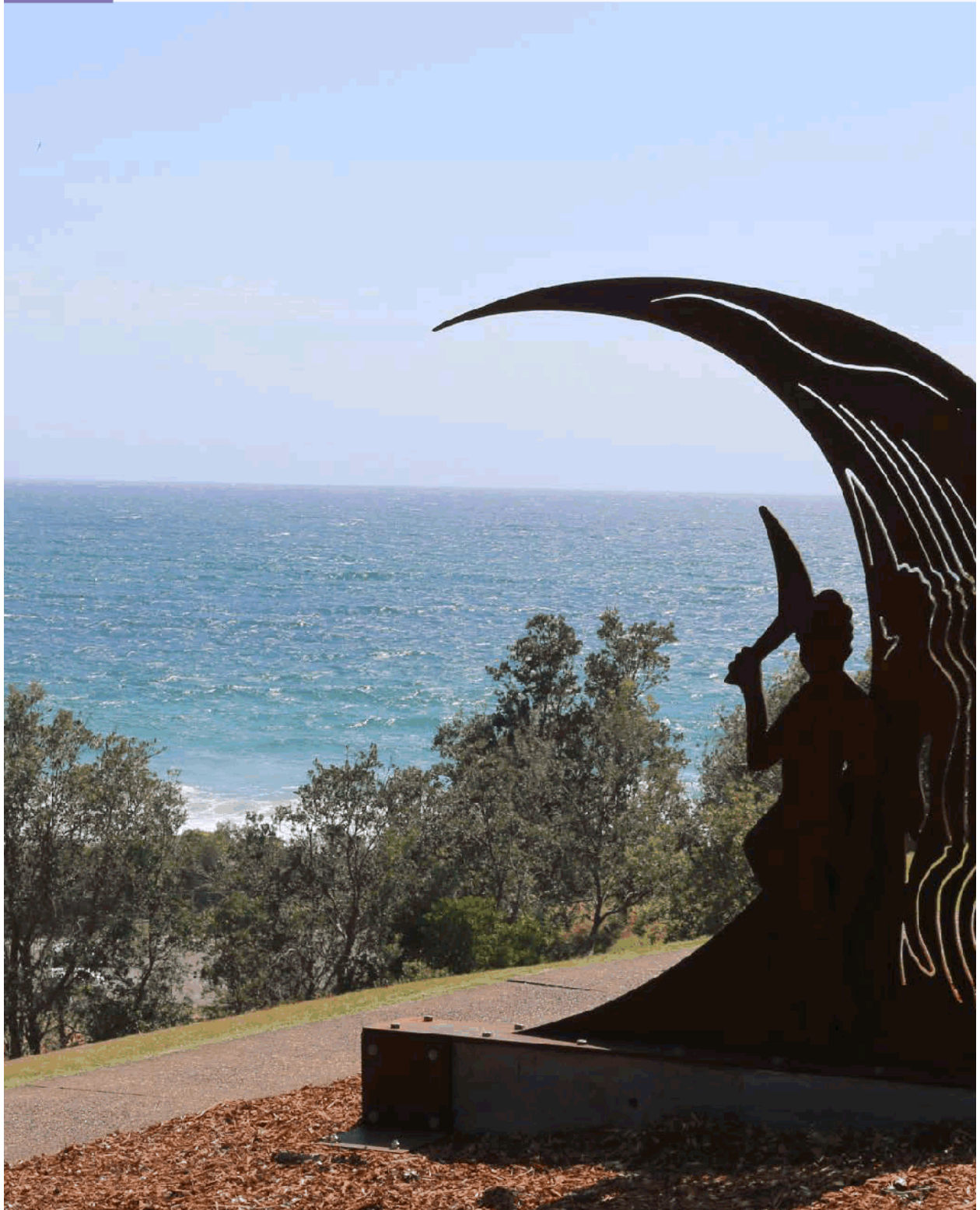
1.8 Professional development opportunities

Support our local creatives and creative enterprises to develop the skills, networks and profile to enable them to thrive, by developing a program of activity which may include workshops, master classes, networking events and mentoring programs.





**ENRICH OUR COMMUNITY THROUGH
EXPERIENCES THAT EMBRACE AND
CELEBRATE OUR DIVERSE AND UNIQUE
ART AND CULTURE**



STRATEGIES & ACTIONS

MAXIMISE ARTS & CULTURAL EXPERIENCES FOR ALL SECTORS OF OUR COMMUNITY

2.1 Inclusive programs and events

Provide input into the development of Council's Events, Disability Inclusion and Community Inclusion Plans to ensure the facilitation, support and/or provision of a wide range of cultural events, programs and activities for all sectors of the community including our youth and seniors, Aboriginal and multicultural residents.

2.2 Bicentenary

Facilitate the development and delivery of Bicentenary events and activities for the period 2018-2021 in a manner which is inclusive and recognises the multiple cultural stories that make up the history and identity of our region.

IDENTIFY AND DEVELOP THE CULTURAL IDENTITY OF OUR PLACES (TOWNS & VILLAGES)

2.3 Cultural vibrancy

Work with our communities to identify ways to enhance cultural vibrancy across our towns and villages throughout the LGA as part of the community planning process.

2.4 Community-based and community-led programs

Support our communities across the region to develop and deliver innovative cultural activities and programs which reflect local aspirations and identity and encourage community participation.

IMPROVE SOCIAL AMENITY THROUGH PUBLIC ART

2.5 Public art audit

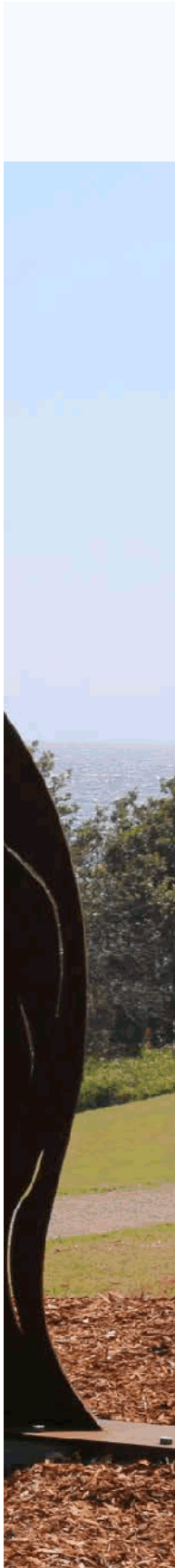
Undertake an audit of Council's existing Public Art and develop a maintenance/replacement schedule.

2.6 Public art policy

Develop and implement a Public Art Policy and Guidelines which provides a framework for commissioning, developing and managing public art (including integration into our major infrastructure projects) that reflects best-practice in public arts.

2.7 Public art master plan

Develop and implement as appropriate an LGA-wide Public Art Master Plan which identifies suitable sites for public art and encourages residents and visitors to look at our towns and villages in new and unexpected ways.





CREATE COMMUNITY PRIDE AND OWNERSHIP IN OUR CULTURAL BRANIS WHICH PROMOTES OUR UNIQUE HERITAGE, PEOPLE AND PLACES



STRATEGIES & ACTIONS

FOSTER COLLABORATION

3.1 Collaborative partnerships

Partner and collaborate with businesses, arts sector organisations and all levels of government to drive and strengthen our cultural assets, programs and facilities.

