

Cultural Steering Group

Business Paper

date of meeting: Wednesday 4 September 2019

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	06/03/19	03/04/19	01/05/19	05/06/19	03/07/19	07/08/19
Councillor Rob Turner (Chair)	✓	✓	A	✓	A	No
Councillor Geoff Hawkins (Deputy Chair)	A	✓	✓	✓	✓	Quorum
Brian Barker	✓	✓	✓	✓	✓	
Chris Denny	✓	✓	✓	✓	✓	
Kate Ford	A	A	A	X	X	
Beric Henderson	✓	✓	✓	A	✓	
Jennifer Hutchison	A	A	A	A	A	
Simon Luke	✓	A	A	A	A	
Stacey Morgan	A	✓	✓	✓	A	
Willhemina Wahlin	✓	✓	✓	✓	✓	
Jeffery Sharp (Director Strategy and Growth)	A	A	A	A	A	
Holly McBride (acting)	✓			✓	✓	
Lucilla Marshall (Group Manager Community Place)	✓	✓	✓	✓	✓	
Pam Milne (Glasshouse Venue Manager)	A	✓	✓	A	A	
Bec Washington (acting)				✓		

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

Cultural Steering Group Meeting

Wednesday 4 September 2019

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 3 July 2019 be confirmed.

PRESENT

Members:

Councillor Hawkins (Deputy Chair)
Brian Barker
Chris Denny
Beric Henderson
Willhemina Wahlin
Acting Director Strategy and Growth
Group Manager Community Place

Other Attendees:

Skye Frost
Liz Brennan
Uncle Bill O'Brien

The meeting opened at 8:05am.

12 ACKNOWLEDGEMENT OF COUNTRY

The Acknowledgement of Country was delivered.

13 APOLOGIES

CONSENSUS:

That the apologies received from Councillor Turner (Chair), Jeffery Sharp, Pam Milne, Jennifer Hutchison, Simon Luke, Stacey Morgan and Amos Donovan be accepted.

14 CONFIRMATION OF MINUTES

CONSENSUS:

That the Minutes of the Cultural Steering Group Meeting held on 5 June 2019 be confirmed.

15 DISCLOSURES OF INTEREST

There were no disclosures of interest presented.

05 BUSINESS ARISING FROM PREVIOUS MINUTES

06 Develop and Empower our Region's Art & Cultural Communities and Assets

Discussions are ongoing on a site visit to the Port Macquarie Museum.

07 Enrich our Community through Experiences that Embrace and Celebrate our Diverse and Unique Art and Culture

Discussions were held on the draft Public Art Policy and Masterplan with feedback due by 8 July 2019.

08 Create Community Pride and Ownership in our Cultural Brand which Promotes our Unique Heritage, People and Places

The budget is to be confirmed for the Handa Working Group

Council is to prepare a report on the future of all Cultural Committees which is to be presented to a future Councillor Briefing Session, Cultural Steering group meeting and Ordinary Council meeting for adoption.

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

CONSENSUS:

1. That the Cultural Steering Group note the discussion on Cultural Precincts, Hub and the Library Strategic Plan.
 2. Item 1.5 - that the Library Strategic Plan be presented to a future Cultural Steering Group meeting, once it has been through Council's process.
-

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

CONSENSUS:

1. That the Cultural Steering Group note the discussion about the actions relating to Strategic Outcome 2 of the Cultural Plan.
2. Item 2.2 - that the Cultural Steering Group supports the priority appointment of an overall Bicentenary Senior Event Planner and Coordinator.
3. Item 2.7 - that the Cultural Steering Group:
 - Provide feedback on the draft Public Art Policy & Masterplan by Monday 8 July 2019.
 - A timeline on development of the draft Public Art Policy & Masterplan be presented at the next meeting.

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

Item 3.4 - an update on ArtWalk will be provided in this week's Councillor Newsletter. An e-blast update will be sent out to ArtWalk database week commencing 8 July 2019.

Item 3.6 - Uncle Bill O'Brien provided a verbal update from the Birpai Land Council. Items raised included;

- A lot of activity with the Youth, Men and Womens groups along with the Craft, Creative and Sewing groups.
- Amos Donovan wants to develop similar groups at Bunyah Land Council.
- Birpai Land Council is currently providing Aboriginal Awareness Training to Council staff.
- Birpai Land Council is currently involved with Area Health Aboriginal Men's Group.
- An update on activities for NAIDOC Week which include flag raising ceremonies, fun days, a men's golf day and kids fishing program. School activities are scheduled 2 weeks prior to school holidays and 2 week's after school holidays.

CONSENSUS:

That the Cultural Steering Group note the information provided and provide input into the discussion.

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

CONSENSUS:

1. That the Cultural Steering Group note the information provided and provide input into the discussion.
 2. Item 4.1 - that Council consider 2020 - 2021 budget requests, review Action Plan and budget required.
-

10 GENERAL BUSINESS

10.01 CHARLES STURT UNIVERSITY

Charles Sturt University is conducting Picture Justice Australia program to inspire local youth. Program to commence 8 July 2019

An update was provided on the Stage 2 of the Charles Sturt University development. An innovation hub is proposed with a multi-faceted space for community and students. This will be discussed with Council staff.

10.02 GLASSHOUSE

An update was provide on the Glasshouse 10 years celebration. The group was invited to attend the Glasshouse Community Day on the 24 August 2019 from 10.00am - 3.00pm.

10.03 CONGRATULATIONS TO BERIC HENDERSON

The Cultural Steering Group congratulated Beric Henderson on his artwork featuring in an international exhibition in Venice.

The meeting closed at 9:43am.

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, the undersigned, hereby declare the following interest:	
<input type="checkbox"/> Pecuniary: Take no part in the consideration and voting and be out of sight of the meeting.	
<input type="checkbox"/> Non-Pecuniary – Significant Interest: Take no part in the consideration and voting and be out of sight of the meeting.	
<input type="checkbox"/> Non-Pecuniary – Less than Significant Interest: May participate in consideration and voting.	
For the reason that:	
Name: Signed:	Date:
Please submit to the Governance Support Officer at the Council Meeting.	

(Refer to next page and the Code of Conduct)

Pecuniary Interest

- 4.1 A pecuniary interest is an interest that you have in a matter because of a reasonable likelihood or expectation of appreciable financial gain or loss to you or a person referred to in clause 4.3.
- 4.2 You will 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 you might make in relation to the matter, or if the interest is of a kind specified in clause 4.6.
- 4.3 For the purposes of this Part, you will have a pecuniary interest in a matter if the pecuniary interest is:
- (a) your interest, or
 - (b) the interest of your spouse or de facto partner, your relative, or your partner or employer, or
 - (c) a company or other body of which you, or your nominee, partner or employer, is a shareholder or member.
- 4.4 For the purposes of clause 4.3:
- (a) Your "relative" is any of the following:
 - i) your parent, grandparent, brother, sister, uncle, aunt, nephew, niece, lineal descendant or adopted child
 - ii) your spouse's or de facto partner's parent, grandparent, brother, sister, uncle, aunt, nephew, niece, lineal descendant or adopted child
 - iii) the spouse or de facto partner of a person referred to in paragraphs (i) and (i)
 - (b) "de facto partner" has the same meaning as defined in section 21C of the *Interpretation Act 1987*.
- 4.5 You will not have a pecuniary interest in relation to a person referred to in subclauses 4.3(b) or (c)
- (a) if you are unaware of the relevant pecuniary interest of your spouse, de facto partner, relative, partner, employer or company or other body, or
 - (b) just because the person is a member of, or is employed by, a council or a statutory body, or is employed by the Crown, or
 - (c) just because the person is a member of, or a delegate of a council to, a company or other body that has a pecuniary interest in the matter, so long as the person has no beneficial interest in any shares of the company or body.

Non-Pecuniary

- 5.1 Non-pecuniary interests are private or personal interests a council official has that do not amount to a pecuniary interest as defined in clause 4.1 of this code. These commonly arise out of family or personal relationships, or out of involvement in sporting, social, religious or other cultural groups and associations, and may include an interest of a financial nature.
- 5.2 A non-pecuniary conflict of interest exists where a reasonable and informed person would perceive that you could be influenced by a private interest when carrying out your official functions in relation to a matter.
- 5.3 The personal or political views of a council official do not constitute a private interest for the purposes of clause 5.2.
- 5.4 Non-pecuniary conflicts of interest must be identified and appropriately managed to uphold community confidence in the probity of council decision-making. The onus is on you to identify any non-pecuniary conflict of interest you may have in matters that you deal with, to disclose the interest fully and in writing, and to take appropriate action to manage the conflict in accordance with this code.
- 5.5 When considering whether or not you have a non-pecuniary conflict of interest in a matter you are dealing with, it is always important to think about how others would view your situation.

Managing non-pecuniary conflicts of interest

- 5.6 Where you have a non-pecuniary conflict of interest in a matter for the purposes of clause 5.2, you must disclose the relevant private interest you have in relation to the matter fully and in writing as soon as practicable after becoming aware of the non-pecuniary conflict of interest and on each occasion on which the non-pecuniary conflict of interest arises in relation to the matter. In the case of members of council staff other than the general manager, such a disclosure is to be made to the staff member's manager. In the case of the general manager, such a disclosure is to be made to the mayor.
- 5.7 If a disclosure is made at a council or committee meeting, both the disclosure and the nature of the interest must be recorded in the minutes on each occasion on which the non-pecuniary conflict of interest arises. This disclosure constitutes disclosure in writing for the purposes of clause 5.6.
- 5.8 How you manage a non-pecuniary conflict of interest will depend on whether or not it is significant.
- 5.9 As a general rule, a non-pecuniary conflict of interest will be significant where it does not involve a pecuniary interest for the purposes of clause 4.1, but it involves:
- a) a relationship between a council official and another person who is affected by a decision or a matter under consideration that is particularly close, such as a current or former spouse or de facto partner, a relative for the purposes of clause 4.4 or another person from the council official's extended family that the council official has a close personal relationship with, or another person living in the same household
 - b) other relationships with persons who are affected by a decision or a matter under consideration 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 the council official and an organisation (such as a sporting body, club, religious, cultural or charitable organisation, corporation or association) that is affected by a decision or a matter under consideration that is particularly strong. The strength of a council official's affiliation with an organisation is to be determined by the extent to which they actively participate in the management, administration or other activities of the organisation.
 - d) membership, as the council's representative, of the board or management committee of an organisation that is affected by a decision or a matter under consideration, in circumstances where the interests of the council and the organisation are potentially in conflict in relation to the particular matter
 - e) a financial interest (other than an interest of a type referred to in clause 4.6) that is not a pecuniary interest for the purposes of clause 4.1
 - f) the conferral or loss of a personal benefit other than one conferred or lost as a member of the community or a broader class of people affected by a decision.
- 5.10 Significant non-pecuniary conflicts of interest must be managed in one of two ways:
- a) by not participating in consideration of, or decision making in relation to, the matter in which you have the significant non-pecuniary conflict of interest and the matter being allocated to another person for consideration or determination, or
 - b) if the significant non-pecuniary conflict of interest arises in relation to a matter under consideration at a council or committee meeting, by managing the conflict of interest as if you had a pecuniary interest in the matter by complying with clauses 4.28 and 4.29.
- 5.11 If you determine that you have a non-pecuniary conflict of interest in a matter that is not significant and does not require further action, when disclosing the interest you must also explain in writing why you consider that the non-pecuniary conflict of interest is not significant and does not require further action in the circumstances.
- 5.12 If you are a member of staff of council other than the general manager, the decision on which option should be taken to manage a non-pecuniary conflict of interest must be made in consultation with and at the direction of your manager. In the case of the general manager, the decision on which option should be taken to manage a non-pecuniary conflict of interest must be made in consultation with and at the direction of the mayor.
- 5.13 Despite clause 5.10(b), a councillor who has a significant non-pecuniary conflict of interest in a matter, may participate in a decision to delegate consideration of the matter in question to another body or person.
- 5.14 Council committee members are not required to declare and manage a non-pecuniary conflict of interest in accordance with the requirements of this Part where it arises from an interest they have as a person chosen to represent the community, or as a member of a non-profit organisation or other community or special interest group, if they have been appointed to represent the organisation or group on the council committee.

SPECIAL DISCLOSURE OF PECUNIARY INTEREST DECLARATION

This form must be completed using block letters or typed.

If there is insufficient space for all the information you are required to disclose, you must attach an appendix which is to be properly identified and signed by you.

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 the affected principal place of residence of the councillor or an associated person, company or body <i>(the identified land)</i>	
Relationship of identified land to councillor <i>[Tick or cross one box.]</i>	<input type="checkbox"/> The 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"/> An associated person of the councillor has an interest in the land. <input type="checkbox"/> An associated company or body of the councillor has interest in the land.
MATTER GIVING RISE TO PECUNIARY INTEREST¹	
Nature of land that is subject to a change in zone/planning control by proposed LEP <i>(the subject land²)</i> <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 or associated person <i>[Tick or cross one box]</i>	<input type="checkbox"/> Appreciable financial gain. <input type="checkbox"/> Appreciable financial loss.

[If more than one pecuniary interest is to be declared, reprint the above box and fill in for each additional interest]

Councillor's Signature: **Date:**

This form is to be retained by the council's general manager and included in full in the minutes of the meeting

Last Updated: 3 June 2019

Important Information

This information is being collected for the purpose of making a special disclosure of pecuniary interests under clause 4.36(c) of the Model Code of Conduct for Local Councils in NSW (the Model Code of Conduct).

The special disclosure must relate only to a pecuniary interest that a councillor has in the councillor's principal place of residence, or an interest another person (whose interests are relevant under clause 4.3 of the Model Code of Conduct) has in that person's principal place of residence.

Clause 4.3 of the Model Code of Conduct states that you will have a pecuniary interest in a matter because of the pecuniary interest of your spouse or your de facto partner or your relative or because your business partner or employer has a pecuniary interest. You will 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.

"Relative" is defined by clause 4.4 of the Model Code of Conduct 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.

You must not make a special disclosure that you know or ought reasonably to know is false or misleading in a material particular. Complaints about breaches of these requirements are to be referred to the Office of Local Government and may result in disciplinary action by the Chief Executive of the Office of Local Government or the NSW Civil and Administrative Tribunal.

This form must be completed by you before the commencement of the council or council committee meeting at 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.