IDENTIFY AND DEVELOP OPPORTUNITIES TO PROFILE AND PROMOTE CULTURE AT ALL LEVELS - LOCAL TO INTERNATIONAL

3.2 Cultural marketing & communications plan

Develop and implement a PMHC Cultural Marketing & Communications Plan.

3.3 Cultural tourism

In partnership with key stakeholders, develop and implement a cultural tourism plan that promotes our culture and builds our reputation as a destination offering diverse cultural experiences.

3.4 Cultural festival

Building on the success of Council's ArtWalk event, undertake strategic planning to develop a sustainable cultural festival celebrating our local arts, heritage and culture that will promote Port Macquarie-Hastings region as a centre of cultural excellence.

WORK COLLABORATIVELY WITH THE CULTURAL COMMUNITY SECTOR TO DELIVER IDENTIFIED HERITAGE OUTCOMES

3.5 Heritage and management audit

Assess and map the visual character and cultural significance of our landscape and built environment, including undertaking an audit of heritage interpretive signage, Council and community-managed heritage assets and collections, leading to further policy and guidance for the future management and protection of these unique places and development of a heritage signage interpretation framework.

3.6 Our Aboriginal culture

Develop a long-term plan for Aboriginal heritage and culture in the region that includes a commitment to the development and promotion of our local Aboriginal artists.

PROMOTE OPPORTUNITIES FOR CULTURAL EXCHANGE

3.7 Handa sister city

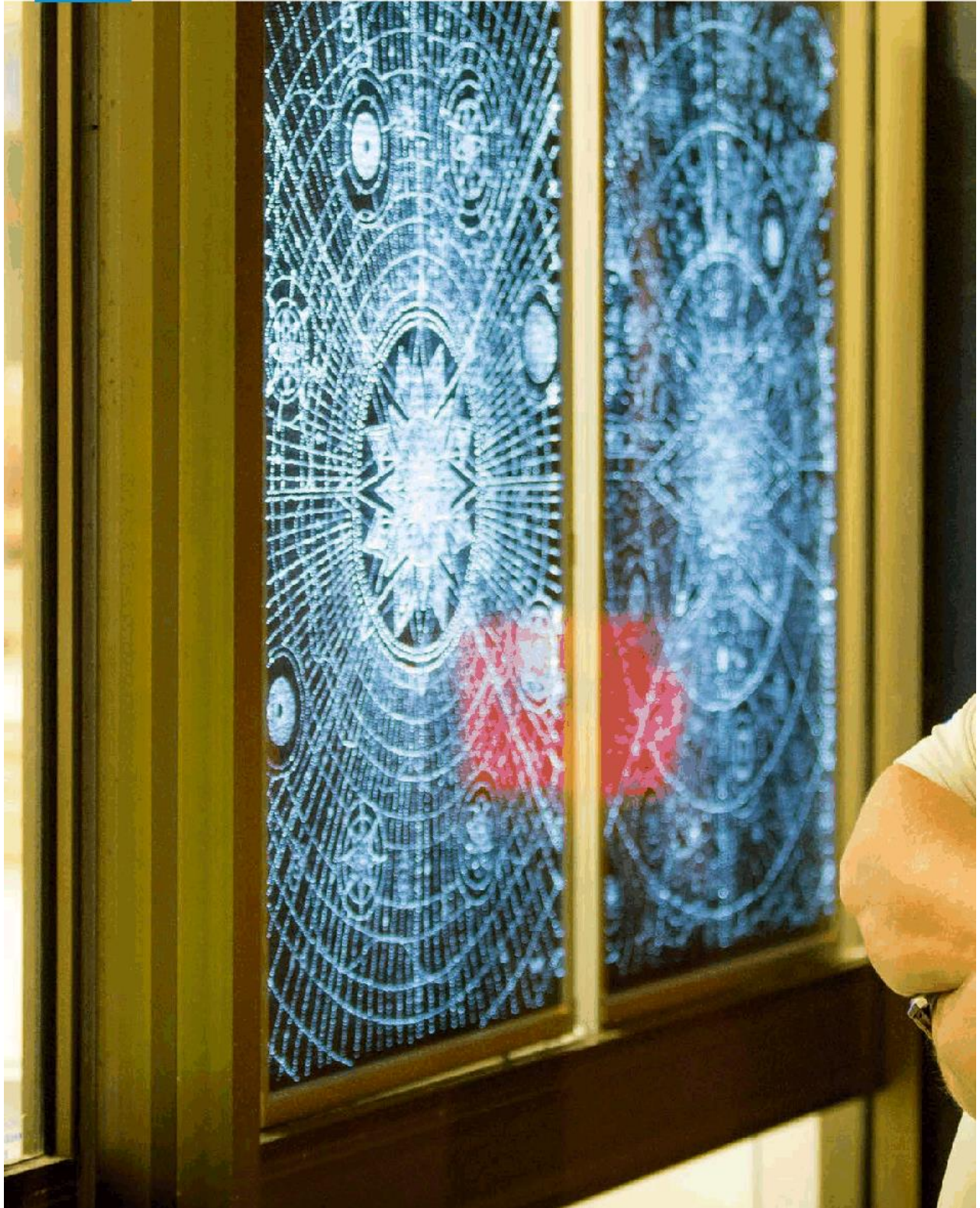
Review the Handa Sister City relationship to identify further potential for cultural exchange.

3.8 Creative professional exchange program

Develop a professional exchange program to include arts partnerships, workshops and scholarships for creative practitioners.



4 ENSURE THE EFFECTIVE PLANNING, FUNDING, INTEGRATION AND MEASUREMENT OF COUNCIL'S ARTS AND CULTURE PROGRAMS



STRATEGIES & ACTIONS

IDENTIFY FUNDING OPPORTUNITIES TO SUPPORT CULTURAL OUTCOMES

4.1 Funding

Identify potential funding streams (including grants, corporate funding and partnerships) to support the ongoing implementation of actions from the Cultural Plan.

4.2 Grants program

Support the development of arts programs and projects across the LGA by establishing a Community Cultural Development Grants program.

INTEGRATE AND ALIGN THE CULTURAL PLAN WITH RELEVANT COUNCIL DOCUMENTS (PLANS, STRATEGIES AND POLICIES)

4.3 Glasshouse Strategic Plan

Provide input into the development of Council's Glasshouse Strategic Plan to ensure the delivery of high-quality cultural, community and commercial activities which reflect the social and cultural aspects that are relevant to our community.

4.4 Heritage guidelines

Update Council's local heritage guidelines/studies to better reflect current planning & development trends.

4.5 Community engagement

Undertake a comprehensive community engagement process for the development of the 2021-2024 Cultural Plan.

4.6 Economic Development Strategy

Provide input into the development of Council's Economic Development Strategy to ensure alignment with the cultural economic outcomes identified within the Cultural Plan, in particular, the development of our creative industries and cultural tourism.

IDENTIFY, MEASURE AND RAISE AWARENESS OF THE ECONOMIC AND SOCIAL VALUE OF CULTURE TO OUR COMMUNITY

4.7 Cultural performance measure

Develop a relevant set of cultural performance measures based on recognised cultural indicators to allow benchmarking of cultural activity. Develop a process to allow for evaluation of actions against these measures.



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PORT MACQUARIE-HASTINGS
COUNCIL

Item: 07

Subject: MONTHLY DRAFT PUBLIC ART POLICY AND MASTER PLAN REPORT

Presented by: Strategy and Growth, Jeffery Sharp

RECOMMENDATION

That the Cultural Steering Group note the outline of the Public Art Policy & Master Plan project and the project status.

Discussion

Port Macquarie Hastings Council has identified in the 2016 - 2019 Cultural Plan (as well as in the draft Cultural Plan 2018-2021) the need to review the Public Art Policy & Guidelines, as well as identify sites for future Public Art.

Council's current 'Art in Public Places' policy was adopted in 2002 and saw minor updates in 2010, which over the years, has seen public artworks commissioned throughout the region. The policy was originally adopted at a time of significant public support for creative spaces and Public Art, and considerable funding from local, State and Federal level agencies. The Council currently has over 30 objects identified on its asset management plan, mostly outdoor sculptures, murals and community works, acquired over the past 15 years. No formal audit, registration or maintenance program has ever been instituted, however a review of the collection in 2014, found works requiring maintenance. While the public support remains, funding avenues have become significantly constrained over the intervening period. As at February 2018 Council itself is the custodian of over 30 pieces of Public Art, many of which have not been revitalised, refreshed or decommissioned since their inception.

The development of a Public Art Policy and Public Art Framework/Master Plan for the region is a key action for Council to undertake to ensure Public Art outcomes.

The objectives of this project are in two parts:

Part 1 – Policy, Guidelines & Management

- a) Review Council's current Public Art policy and support mechanisms and make recommendations for their improvement; including but not limited to:
 - taking into account current best-practice principles and innovative trends;
 - benchmarking against other local government agencies;
 - potential funding opportunities including grants and Percent-for-Art schemes; and
 - benchmarking internal funding programs with other LGA's.
- b) Review Council's draft Public Art audit and make recommendations for updating and implementing the audit, maintenance requirements and schedules.

- c) Develop a set of guidelines to assist with the acquisition, deaccession and decision-making process in regards to Public Art.

Part 2 – Master Plan + Precincts

- a) Identify strategic opportunities for the placement of Public Art across the LGA, including but not limited to the precincts of:
- Port Macquarie CBD;
 - Port Macquarie Coastal Walk;
 - Laurieton + hinterland including Kendall and Kew;
 - Wauchope + hinterland including Comboyne;
 - Bonny Hills; and
 - Rural and Village locations
- b) Develop a 5-Year Public Art Framework/ Master Plan based on Sections 1, 2 and 3 above.
- c) Taking into account consideration of opportunities and new trends, technology and innovative approaches related to Public Art, identify strategic opportunities including potential sites and spaces, colour/material/texture pallets and themes related to Public Art in general across the LGA, including the following:
- a cohesive sculptural trail across the LGA;
 - potential sculptural seating in prominent locations; and
 - opportunities related to our region's 2018-2021 Bicentenary including possible locations for, and form of a sculptural piece to mark the exploration of the region of John Oxley and possible bicentenary sculptural walking trails across the LGA.

Council staff will be working with an external consultant to deliver this project.

Project Status:

A Consultancy brief was issued to potential consultants with 4 parties responding to this brief:

- Overton Creative Consulting
- Creative Move
- Creative Road
- Artscape

Council staff are currently reviewing the consultant proposals with a view to making a decision in early July and the project commencing soon thereafter.

Attachments

Nil

Item: 08

Subject: MONTHLY ARTWALK REPORT

Presented by: Strategy and Growth, Jeffery Sharp

RECOMMENDATION

That the Cultural Steering Group note the recent Council resolution on ArtWalk 2018 – Post Event Report.

Discussion

At Council Ordinary Council meeting held on 20 June 2018, it was resolved:

10.04 ARTWALK 2018 - POST EVENT REPORT

RESOLVED: Turner/Griffiths

That Council:

- 1. Note the information in the ArtWalk 2018 – Post Event Report.*
- 2. Request the Cultural Steering Group work with staff on the ongoing development of future ArtWalk events.*

CARRIED: 8/0
FOR: Alley, Cusato, Griffiths, Hawkins, Intemann, Levido, Pinson and Turner
AGAINST: Nil

A monthly ArtWalk Report will be presented to the Cultural Steering Group to allow the group to work with Council staff on the future development of ArtWalk events.

Attachments

1 [View](#). ArtWalk 2018 - Post Event Report

AGENDA

ORDINARY COUNCIL
20/06/2018

Item: 10.04**Subject: ARTWALK 2018 - POST EVENT REPORT****Presented by: Strategy and Growth, Jeffery Sharp**

Alignment with Delivery Program

2.5.1 Support cultural activities within the community.

RECOMMENDATION**That Council:**

- 1. Note the information in the Artwalk 2018 – Post Event Report.**
- 2. Request the Cultural Steering Group work with staff on the ongoing development of future ArtWalk events.**

Executive Summary

Following from the success of the 2016 and 2017 ArtWalk program, the third annual ArtWalk returned to the Port Macquarie CBD on 19th April from 6pm - 9pm, with an expanded program of free arts and cultural offerings. The purpose of the program was to activate the Port Macquarie CBD by working to highlight our existing arts and cultural businesses, public art, and raise the profile of our regional artists and cultural capability.

This year's event saw an estimated 11,500 people attend the event, showing a growth of approximately 300% increase from the establishment of the event in 2016, indicating an increased desire for Arts and Cultural activities. This is a significant amount of people who are coming down to the CBD for this three hour period, boosting our night time economy.

This year's program saw new initiatives and a new ArtSmarts professional mentoring pilot program to enhance the existing ArtWalk program, highlighting the profile of Arts, Culture and creative industries.

ArtWalk has resulted in not only in a vibrant CBD with a stimulated night time economy, the program has provided a professional business support for this growing industry. It has fostered creative collaborations, raised the profile of our arts and cultural sector within the community and provided enduring connections between artists, businesses, Council and the community. The success of the ArtWalk program creates the opportunity to continue to grow this impact in future years.

Discussion

Held on the Thursday evening on 19 April 2018 the third ArtWalk event took place in Port Macquarie CBD, the culmination of planning with community members, businesses and Council.

The event explored the theme of "Journeys" linking in with the theme for the 2018 John Oxley Bicentennial.

Item 10.04

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AGENDA

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20/06/2018

Due to the popularity of the event held in the previous year, this year's program expanded to include events in the lead up to the evening, a professional learning program, and satellite events over the weekend period, providing opportunities to create, learn, explore, indulge and discover arts and cultural activities across our Local Government area.

The ArtWalk event ran from 6pm – 9pm along Clarence, Hay, Murray Street and Town Green. The program provided a night of sensory delights enabling the community to explore our local historic collections and discover local artists exhibiting in unconventional spaces. It showcased artists and their work, local museums, musicians and performing artists. The event worked collaboratively with the support of local business, who teamed up with artists, opening their business spaces at night to provide a pop up "gallery space". Our existing museums and galleries also opened their buildings to showcase artist works and facilitate guided tours and talks about their collections. This has increased and contributed to the visitation to each cultural facility, with so local people entering these buildings for the first time in many years.

Live art, music and demonstrations such as stencilling and glassblowing were held in public spaces, and local restaurants and coffee houses hosted local artists work, activating an incredible cultural precinct.



Fig Tree activation – Tim Madren – Banjo Patterson meets Coldpay

The event was enhanced by the generous support and use of space by El Paso Motel Group, Laing & Simmons and the business group of Clarence House and Four Espresso, Sunset Gallery. The event was supported through 20 volunteers, who on the evening, provided maps, assisted with set up and pack down, and provided general information about the event and satellite events.