¹ Clause 4.1 of the Model Code of Conduct 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 clause 4.6 of the Model Code of Conduct.

² 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 clause 4.3 of the Model Code of Conduct has a proprietary interest

Item: 05

Subject: BUSINESS ARISING FROM PREVIOUS MINUTES

Item:	06	05/06/2019
Subject:	DEVELOP AND EMPOWER OUR REGION'S ART & CULTURAL COMMUNITIES AND ASSETS	
Action Required:	1. A potential site visit to the Port Macquarie Museum was discussed for a future date.	
Current Status	1. Discussions on a site visit to the Port Macquarie Museum to be discussed at a future meeting.	

Item:	07	03/07/2019
Subject:	ENRICH OUR COMMUNITY THROUGH EXPERIENCES THAT EMBRACE AND CELEBRATE OUR DIVERSE AND UNIQUE ART AND CULTURE	
Action Required:	<ol style="list-style-type: none"> 1. That the Cultural Steering Group note the discussion about the actions relating to Strategic Outcome 2 of the Cultural Plan. 2. Item 2.2 - that the Cultural Steering Group supports the priority appointment of an overall Bicentenary Senior Event Planner and Coordinator. 3. Item 2.7 - that the Cultural Steering Group: <ul style="list-style-type: none"> • Provide feedback on the draft Public Art Policy & Masterplan by Monday 8 July 2019. • A timeline on development of the draft Public Art Policy & Masterplan be presented at the next meeting. 	
Current Status	<ol style="list-style-type: none"> 1. Noted 2. Item 2.2 Noted. The Bicentenary Working Group were notified of the Group support in the priority appointment of an overall Bicentenary Senior Event Planner and Coordinator at the 25 July 2019 meeting. 3. Item 2.7 <ul style="list-style-type: none"> • Feedback was received on the draft Public Art Policy & Masterplan and will be distributed at the August 2019 meeting. • A timeline on development of the draft Public Art Policy & Masterplan be presented at the August 2019 meeting. 	

Item:	08	01/05/2019
Subject:	CREATE COMMUNITY PRIDE AND OWNERSHIP IN OUR CULTURAL BRAND WHICH PROMOTES OUR UNIQUE HERITAGE, PEOPLE AND PLACES	
Action Required:	1. Council staff are to prepare a report to Council on a review of Handa, Australia Day and future direction.	
Current Status	1. Council to report the direction of Handa Working Group and Australia Day Committee at a future Ordinary Council meeting.	

Item:	09	03/07/2019
Subject:	ENSURE THE EFFECTIVE PLANNING, FUNDING, INTERGRATION AND MEASUREMENT OF COUNCIL'S ARTS AND CULTURE PROGRAMS	
Action	1. That the Cultural Steering Group note the information provided	

Required:	and provide input into the discussion. 2. Item 4.1 - that Council consider 2020 - 2021 budget requests, review Action Plan and budget required.
Current Status	1. Noted. 2. Council is currently considering 2020 - 2021 budget requests, review Action Plan and budget required and to report back to a future meeting.

Discussion topics at future meetings		
	Due Date	Requested
Glasshouse Gallery Procedure/Policy	September 2019	1 May 2019
Annual report on Engagement with Birpai Land Council (in line with Cultural Plan reporting)	September 2019	6 March 2019
Handa Sister City	September 2019	03 July 2019
2020 - 2021 Budget Requests	Future Meeting	03 July 2019
Creative Hub – Requirements and management/operational model	Deferred to a future meeting	5 December 2018

Item: 06

Subject: PROPOSAL FROM ARTIST SHARON DAVSON

Presented by: Corporate Performance, Rebecca Olsen

RECOMMENDATION

That the Cultural Steering Group consider the proposal received from artist Sharon Davson.

Discussion

Council received a proposal (as attached) from the artist Sharon Davson regarding her artwork *Journeys in Belonging*, which was donated to Council by the artist in June 2019.

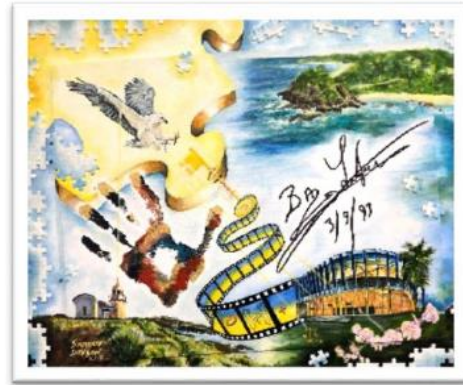
As per the attached response, the proposal is now presented to the Cultural Steering Group for formal consideration of the proposal outlined, including the library tour and gallery exhibition; and the alignment of the proposal with the established criteria in Council's adopted Cultural Plan and associated actions.

Attachments

- 1 [View](#). Touring Journeys in Belonging and Future Thoughts - Proposal by Sharon Davson
- 2 [View](#). Response to Sharon Davson on behalf of Mayor Pinson

Mayor Peta Pinson
Port Macquarie-Hastings Council
Port Macquarie NSW 2444

18 June 2019



Hello Peta,

Thank you for the magnificent flowers. They are gracing my dining table.

I love your suggestion of touring the painting in buildings affiliated with the Port Macquarie-Hastings Council and the Glasshouse Regional Gallery.

As we did not discuss a plan or schedule, I offer you these suggestions from my experience.

Touring *Journeys in Belonging* and Future Thoughts

Part 1 It could be beneficial for the local and broader communities if *Journeys in Belonging* was exhibited in each location for 12-15 weeks. This would enable the greatest number of people to enjoy your recent acquisition.

I could come up at the start of each new hanging and participate in a 'library conversation' with library visitors and, depending on the day, groups of school children and art interested youth and others.

I understand there are three libraries - Grant Street, Port Macquarie; Laurie Street, Laurieton; and High Street, Wauchope. Since the Library Service is also in the *Mid North Coast Library Cooperative*, a partnership with Kempsey Shire Libraries, it may be possible visit Kempsey, etc.

Significant exhibitions in regional galleries are usually booked a couple of years or more in advance. Should it be in keeping with the gallery Director and the gallery's exhibition programme, the above gradual tour could be timed for *Journeys in Belonging* to then be exhibited, as part of a full exhibition of my work in the *Glasshouse Regional Gallery*.

Continuing along your thoughts, the Port Macquarie Hastings Council Building itself has a large area where people come for a variety of reasons, as well as the more restricted areas where visitors are welcomed.

Part 2 A *Glasshouse Regional Gallery Collection* demonstrates the growing maturity a community and of its regional gallery. Under your guidance and stewardship as Mayor of Port Macquarie Hastings Council this could be attained now.

My offer in the early stages of the process, as I already had an art piece in the Port Macquarie-Hastings Council Collection, was to donate a work to your *Glasshouse Regional Gallery Collection*.

Last week, I realised that your regional art gallery is yet to commence having its own collection.

Davson Art

0416 026 426

sharon@davsonart.com

www.davsonarts.com



This could be that start.

Journeys in Belonging could be **the inaugural art piece** for such a collection, as it is by an accredited artist in Australia and internationally, it has local interest and it has value.

- * Starting a permanent collection for the *Glasshouse Regional Gallery*, and then an Art Foundation to accompany the care and expansion of such a collection, could be something that would leave a *permanent legacy* in the arts locally and in broader communities commending your time as Mayor.

Most cities and towns with a regional art gallery have both a regional art gallery collection and a council art collection.

- * For art to be accepted into a regional gallery collection, there is usually involvement by the gallery's director and a small selection panel that meets 3 or 4 times a year to review art pieces offered for donation. Not all are accepted. Each art piece needs to meet certain standards and criteria ensuring the gallery collection is of good standing and professionalism.
- * Council collections can contain wonderful works; yet outside of competitions, it is rare for art to be assessed before for acceptance into a council collection. This in no way undermines their value or importance to the local community and cultural heritage of their region. These collections are very important.

Some time ago, I donated a work to the Greater Taree City Council and then one to the *Manning Regional Art Gallery*. Both collections ultimately come under the auspices of the council, however, they play slightly different roles.

It is also possible for some works to transfer from the council collection to the RAG collection, if desired to increase the value and depth of the RAG collection. This must be done with 'future thinking', as it will grow to substantive in the following fifty-sixty years.

With the start of a permanent collection, a Foundation can be then be established for tax deductible donations to care for and manage the regional gallery collection. Foundations also assist in raising funds for the purchase of specific art works that councils could have difficulty in affording. **Foundation Donations can be in cash, art or other.** As example:-

\$100 - \$ 499	Member Donor	\$20,000 - \$ 49,999	Gold Donor
\$500 - \$ 999	Life Member Donor	\$50,000 - \$ 99,999	Platinum Donor
\$1,000 - \$ 4,999	Honour Board Donor	\$100,000 - \$749,999	Diamond Governor
\$5,000 - \$19,999	Silver Donor	\$750,00 and above	Pink Diamond Governor

All the above regarding starting a *Glasshouse Regional Gallery Collection* has relatively straightforward paperwork, and I can assist with guidelines, etc. This could help with greater standing of your regional art gallery in broader communities, inspire even greater participation in the gallery, and enhance interest in the arts locally.

Maybe our meeting had much more than either of us had perceived. Perhaps it is really all about short and long-term memories forged during the *Journeys in Belonging*.

Best Regards

Davson Art

0416 026 426

sharon@davsonart.com

www.davsonarts.com



Port Macquarie-Hastings Council
PO Box 84
Port Macquarie
NSW Australia 2444
DX 7415
council@pmhc.nsw.gov.au



ABN 11 236 901 601



18 July 2019

Refers to: CRM 10113/2019

Sharon Davson
Davson Art
8 Government Road
CESSNOCK NSW 2325

Dear Ms Davson

Touring *Journeys in Belonging* and Future Thoughts

I refer to your email to the Mayor Peta Pinson dated 18 June 2019 regarding the above.

Mayor Pinson has asked me to respond on her behalf.

Council does have a well-established Council Collection of Artworks, which is housed at the Glasshouse Regional Gallery and across other Council buildings within the local government area (including libraries). The Glasshouse Regional Gallery is the custodian of the Collection.

Council is currently reviewing its Council Collection of Artworks Management Policy in conjunction with its Cultural Steering Group. The role of the Cultural Steering Group is to "engage with and provide input to Council on other Arts and Cultural matters which are relevant to the Local Government Area" and 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".

It is intended to table your Proposal at a future meeting of the Cultural Steering Group for consideration of the proposal outlined, including the library tour and gallery exhibition; and the alignment of the proposal with the established criteria in Council's adopted Cultural Plan and associated actions.

Should there be any interest in pursuing the proposals following consideration by the Cultural Steering Group, then Council will be in further contact with you.

Thank you again for your donation.

Yours sincerely

Rebecca Olsen
Director Corporate Performance

pmhc.nsw.gov.au

Page 1

PORT MACQUARIE OFFICE
17 Burrawan Street, Port Macquarie NSW 2444

WAUCHOPE OFFICE
49 High Street, Wauchope NSW 2446

LAURIETON OFFICE
9 Laurie Street, Laurieton NSW 2443

Item: 07

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

Presented by: **Strategy and Growth, Jeffery Sharp**

RECOMMENDATION

That the Cultural Steering Group note the information provided and provide input into the discussion.

Discussion

All reports within this section are related **to Cultural Plan Strategic Objectives and Desired Outcomes Four** - Ensure the effective planning, funding, integration and measurement of Council's arts and culture programs.

4.1 Funding

In May 2019 the Minister for the Arts Don Harwin announced changes to the Arts and Cultural Development Program and how this may affect anyone considering applying for funding in the 2019/20 financial year.

Create NSW's Arts and Cultural Funding Program 2019/20 provides funding opportunities for arts and cultural organisations, professional artists and arts/cultural workers across a wide range of art forms and disciplines. The Glasshouse Regional Gallery has been a recipient of funding for the past 15 years.

The first funding round opens **5 August 2019** and closes **2 September 2019**; the second funding round opens **3 February 2020** and closes **2 March 2020**.

The categories for funding include:

Project Funding

Project funding supports excellence, innovation and creativity within the NSW arts and cultural sector. It aims to deliver a dynamic and diverse range of arts and cultural experiences to communities across NSW, contribute to the development of a vibrant and accessible arts and cultural sector, and support the employment and development of professional NSW-based artists and arts and cultural workers.

Funding is available for a wide range of arts and cultural activity, including:

- creation of new work, practice-based research or experimentation and professional development
- production, exhibition, presenting, publishing or recording, touring and festivals
- promotion and marketing, market and/or audience development activity

- conservation and/or development of collections and archives (including Aboriginal Keeping Places and the digitisation of collections)
- purchase of capital infrastructure and equipment
- partnerships, capacity building and sustainability.

Creative Koori Projects

Creative Koori Projects funding aims to build support for a strong, resilient and exciting Aboriginal arts and cultural sector for NSW. This will be done through embracing the principles of Aboriginal self-determination and putting Aboriginal artists, organisations and communities at the centre of funded cultural and creative activity.

Projects may cover the following elements:

- NSW Aboriginal cultural development
- contemporary practice
- sharing NSW Aboriginal culture the Aboriginal way
- promoting NSW Aboriginal culture
- strengthening the NSW Aboriginal arts and cultural sector.

Annual Organisation Funding

Annual Organisation funding is provided on an annual basis to support Arts and Cultural Organisations (including service organisations) to deliver multiple arts and cultural activities throughout a single calendar or financial year. Funding can contribute to any aspect of an organisation's program.

Funding is available for a wide range of arts and cultural activity, including:

- creation of new work, practice-based research or experimentation and professional development
- production, exhibition, presenting, publishing or recording, touring and festivals
- promotion and marketing, market and/or audience development activity
- conservation and/or development of collections and archives (including Aboriginal Keeping Places and the digitisation of collections)
- purchase of capital infrastructure and equipment
- partnerships, capacity building and sustainability.

A copy of the funding guidelines are attached for information for the CSG.

4.2 Grants Program

No items for discussion

4.3 Glasshouse Strategic Plan

Item - 4.3.1 Glasshouse Gallery Procedure/Policy Update (to go to a future meeting)

4.4 Heritage Guidelines

No items for discussion

4.5 Community Engagement

No items for discussion

4.6 Economic Development Strategy

No items for discussion

4.7 Cultural Performance Measure

Item 4.7.1 - Cultural Plan - Annual Progress Report

Council staff are currently preparing a report to go the September Council meeting.