AGENDA

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This year saw a huge increase in the number of participants and venues with over 60 live sites on display. Resulting in a huge crowd of est. 11500 people attending this cultural event.

This table demonstrates the measures to capture to compare events and growth over the past 3 years.

Measure	2016	2017	2018	Comments
Budget	\$10,000	\$15,000	\$25,000	Operational Budget
Equivalent of in kind support	Approx 250 Staff hours	Approx 270 Staff hours	Approx 300 Staff hours	Including project management & delivery
Number of Artists Involved	18	45	71	
Number of Artist Market Businesses	0	18	31	
Number of business Involved	9	26	42	
Number of attendee surveys completed	130	194	225	
Number of Live Sites	18	42	63	
Artwalk App Map views	No App	4816	10,906	
Event Attendees (approx)	3,500	8,500	11,500	
Facebook Likes	0	448	811	
Estimated direct spend by participants into local business from ArtWalk event	Not measured	\$150,000 *estimate only	\$365,102	



Activation – hula-hoops on town green

AGENDA

ORDINARY COUNCIL
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There were a number of new initiatives which linked with this year's ArtWalk program:

Community Artwork - Illumination

Birpai Land Council worked with Council's Creative Project Officer Lucy Pascale to create the Community Illumination. Workshops were held with the Birpai Youth Group and Men's group in the lead up the Artwalk Program. Over 200 illuminations were created to showcase our growing and diverse community, and the people of the Birpai Country.



Illumination on Town Green

Faces of the Hastings

In the lead up to ArtWalk and as part of the bicentenary project, PMHC engaged local photographer Ronnie Grammatica to take portraits of our local community. These images were installed in large format poster prints in a temporary public art installation on a building due for demolition. The images captured the diversity of who our community is, as well as bringing art out into the streets and embedded as part of the everyday. This program will also be rolled out in Wauchope and Laurieton in the lead up to the Bicentennial event in October.

ArtSmarts Program

The introduction of a pilot professional learning program was developed to assist in the professional development of artists. The program was written and developed to connect with the business skills and networks required for living in the Port Macquarie-Hastings Region as well as general business skills development facilitating local artists to look at opportunities to commercialise their skills and talent. After an EOI application, 15 artists were selected to be part of this pilot program.

Over six months, participants were given a two hour program focussing on marketing, branding, product development and pricing along with 6 mentoring sessions each with a local arts business facilitator. On the evening, 14 participants participated in the ArtWalk event, launching their products and services to a huge audience.

AGENDA

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Outcomes from the program includes all participants now being business savvy including having an ABN, website and marketing channels set up, 12/15 developed new product to showcase at ArtWalk 2018 including a published book, tea towels, jewellery range and workshop programs. Part of the program focused on exploring additional revenue streams through their creative practice that would support their current practice. The program has given confidence in business skills and can be shown with the following pre and post survey results.

ArtSmart Survey	Pre Program Survey (Agree or Strongly Agree)	Post Program Survey (Agree or Strongly Agree)
I am confident about my business skills in regards to my art	18.18%	100%
I know how I can commercialise my work	18.18%	100%
I have a strong connection with the creative community	9.09%	71.43%
I am confident in calling myself an artist	54.54%	100%
I know how the work I produce is unique and how to market it to a broad audience	9.09%	100%
I am confident in taking the next step in my creative business venture	41.56%	85.72
I talk to other creative people in the community to collaborate on projects and ideas	9.09%	57.14
I have a solid business plan and goals for my creative business	0%	57.14%
I am aware of places within my local community where I can find opportunities to develop my creative practice	18.18%	100%
I have a strong network within the community that supports my creative development	0%	85.67%

Council will be running the ArtSmarts program again and will culminate at ArtWalk 2019. The program will commence with the recruitment in July 2018 and be run over an 8 month period.



Interactive Mandala – Hay Street Forecourt

AGENDA

ORDINARY COUNCIL
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Sand Artist activation – Clarence House

Satellite Events

Council also introduced on a trial basis, the development of satellite events to encourage participants to not only come along to the ArtWalk event, but to get out into our regions and explore other arts and cultural pursuits that are available across the region. 11 additional satellite events were on offer at the following venues:

- Hastings Valley Fine Arts Gallery
- Ultragrafix Gallery
- Bye Bye Birdie – Players Theatre
- Wauchope Creative Festival
- Smart Portraits Workshop with Ronnie Grammatica
- Sista Sing – Wauchope Arts Council
- Heritage Week Opening – Douglas Vale Vineyard
- Rose Renaissance – Rydges
- Original Sound Lounge – Live Music at various venues
- The Maes – Wauchope Arts Council
- The Artist Markets

Marketing

The event was marketed to a targeted local audience utilising limited resources. The main focus of the campaign was towards online and social media coverage, with good media campaigns in the local newspapers. Council's destination marketing also supported the event through targeted advertising for family holiday makers.

Key adverts in the Focus magazine and good lead up stories in the local media provided interest in the local event. A small social media campaign was also run targeting family and local audiences. The event was also promoted through participants social media channels, which provided greater reach for the local audience.

AGENDA

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The demographics of the event showed us the 29% of people were from outside the local government area, an increase in visitors from last year's event. 33% of participants were children who attended with their families as part of a group. 87% of people who came to the event came downtown specifically for this event.

Feedback

By any standards the third annual ArtWalk event was an outstanding success. Approximately 11,500 people attended the three hour event, and more than 700 people attending satellite events and programs. Surveys and digital feedback forms captured community and participant feedback on the night, as well as follow up media stories, social media posts, and post-event interviews with artists and businesses. With almost 200 responses from community, participants and businesses, the survey highlighted that the ArtWalk event significantly achieved the goals identified in early planning.

Responses from the survey indicated that the event increased their awareness of Arts, Culture and Creative businesses by a lot (62.5%), or a little (33.93%), a key objective of the program.

While the purpose of the program was to highlight our arts and cultural assets, the measurable outcomes from the program can also be seen to have provided social, Civic and economic benefit through a sense of safety and security, a sense of belonging and civic pride, and significant stimulation of creativity within the community, along with a vibrant night time economy.

The event feedback ranked the following aspects of the event as either excellent or good. Creativity (98.94%), Atmosphere (98.41%), Entertainment (95.23%), Vibrancy (97.33%), Community feel (96.81%), Safety (95.58%), Accessibility (93.04%). The area for improvement was around access to food, and can also be seen within the direct comments section from participant's feedback.

Given that the event was only three hours, it made significant contributions to the night time economy, in particular for food based business located within the CBD region. Based on the survey results, it is estimated that the ArtWalk event had an economic impact of \$847,223. Direct spend on the evening at the event was estimated at \$365,102 and the direct spend from visitors per day, based on REPLAN, was approximately \$466,900.

Conclusion

Following the outstanding success of the third annual ArtWalk program there is great evidence that this event has the capacity to become an iconic event for the Port Macquarie Hastings region. The event struck a chord with residents and visitors providing them the opportunity to explore arts and culture in a unique fashion. A formal debrief is underway to determine future activities and other aspects of the ArtWalk event and how it could develop into a flagship event for the Hastings. Feedback from local services and participants has been extremely complimentary. Council staff will need to explore the opportunities to develop this program into a flagship event, which could boost the visitor economy and creating a unique experience for both the local community and visitors to the region.

Planning information for the development of an arts and cultural festival flagship style event in 2019 incorporating ArtWalk (including budget and operational) will be presented to a Councillors briefing later in the year.

AGENDAORDINARY COUNCIL
20/06/2018**Options**

1. Council note the information in the report or
2. Council seek further information about the event.

Community Engagement & Internal Consultation

Engagement with business houses commenced in February, testing the appetite to support the event. Once again, based on the experience from the previous years, there was no resistance to being a part of the event again. This year, support for the event has grown, with more businesses hosting artists within their spaces.

This year PMHC staff also worked with other key organisations including TAFE NSW and the Birpai Land Council, and Hello Koalas group.

PMHC actively engaged the restaurant and food outlets within the precinct to create easy takeaway street style options.

Internal Consultation

Community Place Team
Electrical Services
Parks & Recreational Services
Glasshouse
Roads & Transport
Economic Development

External Consultation:

Port Macquarie Emergency Services
Local Businesses
Local Artists
Port Macquarie Museum
Arts Mid North Coast

Planning & Policy Implications

The ArtWalk Program delivers on the following actions in the 2016 – 2019 Cultural Plan.

- 1.5 Foster partnerships and collaborations between other government, corporate, education, community and not for profit agencies to further build capacity and identity.
- 2.1 Celebrate and support diverse communities through the arts, culture and heritage and encourage sustainability and capacity building.
- 2.6 Promote Port Macquarie-Hastings Arts Culture and Heritage programs and events as a key feature of our regions identity.
- 5.1 Provide opportunities for cultural celebration through festivals, events and programs which offer opportunities to showcase our community.

Financial & Economic Implications

The program was delivered through the Creative Place Making program. The program was delivered within a budget of \$25,000 for the ArtWalk event plus an approximate 300 hours of Council staff time (approx. \$20,000) value. It is estimated that the ArtWalk event had an economic impact of \$847,223. Direct spend on the evening at the event was estimated at \$365,102 and the direct spend from visitors per day, based on REMPLAN, was approximately \$466,900.

AGENDA

**ORDINARY COUNCIL
20/06/2018**

Attachments

Nil

Item: 09

Subject: MONTHLY BICENTENARY WORKING GROUP REPORT

Presented by: Strategy and Growth, Jeffery Sharp

RECOMMENDATION

That the Cultural Steering Group

1. Note the progress to date of the Bicentenary Working Group.
2. Endorse the Bicentenary Strategy and 2018 Bicentenary Event Overview.
3. Request Council to allocate \$15,000 from the Bicentenary Activities Fund for the operation of a quick grant fund pool to support community-led Bicentenary activities of up to \$3,000 per event.

Discussion

2018 marks 200 years since John Oxley and his team of 15 explorers traversed the mountains from the west and surveyed our region for early European settlement. For thousands of years before our region was inhabited by the Birpai people, the traditional custodians of our land. Exploration continued over the following 3 years with Port Macquarie established as a penal settlement in 2021.

Over the period 2018 – 2021, Council is looking to help the community come together to commemorate this milestone period of our region's history and celebrate our rich and diverse region - the history, the heritage and people who make our region what it is.

A Bicentenary Working Group (BWG) has been established to oversee the activities that Council will undertake to commemorate the bicentenary of Port Macquarie-Hastings.

To date the following progress has been made:

- Establishment of a BWG Charter
- Bicentenary Strategy
- Identification of bicentenary projects across the 4-year period
- Drafting of a Bicentenary Event Overview
-

A Bicentenary logo is also being created.

A key element of the Bicentenary celebrations is to support community-led events. In 2017/18 a Bicentenary Grants stream was established to support community-led Bicentenary events and projects as part of the 2017/18 Community Grants funding round 2. A total of \$11,500 was allocated to Bicentenary Projects from this funding round to the following Community Groups:

Organisation Name	Project	Funding
Douglas Vale Conservation Group	Bicentenary Drama	\$500
Bonny Hills Progress Assoc.	Community Event	\$4,000
Hastings District Flying Club	Historical Book	\$2,500
Port Macquarie & District Family History Group	Historical Book	\$2,000
Tacking Point SLC	Historical Book	\$2,000
Friends of Mrs York's Garden	Community Event	\$500

Due to a number of the applicants within the last Community Grants funding round not meeting the eligibility criteria or successfully satisfying the project criteria as outlined within the Community Grant Guidelines, \$38,976 was not allocated.

It was resolved at the May 16 Council meeting as below:

3. *Allocate the remaining funds of \$38,976 to GL 41826 – Bicentenary Activities to assist in developing Bicentenary projects and events to be delivered across the LGA.*

CARRIED: 9/0

FOR: Alley, Cusato, Dixon, Griffiths, Hawkins, Intemann, Levido, Pinson and Turner

AGAINST: Nil

Currently no grant funding stream has been allocated in 2018/2019 to support community-led Bicentennial events or projects. A number of community organisations are in discussion with Council regarding potential events – many targeting October 2018 (being a significant date when John Oxley first arrived in the area). The timing of the Community Grants funding round (with recommendations to go to Council at the September Council meeting at the earliest) will result in Council not being able to support these community groups. It is therefore recommended that \$15,000 be allocated from the Bicentenary Activities Fund for the operation of a quick grant fund pool to support community-led Bicentenary activities up to \$3,000 per event/project.

Attachments

- 1 [View](#). Bicentenary Working Group Charter
 2 [View](#). Bicentenary Projects List
 3 [View](#). 2018 Bicentenary Event Overview
 4 [View](#). Bicentenary Strategy



Bicentenary Working Group Charter

Introduction

The Port Macquarie-Hastings Bicentenary Working Group has been established as a sub-group of the Cultural Steering Group to provide advice to Council in relation to the Bicentenary of John Oxley first exploring the region in 1818 and the subsequent Bicentenary of European settlement in the Port Macquarie-Hastings region from 1821.

The focus of the Committee is to facilitate the development of Bicentenary events and activities in a manner which is inclusive and recognises the multiple cultural stories that make up the heritage of the region as well as being sensitive to the range of views relating to European settlement of the region and particularly, the impact European settlement has had on the local Aboriginal community.

The Bicentenary Working Group comprises people interested in furthering these aims.

Authority

The Bicentenary Working Group will provide advice, feedback and support to the Cultural Steering Group in developing, and implementing a culturally sensitive community program of events in celebration of the Bicentenary of European exploration and settlement in the Port Macquarie-Hastings region.

Responsibilities and Functions

The responsibilities and functions of the Bicentenary Working Group are to:

- Seek and consider the input and views of key interest groups, including the Aboriginal Community, and the broader community about a culturally sensitive, inclusive and appropriate program of events to mark the Bicentenary of European exploration and settlement in the Port Macquarie-Hastings region.
- Identify and meet with key stakeholders to seek their views, input and support for events and celebrations.
- Advise on the key date/s during to celebrate historic events.
- Co-ordinate a calendar of events to acknowledge and celebrate the European exploration and settlement in the Port Macquarie-Hastings region.
- Seek sponsorships and partnerships with local business in support of the activities.
- Overarching Group for Community Groups to provide a holistic approach to activities across the region.