A draft Council report is attached along with Action Plan Spreadsheet, which provides an overview of progress on the 2018-2021 Cultural Plan actions.

Attachments

- 1 [View](#). Create NSW - Project Funding Guidelines
- 2 [View](#). Create NSW - Creative Koori Projects Guidelines
- 3 [View](#). Create NSW - Annual Organisation Funding Guidelines
- 4 [View](#). Draft Library Strategic Plan 2019 - 2021
- 5 [View](#). Draft Council Report - Cultural Plan Progress Report
- 6 [View](#). Draft - Progress Report on Actions 18 -19

project funding

ARTS AND CULTURAL FUNDING PROGRAM GUIDELINES 2019/20



create nsw.gov.au



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Argo Pacifico Kids Club, The Lock-Up, December 2018 - January 2019, administered by Museums & Galleries of NSW. Photo: Jessie Jane Photography.

MESSAGE FROM THE **MINISTER FOR THE ARTS**

Create NSW acknowledges the Aboriginal people across the State and their continued connection to their lands, waters and culture.

We respect elders past and present and the role that Aboriginal artists play in contributing to their culture.

Creativity, arts and cultural activities enrich our lives profoundly. Australia's history reaches back more than 60,000 years with its roots in First Peoples' culture and traditions, and today, our stories are informed by our profound diversity. Expressions of our culture, the stories of a multicultural population from across the globe, shape our experiences and our aspirations and reflect who we are to the world.

I invite and encourage NSW artists, practitioners and organisations to apply for support through the Arts and Cultural Funding Program. This year we have streamlined the process to make it easier for applicants and we have created new Artform Assessment Boards with leading arts and cultural practitioners to assist in decision making.

The Program supports arts and cultural organisations, and the creative talent that makes this State great. This year we have increased the opportunity for a broader range of projects and activities to apply for support.

Through funding for core programs, individual projects and professional development, the arts will thrive and deliver creative excellence that reflects our diverse communities.

In addition, we will continue to offer targeted support for the development of the NSW Aboriginal arts and cultural sector. Based on the principles of self-determination, and supporting the cultural aspirations of Aboriginal communities in NSW, this will drive forward our strong sense of national identity.

The NSW Government wants the people of NSW to experience how creativity makes a vital contribution to the liveability of their communities and the enjoyment of their everyday lives. Participating in creativity has benefits for everyone. It develops critical thinking skills through arts education, improves our mental health, accelerates recovery and rehabilitation in hospitals, connects diverse audiences from across the State and enhances the wellbeing of our communities.

We are committed to increasing access to creativity, arts and culture that enables us to reflect and celebrate who we are, express our identity and activate gathering places across NSW for everyone's benefit.



ARTS AND CULTURAL FUNDING PROGRAM OBJECTIVES

The Arts and Cultural Funding Program is guided by **three** key objectives:

**Grow** creative leadership and programming excellence in NSW

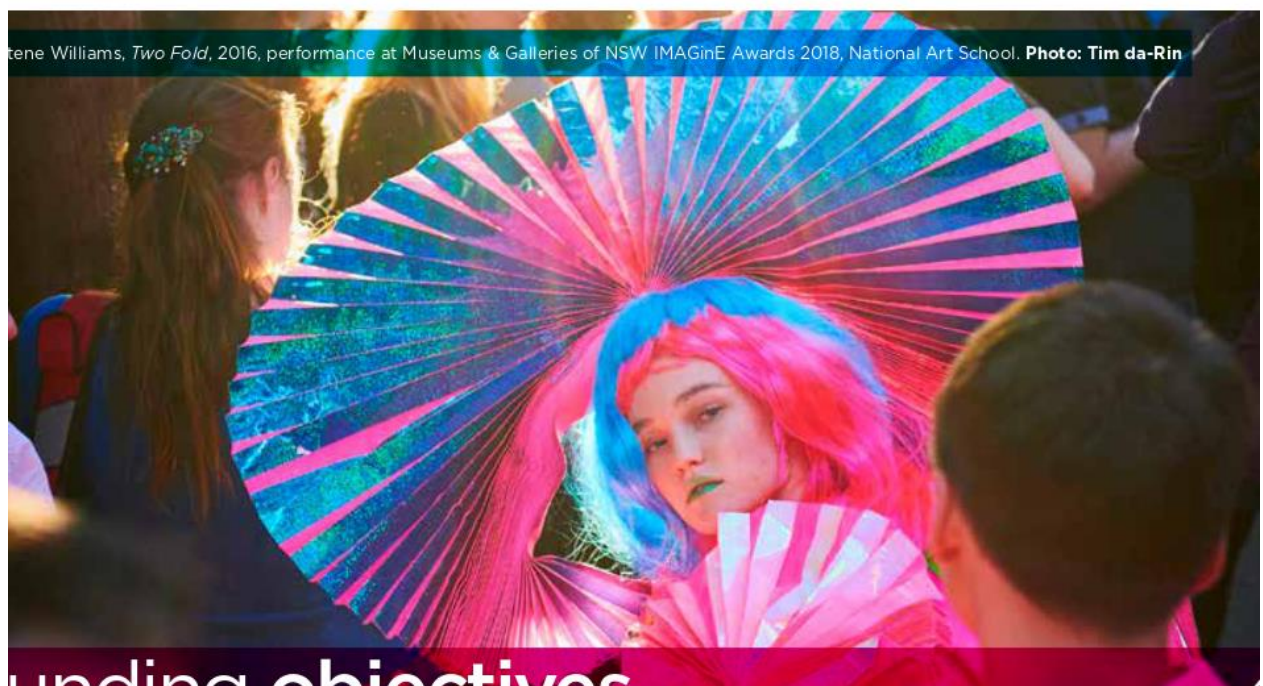
- We foster world-class arts and cultural ambition by investing in creative leadership and programming excellence – including contemporary, innovative and daring practices, the delivery of new works and support for plans that bring works to new audiences
- We support organisations, artists and arts and cultural workers that facilitate an understanding of different cultures and opportunities for creative encounters that help build a cohesive and open society.

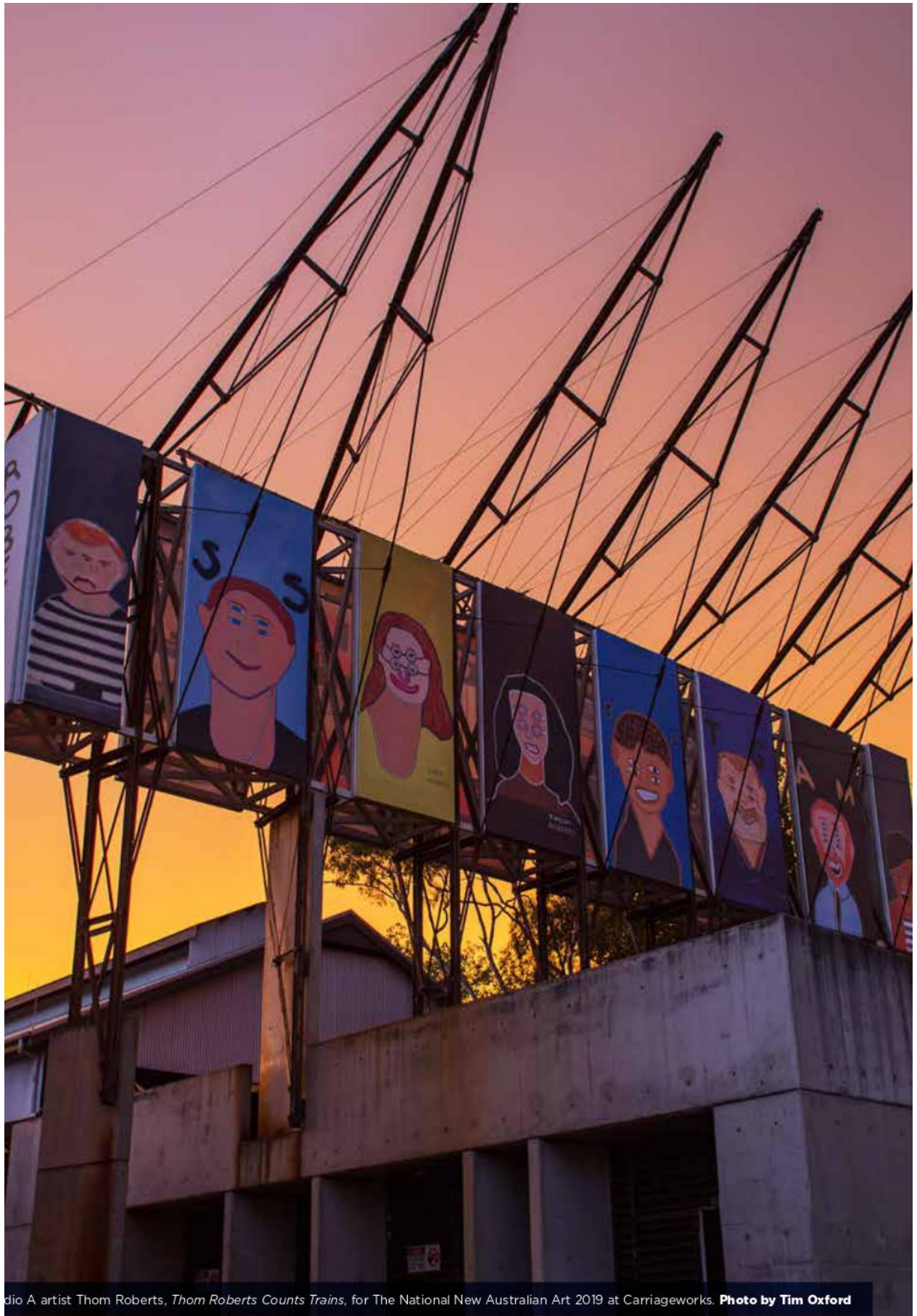
**Strengthen** NSW arts and cultural activity that drives community and social benefits

- First Peoples' arts and culture is acknowledged as a key pillar of arts and culture in Australia, and we promote new opportunities for their professional development, self-determination and leadership
- We support arts and cultural activity that benefits the many in NSW, inclusive of the wide variety of communities and the diverse creative ecology across the State
- Our activity delivers accessible creative experiences that nurture creative skills, improve well-being and enable a widely-engaged and diverse community of artists in NSW
- We are committed to increasing equity in accessing resources and opportunities amongst underrepresented groups across the State.

**Showcase** NSW as a leader for strategic arts and cultural governance and strong financial management

- We support projects and programs that exemplify financial resilience backed by best-practice governance, budgeting, marketing and strong strategic planning that demonstrates increased creative production, sustainability and activation in NSW
- We support the continual improvement of the sector through activity that delivers opportunities for professional development to foster strong leadership and delivery
- Successful projects demonstrate their economic viability through the use of strategic partnerships, diversified income streams and innovative approaches that build organisations' capacity to secure funding from alternative sources.







OVERVIEW OF PROJECT FUNDING



Project funding supports excellence, innovation and creativity within the NSW arts and cultural sector. It aims to deliver a dynamic and diverse range of arts and cultural experiences to communities across NSW, contribute to the development of a vibrant and accessible arts and cultural sector, and support the employment and development of professional NSW-based artists and arts and cultural workers.

Funding is available for a wide range of arts and cultural activity, including:

- creation of new work, practice-based research or experimentation and professional development
- production, exhibition, presenting, publishing or recording, touring and festivals
- promotion and marketing, market and/or audience development activity
- conservation and/or development of collections and archives (including Aboriginal Keeping Places and the digitisation of collections)
- purchase of capital infrastructure and equipment
- partnerships, capacity building and sustainability.

Funding is not available under this program for filmmaking, screen production, mainstream animation or film festivals (see screen.nsw.gov.au for funding opportunities in this area).

OTHER FUNDING SUPPORT



Creative Koori Projects and **Annual Organisation** funding guidelines are also available - visit the website for more information: create.nsw.gov.au

Guidelines for **Multi-year Organisation** funding will be released in August 2019. Multi-year Organisation funding is a contribution to a program of activity delivered by emerging and established leading arts and cultural organisations based in NSW. Funding will be offered through a multi-year agreement commencing from 2021.



overview



WHEN CAN I APPLY FOR FUNDING?



There are **two** opportunities to apply for Project funding in the 2019/20 financial year:

ROUND 1

Opens: The first Monday in August (Monday, 5 August 2019)

Closes: The first Monday in September (Monday, 2 September 2019 at 5pm AEST)

ROUND 2

Opens: The first Monday in February (Monday, 3 February 2020)

Closes: The first Monday in March (Monday, 2 March 2020 at 5pm AEST)



IMPORTANT

- Applications must be received through our secure online grants system
- You can access the online application form using the **Apply Now** button on the Create NSW website: create.nsw.gov.au
- You may submit only **one application per round**. It may be to any one of the following categories: Project, Creative Koori Projects or Annual Organisation
- Late submissions will not be accepted
- Technical and administration support will be available until 5pm on the closing date
- See **page 16** if you require this information in a format which is accessible to you
- Please contact us well before the closing date with any technical or administration questions:



(02) 8289 6520



arts.funding@create.nsw.gov.au

Application Timings



WHO CAN APPLY FOR FUNDING?

To be eligible for Project funding you need to meet the following **three** criteria:

1 Applicant type

You must be an:

- Australian citizen; or
- permanent resident; or
- organisation/group located in Australia.

2 Project focus

Your project must be a clearly defined arts and cultural activity.

3 Benefit

Your project must benefit NSW by either:

- employing NSW artists or arts and cultural workers; and/or
- providing arts and cultural experiences to the people of NSW.

! You are **ineligible** to apply for Project funding if:

- you are a Major Performing Arts company, State Significant Organisation, State Cultural Institution or Key Festival; or
- your project has commenced or already taken place
- you are applying for filmmaking, screen production, mainstream animation or film festivals (see screen.nsw.gov.au for funding opportunities in this area).

Funds Administration

You may engage an administrative body/third party (e.g. manager, agent or producing organisation) to receive and administer funds on your behalf. It is recommended that a fee for this service is included in your project budget.

HOW MUCH FUNDING IS AVAILABLE?

There is **no upper limit** to the amount of funding you may request.