Composition of the Working Group

The structure of the Bicentenary Working Group is:

1. Up to two (2) Councillors
2. A representative from the Aboriginal community
3. Independent members representing both a wide knowledge and expertise in history or event management OR representing a key group.
4. Council's Director of the Division of Strategy & Growth

5. Council's Group Manager Community Place

Council's Community Participation Manager and Heritage & Culture Officer will attend Working Group meetings as ex-officio members and will provide professional advice to the Working Group. Other Council staff, Government officers, advisors or individuals may be invited to attend meetings from time to time to provide expert advice, information or presentations in relation to the Bicentenary Working Group's business. These individuals will act as ex-officio members.

Term of Appointment

The Term of Appointment is to be until the completion of activities.

Obligations of Members

Members of the Working Group, in performing their duties, shall:

- Act honestly and in good faith;
- Participate in the work of the Working Group;
- Perform their duties in a manner that ensures public trust in the integrity, objectivity, and impartiality of the Working Group;
- Exercise the care, diligence and skill that would be expected of a reasonable person;
- Comply with the Working Group Charter; and
- Comply with Council's Code of Conduct.

Meetings

Meetings will be held as determined by the Working Group to ensure the agreed outcomes of the Working Group are achieved.

The Chairperson will be Council's Director of the Division of Strategy & Growth (or their nominated representative)

The Working Group has an advisory role to the Cultural Steering Group and will make recommendations by consensus. In the absence of consensus, advice from the Working Group may be presented with supporting and dissenting views of Working Group members.

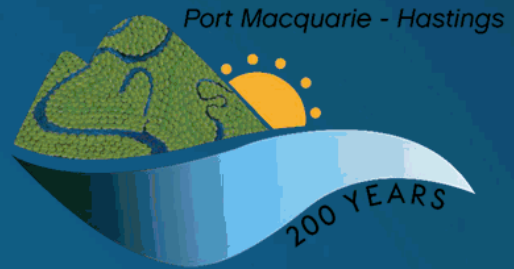
Reporting

The minutes of Working Group meetings will be provided to all Working Group members and reported to Council's monthly meeting of the Cultural Steering Group.

BICENTENARY PROJECT SUMMARY

PROJECT NAME	PROJECT DESCRIPTION	YEAR	BUDGET	STATUS
John Oxley Memorial	Replace existing John Oxley Memorial with a new Memorial	Potential unveiling in 2021		Community Engagement to take place in conjunction with Public Art Policy & MasterPlan.
Surveyor General Visit	Host the Surveyor General in Port Macquarie - in conjunction with the unveiling of the new John Oxley Memorial	2021		Awaiting timing for instatement of John Oxley memorial
Bicentenary Event	"Explore Port Macquarie-Hastings - An Exploration Through Time"	Oct-18	\$40k	Planning underway
Schools Program	Educational Program for schools related to Bicentenary			
Models of Ships	Display model ships on loan and/or commission a model maker	2021		Exploring
Replica Ships	Bring Lady Nelson or similar ship to Port Macquarie	2018		Lady Nelson unlikely. Exploring option for Young Endeavour
Macquarie Flagstaff	Re-establish Flagstaff Hill with a full-size replica	2021		Needing to gain agreement with Crown Land
Players Theatre - What Really Happened	Stage the play What Really Happened			Seeking contact with Players Theatre for whereabouts/availability of script
Bicentenary Book/Video	Production of a book / video at the end of the 2018-2021 period including a photographic diary of the sites/journe of John Oxley and all Bicentenary activities	2018-2021		
Bicentenary Lecture Series	Lecture Series Across the 4 years with a range of presenters (including from Macquarie University).	2018-2021		Making contact with Macquarie University
Q&A to Port Macquarie	Bring the ABC Program Q&A to Port Macquarie	2021		Seeking contact with ABC
Macca in the Morning	Host ABC program from Port Macquarie	2021		Seeking contact with ABC
Virtual Reality depiction of the story of Port Macquarie				Identifying potential providers, costs & timeframes

PROJECT NAME	PROJECT DESCRIPTION	YEAR	STATUS
Bronze Sculptures - Port Macquarie CBD	Inclusion of Bronze Sculptures as Public Art in Town Square/ Town Green		Needs to be included as part of the community engagement with the Public Art Policy & MasterPlan
Heritage Trails	3 x Sculptural Trails across Port Macquarie, Camden Haven & Wauchope	2021	Identification as part of Public Art Master Plan. Awaiting outcome of grant submission for Wauchope Trail
Avenue Tree Planting	Establishing a Bicentennial Walk (suggestion made from Koolonbong Creek to Settlement City)		Needs investigation by Council for appropriate location
Bicentenary Theme Song	Compose a Theme Song for the Bicentenary (composer working with school children across the LGA)		Identifying composer, timeframes & costs involved.
Glenn Dick & Thomas Dick Exhibition at Glasshouse	Exhibitions of Glenn Dick's paintings and Thomas Dick's photos	2021	Awaiting appointment of new Exhibition Curator and then discuss 2021 programming



BICENTENARY EVENT OVERVIEW





BICENTENARY

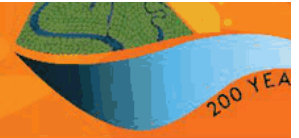


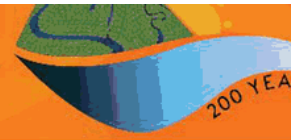
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BICENTENARY



EVENT DETAILS

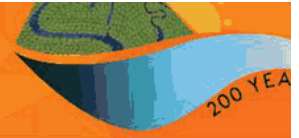
Name of event:	Port Macquarie-Hastings – An Exploration through Time - Bicentenary Event 2018
Venue:	Town Square, Town Green, Foreshore and Historic Sites in CBD.
Date of event:	Sunday 28 October 2018
Start / finish times:	11am - 5pm
Event bump in date and time:	7.00am Sunday 28 October 2018
Capacity of venue:	20,000
Expected Crowd:	5,000 - 10,000
Time event opens to public:	Entertainment commences at 11.00am.
Time event closes to public:	Entertainment Concludes at 4.45pm. Event concludes at 5pm*
Event bump out date and time:	Bump out on Sunday 28 th October 2018 commences at 5 p.m.
Ticket pricing/access	Free admission.

* Following the event conclusion, attendees will be encouraged to overflow to satellite events in the CBD – refer Satellite Events





BICENTENARY



EVENT PURPOSE

2018 marks 200 years since John Oxley and his team of 15 explorers traversed the mountains from the west and surveyed our region for early European settlement. For thousands of years before our region was inhabited by the Birpai people, the traditional custodians of our land.

Port Macquarie was named by John Oxley after the governor of NSW, Lachlan Macquarie in 1818. The Hastings River was named after the Governor General of India at around the same time. Although the area had been first noticed by Captain Cook on his voyage along the coast in 1770 and again later by Matthew Flinders in 1802, it was not explored in any detail until Oxley returned in 1819. Macquarie initiated Oxley's expedition as he was interested in the sites potential as a penal settlement.

Over the period 2018 – 2021, Council is looking to help the community come together to commemorate this milestone period of our region's history and celebrate our rich and diverse region - the history, the heritage and people who make our region what it is.

A number of community-led bicentenary events are taking place throughout the LGA during 2018. These events will culminate in Council's own bicentenary event "Port Macquarie-Hastings - An Exploration through Time." This theme represents our region on many levels. Our seaside location, our diverse history, our stories as well as our place.