However, to be competitive, you must provide a level of detail in your written application, support material and budget appropriate to the level of your funding request (see **Assessment Criteria**).

This expectation will vary according to the following levels of your funding request:

- applying for less than \$20,000
- applying for at least \$20,000 but less than \$140,000
- applying for \$140,000 or more.



You may not request funding for the total cost of your project. You must include an independent financial contribution (cash and/or in kind) from other sources. This amount varies according to the level of your funding request:

FUNDING REQUEST	INDEPENDENT FINANCIAL CONTRIBUTION (cash and/or in kind) from other sources
Less than \$20,000	At least 10% of total budget
At least \$20,000 but less than \$140,000	At least 30% of total budget
\$140,000 or more	At least 50% of total budget





an Green and Christian Tagliaferro in *The Outside Man*. Photo: Lisa Tomasetti for Merrigong Theatre Company

HOW WILL MY APPLICATION BE ASSESSED?



Assessment Criteria

You must address the following **three** assessment criteria. The level of detail required in addressing each criterion will increase according to the level of funding request:

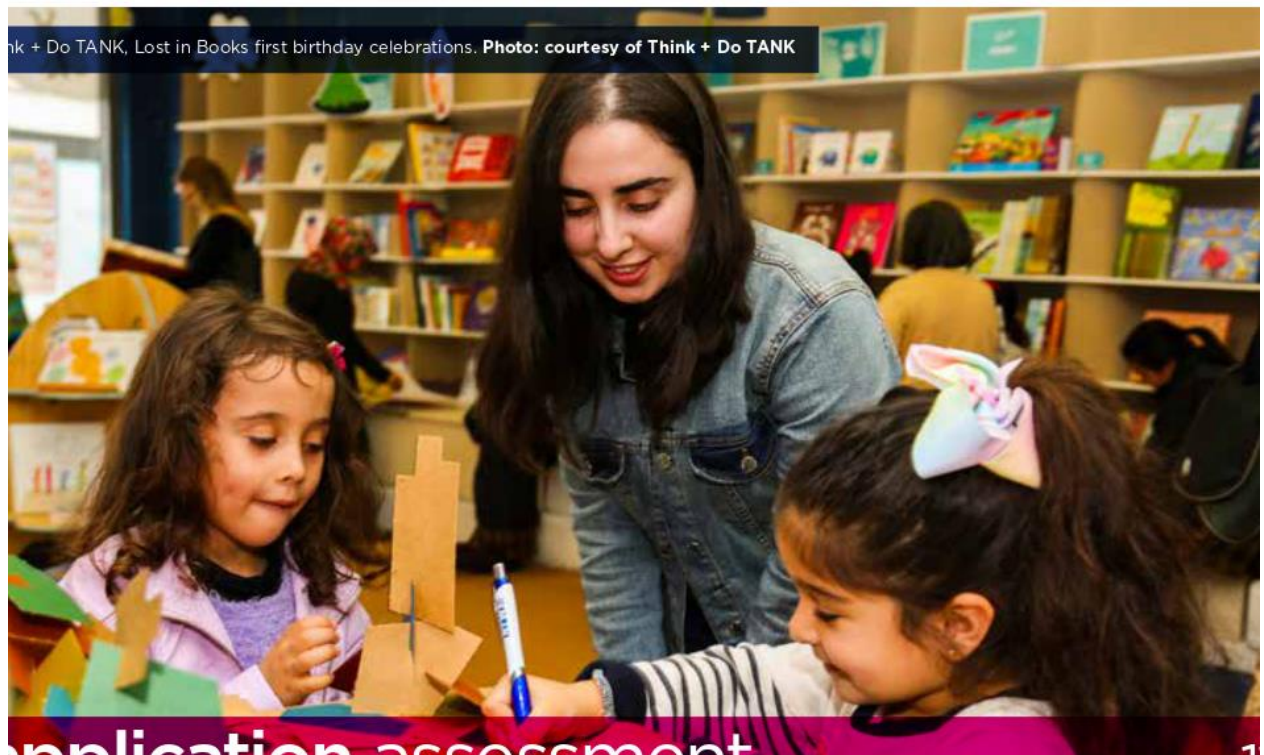


✓ REQUIRED

✗ NOT REQUIRED

● OPTIONAL

CRITERIA		FUNDING REQUEST		
		Less than \$20,000	\$20,000 and over but less than \$140,000	\$140,000 and over
1	Project merit	✓	✓	✓
EXCELLENCE		<p>The Artform Assessment Board may consider:</p> <ul style="list-style-type: none"> the artistic rationale and/or vision for the project the articulation of creative process and/or project delivery the quality and reputation of previous work how the project engages NSW artists, and arts and cultural workers how the project provides arts and cultural experiences to the people of NSW how the project profiles NSW/Australian stories, voices and practices how the project contributes to the creative and cultural profile of NSW your adherence to Aboriginal cultural protocols (where relevant). 		



Think + Do TANK, Lost in Books first birthday celebrations. Photo: courtesy of Think + Do TANK

application assessment

1

CRITERIA	FUNDING REQUEST		
	Less than \$20,000	\$20,000 and over but less than \$140,000	\$140,000 and over
2 Project impact Choose and address one option (Audience, Cultural, Operational or Social Impact) that best represents the primary outcome of your project:	✓	✓	✓
AUDIENCE IMPACT	The Artform Assessment Board may consider how your project: <ul style="list-style-type: none"> ■ increases or diversifies audiences ■ satisfies existing audience demand ■ delivers long-term benefits for audiences ■ develops markets for NSW work nationally and internationally ■ meets existing demand for NSW work ■ engages international audiences with NSW work ■ develops international partnerships and collaborations ■ where relevant, increases the experience by Australians of Aboriginal and Torres Strait Islander arts and culture. 		
CULTURAL IMPACT	The Artform Assessment Board may consider how your project: <ul style="list-style-type: none"> ■ develops the artform and/or sector ■ contributes to the diversity of cultural expression ■ demonstrates a high level of innovation and experimentation ■ demonstrates leadership in area of practice ■ demonstrates creative collaborations across the sector ■ engages diversity of artists, arts and cultural practitioners. 		
OPERATIONAL IMPACT	The Artform Assessment Board may consider how your project: <ul style="list-style-type: none"> ■ outlines strategies for increasing philanthropic support or capacity building ■ develops partnerships across and outside the sector to enhance business sustainability ■ leverages requested funding for support from other sources ■ demonstrates strategies for increasing self-generated income ■ offers ability to secure matched funding through NSW Government support. 		
SOCIAL IMPACT	The Artform Assessment Board may consider how your project: <ul style="list-style-type: none"> ■ engages the NSW community in arts and cultural activities as creators, participants and/or audiences ■ provides social outcomes in identified areas of need in NSW, e.g. education, health and wellness ■ demonstrates strategies for social inclusion in identified areas of need in NSW, e.g. education, health and wellness ■ demonstrates the value of the project to NSW audiences/target market ■ supports volunteer engagement and development ■ increases the experience by Australians of Aboriginal and Torres Strait Islander arts and culture. 		

CRITERIA		FUNDING REQUEST		
3	Project viability Create NSW and the Artform Assessment Board consider:	Less than \$20,000	\$20,000 and over but less than \$140,000	\$140,000 and over
	■ a basic project budget and plan	✓	✗	✗
	■ a detailed and comprehensive budget	✗	✓	✓
	■ demonstration that budgeted costs are appropriate (e.g. fees, venue hire)	✓	✓	✓
	■ the diversity of revenue generated	✗	✓	✓
	■ your capacity to manage the funds and financial risk	✗	✓	✓
	■ a detailed project plan	✗	✓	✓
	■ the history, experience and expertise of key staff and creative delivering the project	✗	✓	✓
	■ the scope of partnerships and shared resources	✗	●	✓
	■ any applicable governance, committee, and project management arrangements	✗	●	✓
	■ any employment and/or investment in skills development	✗	●	✓
	■ risk management plans	✗	●	✓



a Hamaguchi in Bangarra's *Dark Emu*. Photo: Daniel Boud

ASSESSMENT PROCESS



You will receive an automated response from our secure online grants system once your application has been submitted. All applications then proceed through an assessment process as outlined below.

Artform Assessment Boards

All applications are assessed by Artform Assessment Boards. As part of the application process, you will be able to choose which Artform Assessment Board you want to assess your application. The Boards will consist of representatives from leading NSW arts and cultural organisations, independent organisations and individual artists.



Eligibility check

Once received through the online grants system, all applications undergo an eligibility check.

Eligible applications proceed to the three-stage assessment process.

If you are deemed ineligible, you will be advised in writing within 14 days of the closing date and your application will not proceed to assessment.

Assessment Stage 1

The Artform Assessment Board members individually assess and rank all applications against Project Merit and Project Impact assessment criteria.

Assessment Stage 2

Create NSW will review and provide advice to the Boards on how the applications meet Criterion 3: Project Viability.

Assessment Stage 3

The Artform Assessment Boards will meet to determine their final recommendations with reference to the assessment criteria, demographics and the distribution, range and scale of recommended applicants. This may include prioritising NSW applicants, as well as programs, individuals and outcomes that address people living and/or working in regional NSW, people living and/or working in Western Sydney, Aboriginal people, people from culturally and linguistically diverse (CaLD) backgrounds, people with disability, and young people. Prioritisation of recommended applicants ensures equity across the State and the best outcomes for NSW Government investment.

There may also be cross-Board consultation on applications as determined by the Board members.

Final recommendations are submitted for the consideration of the Minister for the Arts.

Further advice and/or clarification may be requested from applicants by Create NSW during the assessment process.

The NSW Government typically receives far more applications than it can support and even if your application meets the assessment criteria, you are not guaranteed funding. If you are successful, your application may not be funded to the amount you have requested.



WHEN WILL I KNOW IF MY APPLICATION IS SUCCESSFUL?



All applicants will be notified of the outcome of their applications publicly or under embargo* no later than the following dates:

ROUND 1

Touring (performing arts) projects only: Friday 31 October 2019

All other projects: Friday 6 December 2019

All successful Round 1 projects can start after 31 January 2020.

ROUND 2

All projects, including Touring (performing arts): Friday 19 June 2020

All successful Round 2 projects can start after 1 August 2020.

* Under embargo means that applicants are notified but cannot publicise the outcome until the official announcement has been made by the Minister for the Arts or Create NSW. The embargo period is taken seriously and failure to comply may impact your current or future funding eligibility.

What happens if my application is successful?

Successful applicants will be required to sign a funding agreement that covers your obligations, including:

- **Acceptance:** Return a signed contract, and any other required documentation, within two weeks of receipt
- **Publicity:** The NSW Government must be acknowledged in any marketing/publicity collateral
- **Timing:** Completion of your project must take place within two years of the funding commencing
- **Reporting:** Reporting and monitoring requirements will be appropriate to the scale of the funding received
- **Overdue Acquittals:** If you have received a grant or administered a grant from Arts NSW/Create NSW in the past and that grant has not been satisfactorily acquitted, payment of new funding may be delayed until acquittal has been submitted and approved.

How do I get feedback on my application?

When you are notified of the outcome of your application, you will also be provided with information on how to receive feedback.

An Assessment Meeting Report providing an overview of the round and the successful applicants will also be published on the website after the outcome of each round has been publicly announced. The report will contain feedback from the Artform Assessment Board that may assist you with future applications.




WHAT SUPPORT IS AVAILABLE TO ME?



Resources will be made available to assist you with your funding application. We recommend that you sign up to the Create NSW e-newsletter to stay informed of updates via our website create.nsw.gov.au.

Create NSW contact details

Contact a staff member if you need any advice between 9am and 5pm Monday to Friday:

 (02) 8289 6520


 arts.funding@create.nsw.gov.au

Create NSW staff are available to provide information to potential applicants on interpretation of these Guidelines, including types of projects eligible for funding, and advice on the online application process. Staff cannot help directly with your application. To maintain a fair and equitable process, staff are unable to edit or correct any applications.

ACCESSIBILITY



If you are an applicant living with disability, and you require this information in a format which is accessible to you, or if you require this information in another language, you can contact us between 9am and 5pm Monday to Friday:

 (02) 8289 6520

 arts.funding@create.nsw.gov.au

The National Relay service numbers are:

TTY users

Phone 133 677 then ask for (02) 8289 6520

Speak and Listen users

Phone 1300 555 727 then ask for (02) 8289 6520

Internet Relay users

Connect to NES then ask for (02) 8289 6520

OTHER INFORMATION



The following further information can be found on the website: create.nsw.gov.au

- Complaints process
- Privacy Policy
- Government Information (Public Access) Act 2009.

create with us
create.nsw.gov.au

DISCLAIMER

Every effort has been made to ensure this publication is free from error and/or omission at the date of publication (July 2019). The authors, publisher and any person involved in the preparation of this publication take no responsibility for loss occasioned to any person acting or refraining from action as a result of information contained herein.

CREATE NSW

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creative koori projects

ARTS AND CULTURAL FUNDING PROGRAM GUIDELINES 2019/20

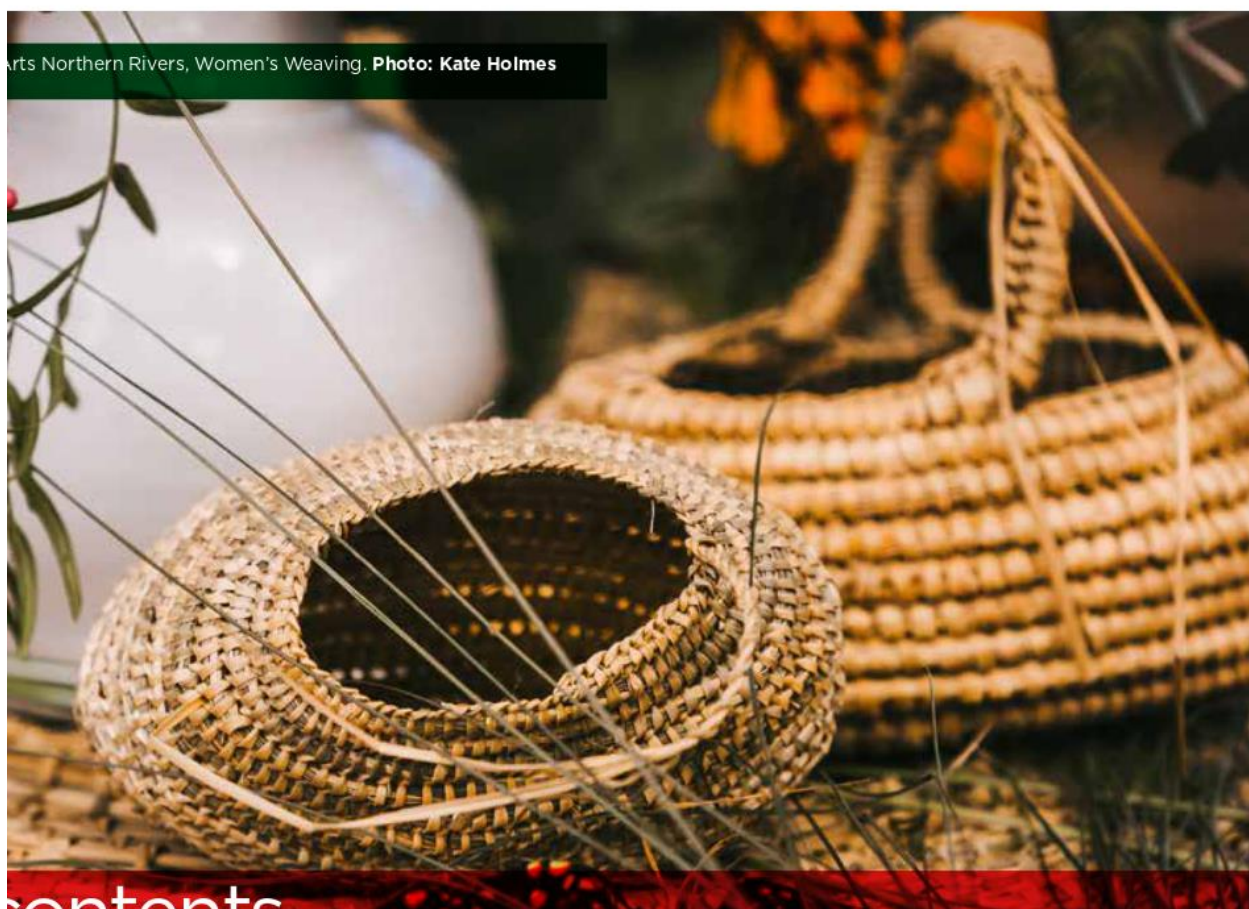


create.nsw.gov.au



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MESSAGE FROM THE **MINISTER FOR THE ARTS**

Create NSW acknowledges the Aboriginal people across the State and their continued connection to their lands, waters and culture.

We respect elders past and present and the role that Aboriginal artists play in contributing to their culture.

Creativity, arts and cultural activities enrich our lives profoundly. Australia's history reaches back more than 60,000 years with its roots in First Peoples' culture and traditions, and today, our stories are informed by our profound diversity. Expressions of our culture, the stories of a multicultural population from across the globe, shape our experiences and our aspirations and reflect who we are to the world.

I invite and encourage NSW artists, practitioners and organisations to apply for support through the Arts and Cultural Funding Program. This year we have streamlined the process to make it easier for applicants and we have created new Artform Assessment Boards with leading arts and cultural practitioners to assist in decision making.

The Program supports arts and cultural organisations, and the creative talent that makes this State great. This year we have increased the opportunity for a broader range of projects and activities to apply for support.

Through funding for core programs, individual projects and professional development, the arts will thrive and deliver creative excellence that reflects our diverse communities.

In addition, we will continue to offer targeted support for the development of the NSW Aboriginal arts and cultural sector. Based on the principles of self-determination, and supporting the cultural aspirations of Aboriginal communities in NSW, this will drive forward our strong sense of national identity.

The NSW Government wants the people of NSW to experience how creativity makes a vital contribution to the liveability of their communities and the enjoyment of their everyday lives. Participating in creativity has benefits for everyone. It develops critical thinking skills through arts education, improves our mental health, accelerates recovery and rehabilitation in hospitals, connects diverse audiences from across the State and enhances the wellbeing of our communities.

We are committed to increasing access to creativity, arts and culture that enables us to reflect and celebrate who we are, express our identity and activate gathering places across NSW for everyone's benefit.



ARTS AND CULTURAL FUNDING PROGRAM OBJECTIVES

The Arts and Cultural Funding Program is guided by **three** key objectives:

**Grow** creative leadership and programming excellence in NSW

- We foster world-class arts and cultural ambition by investing in creative leadership and programming excellence – including contemporary, innovative and daring practices, the delivery of new works and support for plans that bring works to new audiences
- We support organisations, artists and arts and cultural workers that facilitate an understanding of different cultures and opportunities for creative encounters that help build a cohesive and open society.

**Strengthen** NSW arts and cultural activity that drives community and social benefits

- First Peoples' arts and culture is acknowledged as the foundation of all arts and culture in Australia, and we promote new opportunities for their professional development, self-determination and leadership
- We support arts and cultural activity that benefits the many in NSW, inclusive of the wide variety of communities and the diverse creative ecology across the State
- Our activity delivers accessible creative experiences that nurture creative skills, improve well-being and enable a widely-engaged and diverse community of artists in NSW
- We are committed to increasing equity in accessing resources and opportunities amongst underrepresented groups across the State.

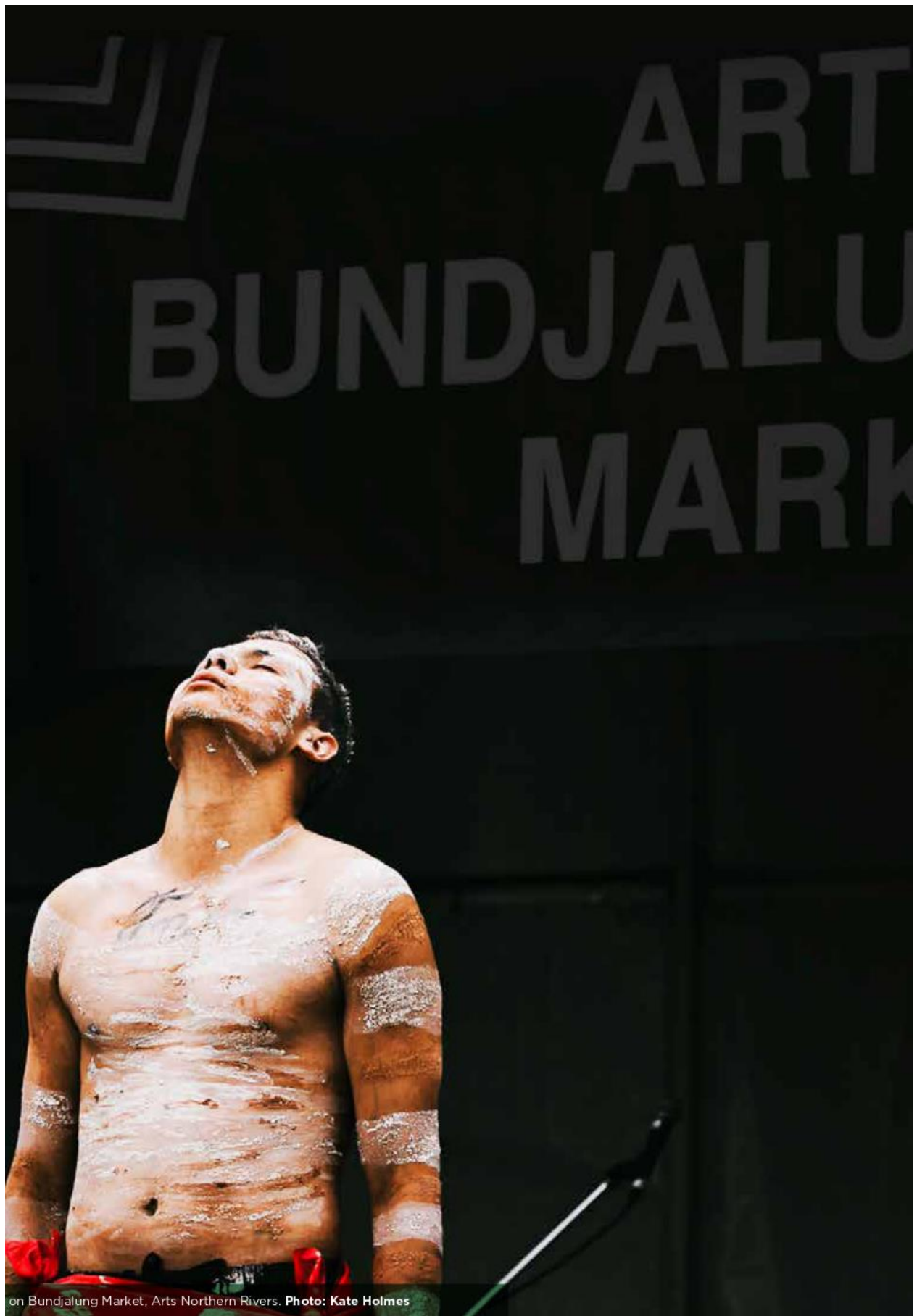
**Showcase** NSW as a leader for strategic arts and cultural governance and strong financial management

- We support projects and programs that exemplify financial resilience backed by best-practice governance, budgeting, marketing and strong strategic planning that demonstrates increased creative production, sustainability and activation in NSW
- We support the continual improvement of the sector through activity that delivers opportunities for professional development to foster strong leadership and delivery
- Successful projects demonstrate their economic viability through the use of strategic partnerships, diversified income streams and innovative approaches that build organisations' capacity to secure funding from alternative sources.



Saltwater Freshwater Glasshouse launch. Photo: courtesy Saltwater freshwater Arts Alliance

unding objectives



on Bundjalung Market, Arts Northern Rivers. Photo: Kate Holmes



OVERVIEW OF CREATIVE KOORI PROJECTS FUNDING



Creative Koori Projects funding aims to build support for a strong, resilient and exciting Aboriginal arts and cultural sector for NSW. This will be done by embracing the principles of Aboriginal self-determination and putting Aboriginal artists, organisations and communities at the centre of funded cultural and creative activity.

Your intended projects may cover the following elements:

- **NSW Aboriginal cultural development** including projects that focus on cultural revitalisation and passing on cultural creative practices and knowledge between generations.
- **Contemporary practice** that explores new ways of cultural and creative expression. This can include the creation of new work and practice-based research or experimentation.
- **Sharing NSW Aboriginal culture the Aboriginal way**, through productions, exhibitions, performances, publishing or recording, touring and festivals. This can also include projects that foster collaboration or partnerships with others and market/audience development activity.
- **Promoting NSW Aboriginal culture** through promotion and marketing activities.
- **Strengthening the NSW Aboriginal arts and cultural sector** through:
 - creation of employment pathways for Aboriginal artists
 - professional development for individuals and organisations
 - conservation and/or development of collections and archives of cultural material
 - purchase of capital infrastructure and equipment.

Funding is not available under this program for the following activities:

- projects that do not identify and acknowledge Aboriginal cultural authority and agency
- where cultural knowledge or guidance is being utilised, but cultural knowledge holders are not being recompensed
- filmmaking, screen production, mainstream animation or film festivals (see screen.nsw.gov.au for funding opportunities in this area).

OTHER FUNDING SUPPORT



Project and **Annual Organisation** funding guidelines are also available - visit the Create NSW website for more information: create.nsw.gov.au

Guidelines for **Multi-year Organisation** funding will be released in August 2019. Multi-year Organisation funding is a contribution to a program of activity delivered by emerging and established leading arts and cultural organisations based in NSW. Funding will be offered through a multi-year agreement commencing from 2021.



WHEN CAN I APPLY FOR FUNDING?



There are **two** opportunities to apply for Creative Koori Projects funding in the 2019/20 financial year:

ROUND 1

Opens: The first Monday in August (Monday, 5 August 2019)

Closes: The first Monday in September (Monday, 2 September 2019 at 5pm AEST)

ROUND 2

Opens: The first Monday in February (Monday, 3 February 2020)

Closes: The first Monday in March (Monday, 2 March 2020 at 5pm AEST)



IMPORTANT

- Applications must be received through our secure online grants system
- You can access the online application form using the **Apply Now** button on the Create NSW website:
create.nsw.gov.au
- You may submit only **one application per round**. It may be to any one of the following: Projects, Annual Organisation, or Creative Koori Projects
- Late submissions will not be accepted
- See **page 17** if you require this information in a format which is accessible to you
- Technical and administration support will be available until 5pm on the closing date
- Please contact us well before the closing date with any technical or administration questions:
 - ☎ (02) 8289 6520
 - ✉ arts.funding@create.nsw.gov.au

Application Timings



WHO CAN APPLY FOR FUNDING?

To be eligible for Creative Koori Projects funding you need to meet the following **three** criteria:

1 Applicant type

You must be an:

- Aboriginal individual or
- Aboriginal organisation/group; and
- have a strong cultural affiliation with country that is now called NSW.


2 Project focus

Your project must be a clearly defined arts and cultural activity.

3 Benefit

Your project must benefit NSW by either:

- employing NSW Aboriginal practicing artists or arts and cultural workers; and/or
- providing arts and cultural experiences to NSW Aboriginal communities and/or audiences.

 You are **ineligible** to apply for Creative Koori Projects funding if:

- you are not Aboriginal or not an Aboriginal organisation
- you are a Create NSW designated Major Performing Arts company, State Significant Organisation, State Cultural Institution or Key Festival
- your project has commenced or already taken place, or
- you are applying for filmmaking, screen production, mainstream animation or film festivals (see screen.nsw.gov.au for funding opportunities in this area).

Funds Administration

You may engage an administrative body/third party (e.g. manager, agent or producing organisation) to receive and administer funds on your behalf. It is recommended that a fee for this service is included in your project budget.

HOW MUCH FUNDING IS AVAILABLE?

There is **no upper limit** to the amount of funding you may request.

However, to be competitive, you must provide a level of detail in your written application, support material and budget appropriate to the level of your funding request (see **Assessment Criteria**).

This expectation will vary according to the following levels of your funding request:

- applying for less than \$20,000
- applying for at least \$20,000 but less than \$140,000
- applying for \$140,000 or more.