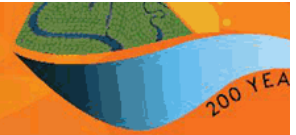
The Mission

- Community celebration of our stories, history and place;
- Culturally equal - recognising both Aboriginal and European/non-Aboriginal;
- Integration of arts, heritage and culture;
- Family-focus.





BICENTENARY



OVERVIEW OF ACTIVITIES

On Sunday 28th October we will be encouraging the community to explore our region's history by participating in the interactive art & cultural elements, taking a walking tour of our key historical sites and listening to the stories of our region. When they want to wind down they can sit and enjoy the main stage entertainment as well be treated to the delicious food offerings available at the event from local businesses on Town Green as well as local stallholders on Town Square. Attendees will have the chance to immerse themselves in a cultural fusion of local art, musical performances and street performers.

Alcohol will not be available for sale at the event itself, however BYO alcohol will be permissible for consumption on the Town Green.

The event will include:

- Main stage of music and performance
- Musical Acts and buskers across the sites
- Busking locations throughout the precinct
- Aquatic activities on the river
- Aboriginal Activities
- Ephemeral sculpture trail on Town Green
- Schools participation in a key cultural piece celebrating 200 years of exploring
- Activation of the Town Green Fig tree as an interactive play and musical space
- Walking tours across the CBD (every hour on the hour)
- Museum on Town Green
- Story-telling Tent
- Exploration Passport for children
- Cultural & Heritage displays
- Complementary food & market stalls

SATELLITE EVENTS

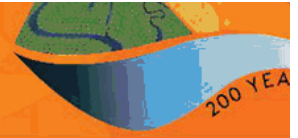
For the weekend of the Bicentenary event we will be working with local community groups, markets and businesses to promote bicentenary-related events e.g. by inviting the community to explore the region's history through heritage tours, winery tours and partake in local produce at Wauchope Farmers Markets.

Council will be encouraging local businesses in the Port Macquarie CBD to host a "Bicentenary Eat Street" and local food and beverage suppliers to host a Bicentenary event on the weekend of Council's event.

NB - These events will be promoted by Council but will not be operated by Council.



BICENTENARY



TARGET AUDIENCE

The audience for the event is predominately the local community to highlight this important point in the story of our region. We would hope to encourage visitor to the region for the weekend of activities.

Expected number of participants <i>(Performers/stallholders)</i>	10 – 15 Food Stallholders 10 Exhibitors 15 Performers
Expected number of attendees <i>(visitors)</i>	5,000 – 10,000

VENUE / SITE PLAN

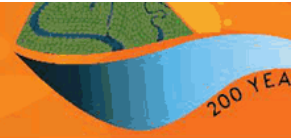
An overview of the site plan is shown overleaf. The final plan will be provided to all stakeholders and relevant authorities detailing all services and directional points for the event in the coming months once finalised and more of the exhibitors are known.



Colour	Activity
Yellow	Stage + music zone
Red	Family zone
Green	Market zone
Blue	Kids zone



BICENTENARY



KEY STAKEHOLDERS

- Birpai Local Aboriginal Land Council
- Local artists/ musicians
- Schools across the LGA
- Port Macquarie Museum
- Businesses & Residents adjoining Town Square & Town Green
- Service clubs and community groups (particularly aligned with history & heritage)
- Local food vendors (from within the LGA)
- Volunteer groups (for assistance with event operation incl. waste management, first aid)
- Local Emergency Authorities (Incl. NSW Police)

ENGAGEMENT PLAN

As part of the event planning an Engagement Plan will be formulated to ensure adequate consultation takes place with relevant stakeholders in particular residents, traders and businesses within the event precinct.

EVENT MARKETING

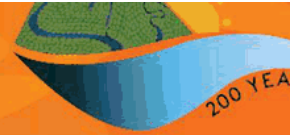
An Event Marketing Plan will be developed for the event for traditional and online marketing activities. Digital marketing tactics play a central role in the marketing strategy and will continue to build our social media audiences; driving engagement and encouraging online word of mouth.

Online Marketing will include

- Facebook
- Instagram followers:
- With the #PMQBicentenary2018 #pmq2018 #pmq200
- Email
- Website:
- Twitter



BICENTENARY



CONTACTS

Listed below are direct contacts for key personnel.

Event Sponsor

Lucilla Marshall

0418 863 601

Lucilla.marshall@pmhc.nsw.gov.au

Project Manager

TBA

Cultural Programming Lead

Skye Frost

Skye.frost@pmhc.nsw.gov.au

Heritage Programming Lead

Beau Spry

Beau.spry@pmhc.nsw.gov.au

Entertainment and Production Lead

Lee Wood

Lee.wood@pmhc.nsw.gov.au

Aboriginal Community Liaison

Kelly O'Brien

Kelly.obrien@pmhc.nsw.gov.au

Exhibitor Support

Paul Koch

6581 8545

paul.koch@pmhc.nsw.gov.au

Amenities/ Site / OHS/Traffic and Security Support

Jenny Mead

6581 8045

Jenny.mead@pmhc.nsw.gov.au

Schools Liaison

Kate Ford

Volunteers and First Aid Manager

Nateaka Blake

nateaka.blake@pmhc.nsw.gov.au

Electrical

Paul Matesich

0418 429 584

paul.matesich@pmhc.nsw.gov.au

Waste Coordination

Nicky Julian

0423 820 732

nicky.julian@pmhc.nsw.gov.au

Destination Marketing

Jane Ellis

0437 818 405

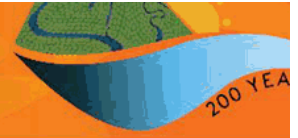
jane.ellis@pmhc.nsw.gov.au

Communications and Marketing

Andy Roberts



BICENTENARY



APPROVALS/INSURANCE

A number of approvals will be required over the coming months to assist in the delivery of the event these include:

- Traffic management plan
- Risk Assessment
- Section 68 and Section 138 - Site approval
- All stall holders are required to maintain a current \$20 million Public and Products Liability Insurance Policy to trade at this event. A Certificate of Currency for the above must be submitted with the accompanying registration form.
- Event Cancellation Insurance

ENVIRONMENTAL MANAGEMENT

We are committed to reducing landfill from all Council events and will be working closely with our patrons and volunteers to promote our sustainability objectives.

We will work closely with Council's Waste team, Midwaste and local providers J.R. Richards to achieve Council's key waste objectives.

All exhibitors must meet the following guidelines or they will not operate a stall on the day:

- No Plastic Bags or plastic straws to be issued on the day.
- No Polystyrene to be used.
- Reduce the amount of unnecessary packaging and products that come on site.
- Use recyclable or fully compostable packaging and food service products such as those offered by Biopak.
- Dispose responsibly of all waste at the end of the day

Bins will be provided on the day with clear signage regarding general and recycling waste. Volunteers will be used to support the environmental management plan.

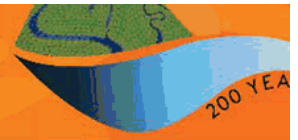
EVENT OPERATIONS CENTRE

The Events Operations Centre/ information kiosk will be centrally located. This centre will provide direct access to event management during the operations of the event and adequate space for representatives from emergency services and relevant public authorities and volunteers to be briefed and as a central location for all information regarding exhibitors, sponsors, maps and location of first aid.

This area will be accessible to emergency vehicles. The event operations centre will receive any lost property and will also offer free sunscreen at the event.