You may not request funding for the total cost of your project. You must include an independent financial contribution (cash or in kind) from other sources. This amount varies according to the level of your funding request:

FUNDING REQUEST	INDEPENDENT FINANCIAL CONTRIBUTION (cash and/or in kind) from other sources
Less than \$20,000	At least 10% of total budget
At least \$20,000 but less than \$140,000	At least 30% of total budget
\$140,000 or more	At least 50% of total budget





on Bundjalung Market, Arts Northern Rivers. Photo: Kate Holmes

HOW WILL MY APPLICATION BE ASSESSED?



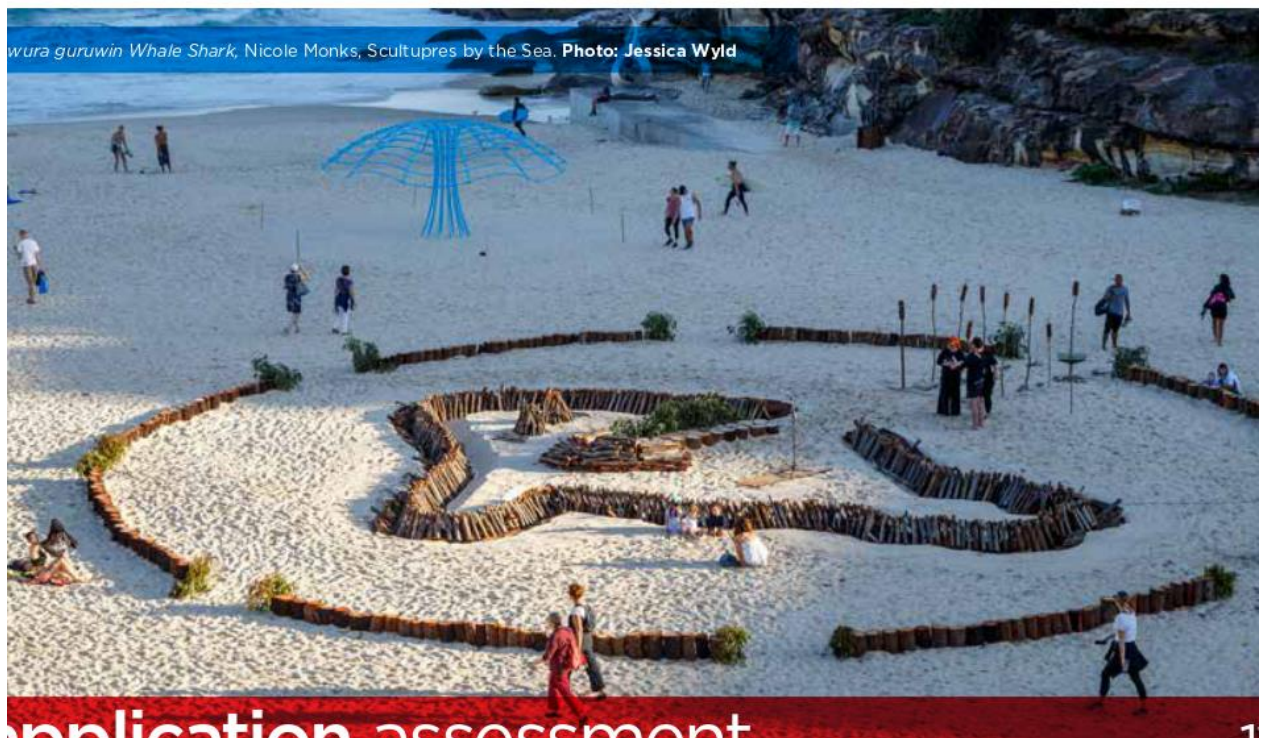
Assessment Criteria

You must address the following **three** assessment criteria. The level of detail required in addressing each criterion will increase according to the level of funding request:



✓ REQUIRED ✗ NOT REQUIRED ● OPTIONAL

CRITERIA	FUNDING REQUEST		
	Less than \$20,000	\$20,000 and over but less than \$140,000	\$140,000 and over
1 Project merit	✓	✓	✓
EXCELLENCE	<p>The Artform Assessment Board may consider:</p> <ul style="list-style-type: none"> the artistic rationale and/or vision for the project the articulation of creative process and/or project delivery the quality and reputation of previous work how the project engages Aboriginal NSW artists, and arts and cultural workers how the project provides Aboriginal arts and cultural experiences to the people of NSW how the project profiles Aboriginal NSW/Australian stories, voices and practices how the project contributes to the creative and cultural profile of NSW your adherence to Aboriginal cultural protocols (where relevant). 		



application assessment

CRITERIA	FUNDING REQUEST		
	Less than \$20,000	\$20,000 and over but less than \$140,000	\$140,000 and over
2 Project impact Choose and address one option (Audience, Cultural, Operational, or Social Impact) that best represents the primary outcome of your project:	✓	✓	✓
AUDIENCE IMPACT	The Artform Assessment Board may consider how your project: <ul style="list-style-type: none"> ■ increases or diversifies audiences ■ satisfies existing audience demand ■ delivers long-term benefits for audiences ■ develops markets for NSW work nationally and internationally ■ meets existing demand for NSW work ■ engages international audiences with NSW work ■ develops international partnerships and collaborations ■ where relevant, increases the experience by Australians of Aboriginal and Torres Strait Islander arts and culture. 		
CULTURAL IMPACT	The Artform Assessment Board may consider how your project: <ul style="list-style-type: none"> ■ develops the art form and/or sector ■ contributes to the diversity of cultural expression ■ demonstrates a high level of innovation and experimentation ■ demonstrates Aboriginal leadership in area of practice ■ demonstrates creative collaborations across the sector ■ engages diversity of artists, arts and cultural practitioners. 		
OPERATIONAL IMPACT	The Artform Assessment Board may consider how your project: <ul style="list-style-type: none"> ■ outlines strategies for increasing philanthropic support or capacity building ■ develops partnerships across and outside the sector to enhance business sustainability ■ leverages requested funding for support from other sources ■ demonstrates strategies for increasing self-generated income ■ offers ability to secure matched funding through NSW Government support. 		
SOCIAL IMPACT	The Artform Assessment Board may consider how your project: <ul style="list-style-type: none"> ■ engages the NSW Aboriginal community in arts and cultural activities as creators, participants and/or audiences ■ provides social outcomes in identified areas of need in NSW, e.g. education, health and wellness ■ demonstrates strategies for Aboriginal social inclusion in NSW ■ demonstrates the value of the project to NSW audiences/target market, especially Aboriginal audiences ■ supports volunteer engagement and development ■ increases the experience by Australians of NSW Aboriginal arts and culture. 		

CRITERIA		FUNDING REQUEST		
3	Project viability Create NSW and the Artform Assessment Board consider:	Less than \$20,000	\$20,000 and over but less than \$140,000	\$140,000 and over
	■ a basic project budget and plan	✓	✗	✗
	■ a detailed and comprehensive budget	✗	✓	✓
	■ demonstration that budgeted costs are appropriate (e.g. fees, venue hire)	✓	✓	✓
	■ the diversity of revenue generated	✗	✓	✓
	■ your capacity to manage the funds and financial risk	✗	✓	✓
	■ a detailed project plan	✗	✓	✓
	■ the history, experience and expertise of key staff and creatives delivering the project	✗	✓	✓
	■ the scope of partnerships and shared resources	✗	●	✓
	■ any applicable governance, committee, and project management arrangements	✗	●	✓
	■ any employment and/or investment in skills development	✗	●	✓
	■ risk management plans	✗	●	✓



Black and Blue, Bound collection, Karla Dickens. Photo: courtesy the artist



ASSESSMENT PROCESS



You will receive an automated response from our secure online grants system once your application has been submitted. All applications then proceed through an assessment process as outlined below.

Artform Assessment Boards

All applications to Creative Koori Projects will be assessed by the Aboriginal Arts and Culture Board. The Board will consist of Aboriginal representatives from leading NSW arts and cultural organisations, independent organisations and individual artists.



Eligibility check

Once received through the online grants system, all applications undergo an eligibility check.

Eligible applications proceed to the three-stage assessment process.

If you are deemed ineligible, you will be advised in writing within 14 days of the closing date and your application will not proceed to assessment.

Assessment Stage 1

The Aboriginal Arts and Culture Board will assess and rank all applications against Project Merit and Project Impact assessment criteria.

Assessment Stage 2

Create NSW will review and provide advice to the Board on how the applications meet Criterion 3: Project Viability.

Assessment Stage 3

The Aboriginal Arts and Culture Board will meet to determine their final recommendations with reference to assessment criteria, demographics, and the distribution, range and scale of recommended applicants. This will ensure equity across the State and the best outcomes for NSW Government investment.

There may also be cross-Board consultation on applications as determined by the Board members.

Final recommendations are submitted for the consideration of the Minister for the Arts.

Further advice and/or clarification may be requested from applicants during the assessment process.

The NSW Government typically receives far more applications than it can support and even if your application meets the assessment criteria, you are not guaranteed funding. If you are successful, your application may not be funded to the amount you have requested.



WHEN WILL I KNOW IF MY APPLICATION IS SUCCESSFUL?



All applicants will be notified of the outcome of their applications under embargo* on the following dates:

ROUND 1

Touring (performing arts) projects only: Friday 31 October 2019

All other projects: Friday 6 December 2019

All successful Round 1 projects can start after 31 January 2020.

ROUND 2

All projects including Touring (performing arts): Friday 19 June 2020

All successful Round 2 projects can start after 1 August 2020.

* Under embargo means that applicants are notified but cannot publicise the outcome until the official announcement has been made by the Minister for the Arts or Create NSW. The embargo period is taken seriously and failure to comply may impact your current or future funding eligibility.

What happens if my application is successful?

Successful applicants will be required to sign a funding agreement that covers your obligations, including:

Acceptance: Return a signed contract, and any other required documentation, within two weeks of receipt

Publicity: The NSW Government must be acknowledged in any marketing/publicity collateral

Timing: Completion of your project must take place within two years of the funding commencing

Reporting: Reporting and monitoring requirements will be appropriate to the scale of the funding received

Overdue Acquittals: If you have received a grant or administered a grant from Arts NSW/Create NSW in the past and that grant has not been satisfactorily acquitted, payment of funding may be delayed until acquittal has been submitted and approved.

How do I get feedback on my application?

When you are notified of the outcome of your application, you will also be provided with information on how to receive feedback.

An Assessment Meeting Report will also be published on the website after the outcome of each round has been publicly announced. The report will contain feedback from the Artform Assessment Board that may assist you with future applications.



WHAT SUPPORT IS AVAILABLE TO ME?



Resources will be made available to assist you with your funding application. We recommend that you sign up to the Create NSW e-newsletter to stay informed of updates via our website create.nsw.gov.au.

Create NSW contact details

Contact a staff member if you need any advice between 9am and 5pm Monday to Friday:



(02) 8289 6520



arts.funding@create.nsw.gov.au

Create NSW staff are available to provide information to potential applicants on interpretation of these Guidelines, including types of projects eligible for funding, and advice on the online application process. Staff cannot help directly with your application. To maintain a fair and equitable process, staff are unable to edit or correct any applications.

ACCESSIBILITY



If you are an applicant with disability, and you require this information in a format which is accessible to you, or if you require this information in another language, you can contact us between 9am and 5pm Monday to Friday:



(02) 8289 6520



arts.funding@create.nsw.gov.au

The National Relay service numbers are:

TTY users

Phone 133 677 then ask for (02) 8289 6520

Speak and Listen users

Phone 1300 555 727 then ask for (02) 8289 6520

Internet Relay users

Connect to NES then ask for (02) 8289 6520

OTHER INFORMATION



The following further information can be found on the website: create.nsw.gov.au

- Complaints process
- Privacy Policy
- Government Information (Public Access) Act 2009.

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create.nsw.gov.au

DISCLAIMER

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CREATE NSW

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© Images: Robyn performing live in London at Grounds of Australia. The Australian BPO 2019. Photo: Marianne M. H.





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We respect elders past and present and the role that Aboriginal artists play in contributing to their culture.

Creativity, arts and cultural activities enrich our lives profoundly. Australia's history reaches back more than 60,000 years with its roots in First Peoples' culture and traditions, and today, our stories are informed by our profound diversity. Expressions of our culture, the stories of a multicultural population from across the globe, shape our experiences and our aspirations and reflect who we are to the world.

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Through funding for core programs, individual projects and professional development, the arts will thrive and deliver creative excellence that reflects our diverse communities.

In addition, we will continue to offer targeted support for the development of the NSW Aboriginal arts and cultural sector. Based on the principles of self-determination, and supporting the cultural aspirations of Aboriginal communities in NSW, this will drive forward our strong sense of national identity.

The NSW Government wants the people of NSW to experience how creativity makes a vital contribution to the liveability of their communities and the enjoyment of their everyday lives. Participating in creativity has benefits for everyone. It develops critical thinking skills through arts education, improves our mental health, accelerates recovery and rehabilitation in hospitals, connects diverse audiences from across the State and enhances the wellbeing of our communities.

We are committed to increasing access to creativity, arts and culture that enables us to reflect and celebrate who we are, express our identity and activate gathering places across NSW for everyone's benefit.



ARTS AND CULTURAL FUNDING PROGRAM OBJECTIVES

The Arts and Cultural Funding Program is guided by **three** key objectives:



Grow creative leadership and programming excellence in NSW

- We foster world-class arts and cultural ambition by investing in creative leadership and programming excellence - including contemporary, innovative and daring practices, the delivery of new works and support for plans that bring works to new audiences
- We support organisations, artists and arts and cultural workers that facilitate an understanding of different cultures and opportunities for creative encounters that help build a cohesive and open society.



Strengthen NSW arts and cultural activity that drives community and social benefits

- First Peoples' arts and culture is acknowledged as the foundation of all arts and culture in Australia, and we promote new opportunities for their professional development, self-determination and leadership
- We support arts and cultural activity that benefits the many in NSW, inclusive of the wide variety of communities and the diverse creative ecology across the State
- Our activity delivers accessible creative experiences that nurture creative skills, improve well-being and enable a widely-engaged and diverse community of artists in NSW
- We are committed to increasing equity in accessing resources and opportunities amongst underrepresented groups across the State.



Showcase NSW as a leader for strategic arts and cultural governance and strong financial management

- We support projects and programs that exemplify financial resilience backed by best-practice governance, budgeting, marketing and strong strategic planning that demonstrates increased creative production, sustainability and activation in NSW
- We support the continual improvement of the sector through activity that delivers opportunities for professional development to foster strong leadership and delivery
- Successful projects demonstrate their economic viability through the use of strategic partnerships, diversified income streams and innovative approaches that build organisations' capacity to secure funding from alternative sources.

Audio A artist Daniel Kim, 'Thom', 2019, acrylic on canvas. Image: courtesy Studio A





Body Type playing THE AUSSIE BBQ, SXSW at Australia House. Photo: courtesy Sounds Australia

OVERVIEW OF ANNUAL ORGANISATION FUNDING



Annual Organisation funding is provided on an annual basis to support Arts and Cultural Organisations (including service organisations) to deliver multiple arts and cultural activities throughout a single calendar or financial year. Funding can contribute to any aspect of an organisation's program.

Funding is available for a wide range of arts and cultural activity, including:

- creation of new work, practice-based research or experimentation and professional development
- production, exhibition, presenting, publishing or recording, touring and festivals
- promotion and marketing, market and/or audience development activity
- conservation and/or development of collections and archives (including Aboriginal Keeping Places and the digitisation of collections)
- purchase of capital infrastructure and equipment
- partnerships, capacity building and sustainability.

Funding is not available for filmmaking, screen production, mainstream animation or film festivals (see screen.nsw.gov.au for funding opportunities in this area).

OTHER FUNDING SUPPORT



Project and **Creative Koori Projects** funding guidelines are also available - visit the Create NSW website for more information: create.nsw.gov.au.

Guidelines for **Multi-year Organisation** funding will be released in August 2019. Multi-year Organisation funding is a contribution to a program of activity delivered by emerging and established leading arts and cultural organisations based in NSW. Funding will be offered through a multi-year agreement commencing from 2021.





WHEN CAN I APPLY FOR FUNDING?



There are **two** opportunities to submit an **Annual Organisation** application during the 2019/20 financial year:

ROUND 1

Opens: The first Monday in August (Monday, 5 August 2019)

Closes: The first Monday in September (Monday, 2 September 2019 at 5pm AEST)

ROUND 2


Opens: The first Monday in February (Monday, 3 February 2020)

Closes: The first Monday in March (Monday, 2 March 2020 at 5pm AEST)



IMPORTANT

- Applications must be received through our secure online grants system
- You can create a SmartyGrants account using the **Apply Now** button on the Create NSW website: create.nsw.gov.au
- You may submit only **one application per round**. It may be to any one of the following categories: Project, Creative Koori Projects or Annual Organisation
- Late submissions will not be accepted
- Technical and administration support will be available until 5pm on the closing date
- See **page 17** if you require this information in a format which is accessible to you
- Please contact us well before the closing date with any technical or administration questions:

 (02) 8289 6520

 arts.funding@create.nsw.gov.au

WHO CAN APPLY FOR FUNDING?

To be eligible for Annual Organisation funding you need to meet the following three criteria:

1 Applicant type

You must be an organisation or group located in NSW*.

2 Program focus

Your program must be a clearly defined arts and cultural activity at its core.

3 Benefit

Your core program must benefit NSW by either:

- employing NSW artists or arts and cultural workers; and/or
- providing arts and cultural experiences to the people of NSW.



You are **ineligible** to apply for Annual Organisation funding if:

- you are a Major Performing Arts company, State Significant Organisation, or Key Festival
- you are a state or federal government department or agency, or State Cultural Institution
- you are an educational institution (including preschools, primary and secondary schools)
- you are receiving Multi-year Program funding from Create NSW,
- you are already receiving Annual program funds from Create NSW for the same period, or
- you are applying for filmmaking, screen production, mainstream animation or film festivals (see screen.nsw.gov.au for funding opportunities in this area).

* If you are an organisation based outside NSW and can demonstrate that your program fills a gap in the NSW arts and culture ecology, pre-approval to apply to this round must be sought no later than two weeks prior to the round closing. Contact Create NSW on (02) 8289 6520 or arts.funding@create.nsw.gov.au.



HOW MUCH FUNDING IS AVAILABLE?



There is **no upper limit** to the amount of funding you may request.

However, to be competitive, you must provide a level of detail in your written application, support material and budget appropriate to the level of your funding request (see **Assessment Criteria**).

This expectation will vary according to the following levels of your funding request:

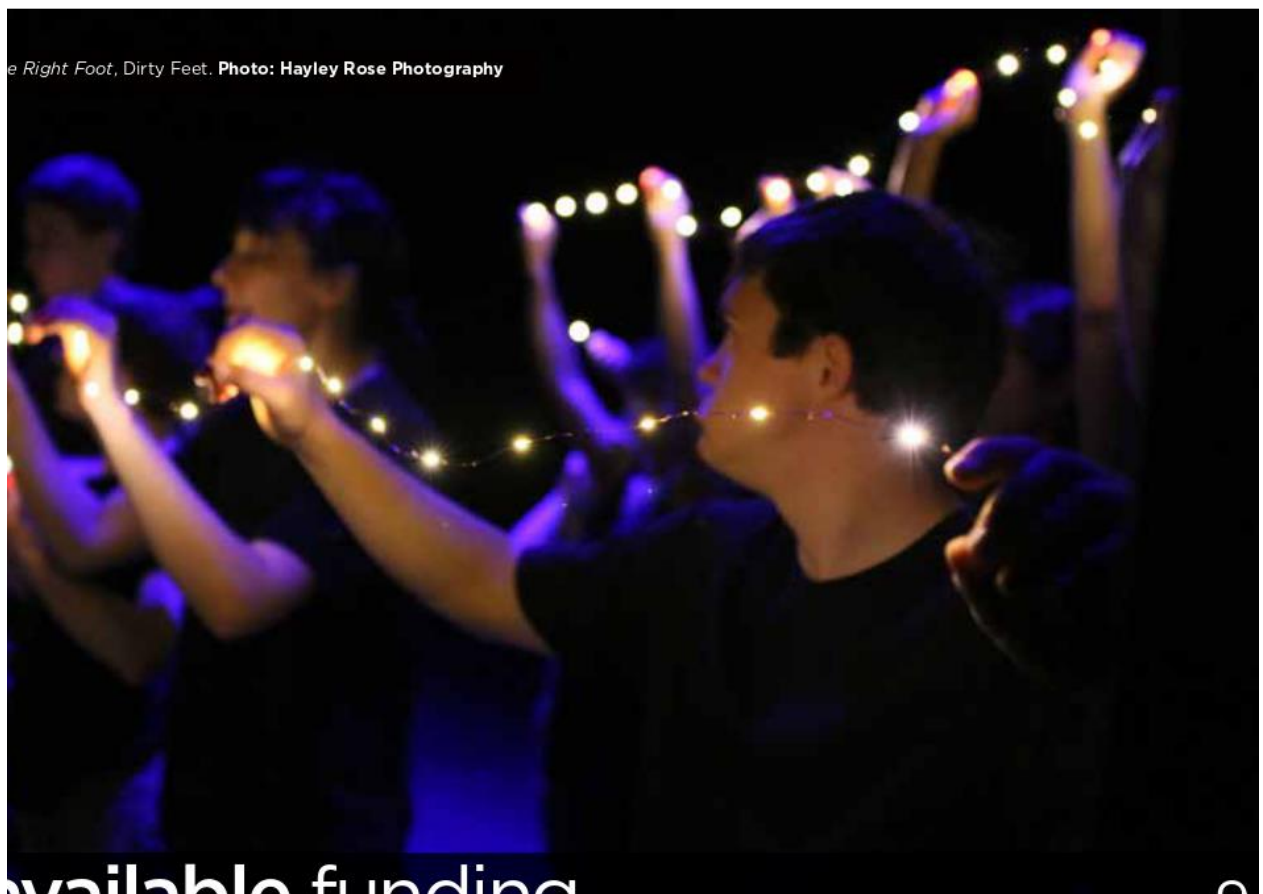
- Applying for less than \$140,000
- Applying for \$140,000 or more.



You may not request funding for the total cost of your project. You must include an independent financial contribution (cash and/or in kind) from other sources. This amount varies according to the level of your funding request:

FUNDING REQUEST	INDEPENDENT FINANCIAL CONTRIBUTION (cash and/or in kind) from other sources
Less than \$140,000	At least 30% of total budget
\$140,000 or more	At least 50% of total budget

e Right Foot, Dirty Feet. Photo: Hayley Rose Photography



available funding



Benelong, Deborah Brown, Bangarra Dance Theatre. Photo: Deborah Brown

HOW WILL MY APPLICATION BE ASSESSED?



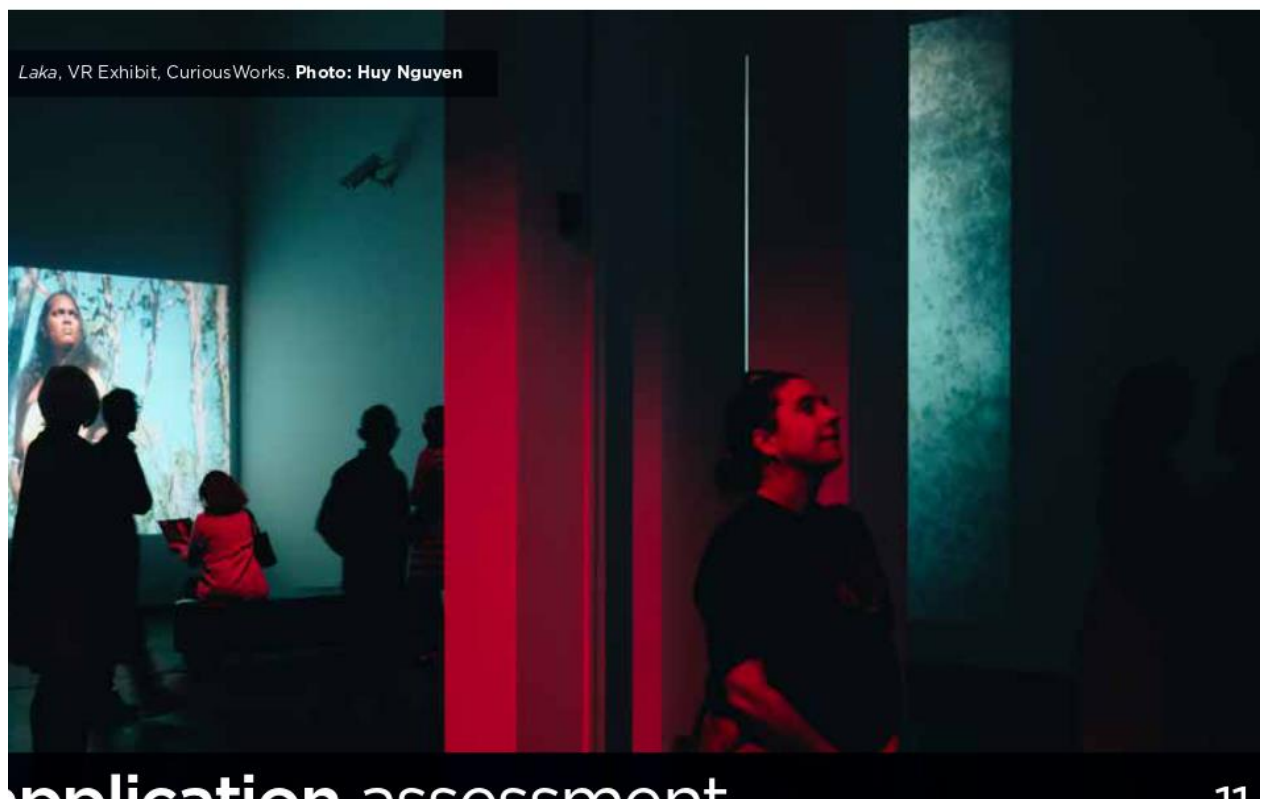
Assessment Criteria

You must address the following **three** assessment criteria. The level of detail required in addressing each criterion will increase according to the level of funding request:



✓ REQUIRED ✗ NOT REQUIRED ● OPTIONAL

CRITERIA	FUNDING REQUEST	
	Less than \$140,000	\$140,000 and over
1 Program merit	✓	✓
EXCELLENCE	<p>The Artform Assessment Board may consider:</p> <ul style="list-style-type: none"> the artistic rationale and/or vision for the program the articulation of creative process and/or program delivery the quality and reputation of previous work how the program engages NSW artists, and arts and cultural workers how the program provides arts and cultural experiences to the people of NSW how the program profiles NSW/Australian stories, voices and practices how the program contributes to the creative and cultural profile of NSW your adherence to Aboriginal cultural protocols (where relevant). 	



application assessment

11

CRITERIA		FUNDING REQUEST	
		Less than \$140,000	\$140,000 and over
2	Project impact Choose and address one option (Audience, Cultural, Operational or Social Impact) that best represents the primary outcome of your project:	✓	✓
AUDIENCE IMPACT		<p>The Artform Assessment Board may consider how your program:</p> <ul style="list-style-type: none"> ■ increases or diversifies audiences ■ satisfies existing audience demand ■ delivers long-term benefits for audiences ■ develops markets for NSW work nationally and internationally ■ meets existing demand for NSW work ■ engages international audiences with NSW work ■ develops international partnerships and collaborations ■ increases the experience by Australians of Aboriginal and Torres Strait Islander arts and culture (where relevant). 	
CULTURAL IMPACT		<p>The Artform Assessment Board may consider how your program:</p> <ul style="list-style-type: none"> ■ develops the artform and/or sector ■ contributes to the diversity of cultural expression ■ demonstrates a high level of innovation and experimentation ■ demonstrates leadership in area of practice ■ demonstrates creative collaborations across the sector ■ engages diversity of artists, arts and cultural practitioners. 	
OPERATIONAL IMPACT		<p>The Artform Assessment Board may consider how your program:</p> <ul style="list-style-type: none"> ■ outlines strategies for increasing philanthropic support or capacity building ■ develops partnerships across and outside the sector to enhance business sustainability ■ leverages requested funding for support from other sources ■ demonstrates strategies for increasing self-generated income ■ offers rationale for seeking matching funding through NSW Government support. 	
SOCIAL IMPACT		<p>The Artform Assessment Board may consider how your program:</p> <ul style="list-style-type: none"> ■ engages the NSW community in arts and cultural activities as creators, participants and/or audiences ■ provides social outcomes in identified areas of need in NSW, e.g. education, health and wellness ■ demonstrates strategies for social inclusion in identified areas of need in NSW, e.g. education, health and wellness ■ demonstrates the value of the project to NSW audiences/target market ■ supports volunteer engagement and development ■ increases the experience by Australians of Aboriginal and Torres Strait Islander arts and culture. 	