BICENTENARY



FIRST AID

A local first aid provider will be engaged to attend the event and will operate from a marquee located inside the event, adjacent to the operations centre. First aid representatives will be on site during the event and NSW Ambulance will be notified as to the event date and contacted during the course of the event if required.

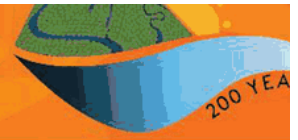
This area will be serviced by a direct emergency access and have access to radios to contact event manager at all times. Consultation will take place with the First Aid supervisor prior to submitting final First Aid plan which will include the following:

- Designated patron treatment area
- Emergency Vehicular Access and Egress
- Emergency Vehicular Parking





BICENTENARY



SUPPORTING DOCUMENTS TO BE DEVELOPED

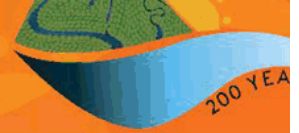
The following documents will be developed to support this events:

1. Traffic Management Plan
2. Comprehensive Risk Assessment
3. Exhibitor Plan and Processes
4. Environmental Management Plan
5. First Aid Plan
6. Insurances
7. Approvals
8. Finalised Site plan
9. Food Safety Certifications
10. Volunteer Induction and handbook
11. Run sheet - to be developed
12. Work, Health & Safety Plan
13. Environmental Management Plan
14. Infrastructure/ Facilities Plan
15. Emergency Management & Evacuation Plan





BICENTENARY



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Port Macquarie Bicentenary 4-Year Strategy 2018 - 2021

Background:

2018 marks 200 years since John Oxley and his team of 15 explorers traversed the mountains from the west and surveyed our region for early European settlement. For thousands of years before our region was inhabited by the Birpai people, the traditional custodians of our land.

Port Macquarie was named by John Oxley after the governor of NSW, Lachlan Macquarie in 1818. The Hastings River was named after the Governor General of India at around the same time. Although the area had been first noticed by Captain Cook on his voyage along the coast in 1770 and again later by Matthew Flinders in 1802, it was not explored in any detail until Oxley returned in 1819. Macquarie initiated Oxley's expedition as he was interested in the sites potential as a penal settlement.

The penal settlement would be established in 1821 under Captain Francis Allman who landed at the "town green" at the top of what is now Clarence Street. Captain Allman immediately began directing the 60 convicts sent to establish the settlement, to clear the area of trees and begin farming in order to become self-sufficient.

Over the period 2018 – 2021, Council is looking to help the community come together to commemorate this milestone period of our region's history and celebrate our rich and diverse region - the history, the heritage and people who make our region what it is.

Guiding Principles:

The following principles will guide the range of activities that Council will support during this Bicentenary period:

1. Community engagement a priority;
2. Culturally equal - recognising both Aboriginal and European/non-aboriginal histories;
3. Integration of arts, heritage and culture;
4. Whole of LGA focus – Port Macquarie; Camden Haven; Wauchope and Hinterland;
5. Develop and foster creative and artistic responses to the Bicentenary across the LGA;
6. Foster community events and activities through:
 - a. Overarching coordination, branding and marketing
 - b. Funding through grant programs
 - c. Providing advice, ideas, opportunities
7. Leveraging community activities to drive visitation.

Bicentenary Objectives:

The objectives of the Bicentenary celebrations will be four-fold:

- **Community** - To see maximum community engagement in Bicentenary celebrations with involvement from a broad cross-section of the community.
- **Marketing** - To maximise media attention for Port Macquarie-Hastings as a result of the bicentenary celebrations.
- **Financial** - To identify funding sources to co-fund bicentenary initiatives.

- **Sustainability** - To ensure all areas of the Bicentenary celebrations are based on the principles of sound sustainable practice including: environmental, financial, administrative and social.

Key Stakeholders:

The following key stakeholder groups have been identified:

- Birpai Community;
- Arts & Culture organisations;
- Community Groups & Wider community;
- Government – State & Federal;
- Education Institutions;
- Tourism Sector;
- Business Community.

Implementation:

The Port Macquarie-Hastings Bicentenary Working Group (BWG) has been established as a sub-group of the Cultural Steering Group to provide advice to Council in relation to the Bicentenary of John Oxley first exploring the region in 2018 and the subsequent Bicentenary of European settlement in the Port Macquarie-Hastings region from 2021.

The focus of the Committee is to facilitate the development of Bicentenary events and activities in a manner which is inclusive and recognises the multiple cultural stories that make up the heritage of the region as well as being sensitive to the range of views relating to European settlement of the region and particularly, the impact European settlement has had on the local Aboriginal community.

The Bicentenary Working Group comprises people interested in furthering these aims.

Year 1 – 2018

In year one of the Bicentenary Period (2018-2021), it is envisaged that the following activities will take place:

- Development of a Bicentenary logo and associated Bicentennial marketing framework e.g. website, collateral “look and feel”;
- Develop a Bicentenary Calendar of Events for 2018.
- Identification and scoping of Bicentenary Legacy projects in our three key regions across the LGA:
 - Port Macquarie;
 - Camden Haven;
 - Wauchope + Hinterland.
- Establishment of a Bicentenary Grants stream to support our communities to undertake projects/events that seek to protect or promote our local history, for example:
 - landscaping, public space or park development;
 - establishing heritage walking trails;
 - historic photo scanning/archiving;
 - local oral histories recorded;
 - production of a small booklet detailing history of an area of the LGA.

- Support our communities to identify, promote and deliver Bicentenary events & projects
- Provide a Bicentenary flavour to existing Council-delivered events throughout the year – e.g. ArtWalk
- Work with community to deliver a Bicentenary celebration event in October 2018, to celebrate John Oxley's exploration of our region.
- Identify potential funding streams & partners to deliver Bicentenary projects/events over the remaining 3 years of the Bicentenary Period.

Years 2 & 3 – 2019/20

In years 2 & 3, Council will continue to scope and project manage the delivery of the agreed-to (and funded) Bicentenary legacy projects across the region and develop a plan for 2021 as a celebration of all things Port Macquarie and beyond.

Council will also continue to work with community groups during this period to support them in their delivery of events and projects using the Community Grant – Bicentenary Stream.

Year 4 – 2021

Year 4 – 2021 will see the culmination of the Bicentenary celebrations including the delivery and finalisation of a number of legacy projects across the region.

At this stage it is envisaged that in 2021 there will be a 12-month calendar of community and council-initiated events with marquee events (potentially a Bicentenary Festival) designed to have the Port Macquarie and wider community embrace the significance of and participate in the history of Port Macquarie and its establishment as a settlement in 1821.

Discussion Points:

The scale of the Bicentenary Celebrations will be subject to the funding available (from sponsors, State & Federal Governments and the PMHC).

As an example, in 2015 Bathurst celebrated its Bicentenary. Bathurst Regional Council allocated a \$1million budget for Council-initiated B200 events. An additional \$1million was allocated to fund the construction of the signature monument The Macquarie Flag Staff. Event costs were offset by income of est. \$510,000 in ticket sales, sponsorship and (Fed and State) Government grants. Council-initiated Proclamation Week activities (their week-long Festival) cost \$175,000 with approx. \$100,000 in the feature week and their Illuminate Bathurst event.

Delivery of Council-initiated events will require resource over and above current staffing resource (for event project management, delivery and promotion).