CRITERIA		FUNDING REQUEST	
3	Program viability Create NSW and the Artform Assessment Board consider:	Less than \$140,000	\$140,000 and over
	■ a detailed and comprehensive budget	✓	✓
	■ demonstration that budgeted costs are appropriate (e.g. fees, venue hire)	✓	✓
	■ the diversity of revenue generated	✓	✓
	■ your capacity to manage the funds and financial risk	✓	✓
	■ a detailed program plan	✓	✓
	■ the history, experience and expertise of key staff and creative delivering the program	✓	✓
	■ the scope of partnerships and shared resources	●	✓
	■ any applicable governance, committee, and program management arrangements	●	✓
	■ any employment and/or investment in skills development	●	✓
	■ risk management plans	●	✓



Lunarscape, created by children at Reiby Juvenile Justice Centre and Howard Matthew



ASSESSMENT PROCESS



You will receive an automated response from our secure online grants system once your application has been submitted. All applications then proceed through an assessment process as outlined below.

Artform Assessment Boards

All applications are assessed by Artform Assessment Boards. As part of the application process, you will be able to choose which Artform Assessment Board you want to assess your application. The Boards will consist of peers from leading NSW arts and cultural organisations, independent organisations and individual artists.



Eligibility check

Once received through the online grants system, all applications undergo an eligibility check.

Eligible applications proceed to the three-stage assessment process.

If you are deemed ineligible, you will be advised in writing within 14 days of the closing date and your application will not proceed to assessment.

Assessment Stage 1

The Artform Assessment Board members individually assess and rank all applications against Program Merit and Program Impact assessment criteria.

Assessment Stage 2

Create NSW will review and provide advice to the Boards on how the applications meet Criterion 3: Program Viability.

Assessment Stage 3

The Artform Assessment Boards will meet to determine their final recommendations with reference to the assessment criteria, demographics and the distribution, range and scale of recommended applicants. This may include prioritising NSW applicants, as well as programs, individuals and outcomes that address people living and/or working in regional NSW, people living and/or working in Western Sydney, Aboriginal people, people from culturally and linguistically diverse (CaLD) backgrounds, people with disability, and young people. Prioritisation of recommended applicants ensures equity across the State and the best outcomes for NSW Government investment.

There may also be cross-Board consultation on applications as determined by the Board members.

Final recommendations are submitted for the consideration of the Minister for the Arts.

Further advice and/or clarification may be requested from applicants by Create NSW during the assessment process.

The NSW Government typically receives far more applications than it can support and even if your application meets the assessment criteria, you are not guaranteed funding. If you are successful, your application may not be funded to the amount you have requested.



WHEN WILL I KNOW IF MY APPLICATION IS SUCCESSFUL?



All applicants will be notified of the outcome of their applications publicly or under embargo* no later than the following dates:

ROUND 1

Friday 6 December 2019

All successful Round 1 programs can start from 1 January 2020.

ROUND 2

Friday 19 June 2020

All successful Round 2 projects can start from 1 July 2020.

*Under embargo means that applicants are notified but cannot publicise the outcome until the official announcement has been made by the Minister for the Arts or Create NSW. The embargo period is taken seriously and failure to comply may impact your current or future funding eligibility.

What happens if my application is successful?

Successful applicants will be required to sign a funding agreement that covers their obligations, including:

- **Acceptance:** Return a signed contract, and any other required documentation, within two weeks of receipt
- **Publicity:** The NSW Government must be acknowledged in any marketing/publicity collateral
- **Timing:** Completion of your program must take place within one year of the program commencing
- **Reporting:** Reporting and monitoring requirements will be appropriate to the scale of the funding received
- **Overdue Acquittals:** If you have received a grant or administered a grant from Arts NSW/Create NSW in the past and that grant has not been satisfactorily acquitted, payment of new funding may be delayed until acquittal has been submitted and approved.

How do I get feedback on my application?

When you are notified of the outcome of your application, you will also be provided with information on how to receive feedback.

An Assessment Meeting Report providing an overview of the round and the successful applicants will also be published on the website after the outcome of each round has been publicly announced. The report will contain feedback from the Artform Assessment Board that may assist you with future applications.



WHAT SUPPORT IS AVAILABLE TO ME?



Resources will be made available to assist you with your funding application. We recommend that you sign up to the Create NSW e-newsletter to stay informed of updates via our website create.nsw.gov.au.

Create NSW contact details

Contact a staff member if you need any advice between 9am and 5pm Monday to Friday:



(02) 8289 6520



arts.funding@create.nsw.gov.au

Create NSW staff are available to provide information to potential applicants on interpretation of these Guidelines, including types of projects eligible for funding and advice on the on-line application process. Staff cannot help directly with your application. To maintain a fair and equitable process, staff are unable to edit or correct any applications.

ACCESSIBILITY



If you are an applicant with disability, and you require this information in a format which is accessible to you, or if you require this information in another language, you can contact us between 9am and 5pm Monday to Friday:



(02) 8289 6520



arts.funding@create.nsw.gov.au

The National Relay service numbers are:

TTY users

Phone 133 677 then ask for (02) 8289 6520

Speak and Listen users

Phone 1300 555 727 then ask for (02) 8289 6520

Internet Relay users

Connect to NES then ask for (02) 8289 6520

OTHER INFORMATION



The following further information can be found on the website: create.nsw.gov.au

- Complaints process
- Privacy Policy
- Government Information (Public Access) Act 2009.

create with us
create.nsw.gov.au

DISCLAIMER

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CREATE NSW

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Connect and Discover

Port Macquarie-Hastings Library Strategic Plan 2019-21

1. Summary/Introduction

Port Macquarie-Hastings Library Service is an industry leading, future focused library service, highly valued by its community and recognised for its provision of modern, high quality programs and services¹. The library provides access to valuable resources for the whole community regardless of socio-economic status or areas of disadvantage. In addition to the more traditional library services Port Macquarie-Hastings Library Service includes innovative programs to promote life-long learning and discovery, including access to new and emerging technologies, a seed library and community garden, tech savvy seniors groups, as well as a creative studio space.

Public libraries operate within and for the needs of their broader community, and adhere to a universal philosophy of providing free access to information in a safe and welcoming place. Increasingly the public library is seen as a place of social interaction – a place to connect not only with information, but with people. Indeed the public library is home to all manner of social and professional connections – study groups, business meetings, community initiatives, book clubs and more. As society moves ever further online, it has fallen to public libraries to cater to and support this inherent human need for social connection. The provision of events and author talks, the facilitation of various interest groups, and a breadth of family and children's programs accommodates that need.

Rapid changes in technology have also meant there is an ever-widening digital divide between those that are digitally literate and those that are not. While government departments transition their services online in the name of convenience, many in the community – and in particular older people – are getting left behind. The library plays a vital role here in supporting those that are without these necessary skills to access essential government services.

The library is one of the few places left where an individual can go to research, gather information, interact with others, and deepen their connection with their broader community without the expectation of a commercial transaction. Libraries generate enormous social capital.

¹ Identified through annual State Library of NSW statistics and industry networks.

1.1 Council vision

A sustainable high quality of life for all.

1.2 Council mission

Building the future together – people, place, health, education and technology.

1.3 Library vision

Connect and discover, a library service for all.

1.4 Library mission

To be a hub for the community through access to collections, spaces, and experiences.

2. Strategy development

2.1 Context

Port Macquarie-Hastings Council serves a population of around 81 000, covering a large geographical area of 3686km² on the Mid North Coast of NSW. The population is forecast to grow to 104 000 by 2036². The Port Macquarie-Hastings area has a considerably higher proportion of residents over the age of 65 than the state average, with over 27% of the population over 65 ([ABS Census 2016](#)).

Port Macquarie-Hastings Library Service consists of five service points – a central library in Port Macquarie, two outer branch libraries at Laurieton and Wauchope, a mobile library van that visits rural and remote areas, and a self-service loans stand at Port Macquarie Airport. Port Macquarie-Hastings Council has a longstanding cooperative agreement with Kempsey Shire Council to share resources and acquisitions responsibilities.

² <https://forecast.id.com.au/port-macquarie-hastings>

The **Port Macquarie-Hastings Council Community Strategic Plan (CSP)** outlines four main community themes; Leadership and Governance, Your Community Life, Your Business and Industry, and Your Natural and Built Environment. The library service falls under community theme 2 – Your Community Life:

Your Community Life	
<u>What we are trying to achieve</u>	
<i>A healthy, inclusive and vibrant community</i>	
What the result will be	How we will get there
Community hubs that provide access to services and social connections	2.1 Create a community that feels safe
A safe, caring and connected community	2.2 Advocate for social inclusion and fairness
A healthy and active community that is supported by recreational infrastructure	2.3 Provide quality programs, community facilities and public spaces, for example – community halls, parks and vibrant town centres
A strong community that is able to identify and address social issues	2.4 Empower the community through encouraging active involvement in projects, volunteering and events
Community participation in events, programs, festivals and activities	2.5 Promote a creative and culturally rich community

Delivery Program Reference Number 2.3.5.4 of the current **2017-2021 Port Macquarie-Hastings Council Four Year Delivery-Program and 2018 Operational Plan** states:

- *Plan and deliver innovative library services that cater for new technology and growing population.*

Within the **2018/19 Port Macquarie-Hastings Council Operational Plan** the following actions are identified for the library service;

- 2.3.5.1 - Provide a range of library programs and lending services across the local government area.

- 2.3.5.2 Purchase of library books.
- 2.3.5.3 Library development – new spaces.
- 2.3.5.4 Undertake development of a library strategic plan.
- 2.3.5.5 Library – webpage upgrade.

Port Macquarie-Hastings Library Strategic Plan 2019-21 is also a subset of the broader **Cultural Plan 2018-21**. Section 1.5 of the Cultural Plan, 'Library strategic direction', states:

- *Investigate ways to enhance the delivery of innovative library services across the LGA.*

As part of the development of this Strategic Plan various national and state documents were reviewed for best practice guidelines and future library trends³⁴. Any changed to required library services now and into the future, including library spaces, resources required, and timing of the rollout of future services will need to be determined, and will be dependent on financial allocations and Council prioritisation.

2.2 Current situation

Port Macquarie-Hastings Library service maintains its reputation as an innovative, high-functioning service, and accordingly 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. Notwithstanding, Port Macquarie-Hastings Library Service is below State standards in other comparative areas as tabled below:

	Port Macquarie Hastings Library (June 2017)	NSW average (June 2017) ⁵
Total visits	455,956	393,732
Circulation per staff member	36,035.85	17,007.30
Staff (FTE)	20.5	25.61 (SLNSW recommendation 25.8)
Expenditure per capita	36.45	52.08 (SLNSW recommendation 56.35)
Total expenditure	2.88m	3.66m
Library programs	333	942

³ Guidelines, Standards and Outcome Measures for Australian Public Libraries - ALIA, APLA, NSLA, July 2016

⁴ People places: a guide for public library buildings in New South Wales, 3rd ed. 2012

⁵ Public Library Statistics 2016-17

The central Port Macquarie Library branch was built in 1999 and covers an area of 2100m². This now falls below the State Library of New South Wales' recommended minimum floor space of 2590m² (as at 2016). Projections show the local catchment area of Port Macquarie to be 52 794 by 2036, which should represent an area of 3179m². The current building does not meet that requirement. Ongoing requirements for the current branches will need to be developed and budgeted through future works programs, and indeed any future facilities and services are predicated on the availability of appropriate resources.

The **Port Macquarie-Hastings Library Strategic Plan 2019-21** aims to address a current shortfall in resourcing, disproportionate funding and address future community needs.

With our rapidly growing community, additional facilities will be required in the long term. Two facilities have been identified at Sovereign Hills (Thrumster) and Rainbow Beach (Lake Cathie) in the Port Macquarie-Hastings Council Community Facilities Developers Contribution Plans.

2.3 Scope

With changing technology and a growing population, the nature of future library services need to be determined to ensure the library service stays current and meets the increasingly diverse needs of its community.

Council's Delivery Program and **2018/19 Operational Plan** require the development of a new library strategic plan as part of a Council-wide service review. Council has Development Contributions Plans in place which will provide for community facilities with access to Library services in new urban release areas at Lake Cathie/Bonny Hills and at Thrumster (Urban Growth Management Strategy 2017-2036, vol.2).

Relevant reports and literature were reviewed to assess how Port Macquarie-Hastings Library Service is tracking against State Government and Council planning documents⁶⁷⁸⁹¹⁰¹¹. Port Macquarie-Hastings Library Service has focused on outcomes that are clearly aligned with Council's **Towards 2030 Port Macquarie-Hastings Council Community Strategic Plan (CSP)** and **Operational Plan 2018-2019**, that maximise opportunities to lead in building vibrant communities.

⁶ Integrated Planning and Reporting Guidelines for Local Government in NSW 2013

⁷ PMHC Towards 2030 Community Strategic Plan

⁸ PMHC Four Year Delivery Program 2017-2021 and One Year Operational Plan 2018-2019

⁹ PMHC Cultural Plan 2018-2021

¹⁰ PMHC Urban Growth Management Strategy 2017-2036

¹¹ PMHC Economic Development Strategy 2017-2021

With additional opportunities for library services in new and growing communities, consideration of the whole service moving forward needs to be determined to assist in future planning. The plan will look at - required library services now and into the future, library spaces, resources required, and timing of the rollout of future services.

The **Port Macquarie-Hastings Library Strategic Plan 2019-22** identifies objectives that will further develop the service, align with the library's vision and mission statements, and deliver on the broader responsibilities outlined in the Community Strategic Plan. These objectives fall under five main categories. These are:

- 1. People**
- 2. Programs**
- 3. Spaces**
- 4. Collections**
- 5. Technology**

3. Objectives

3.1 People

'A safe, caring and connected community' (Community Strategic Plan)

Port Macquarie-Hastings Library Service is renowned for its exemplary customer service and provision of high quality programs and resources (CSP 2.3). As user needs change, the nature of the service must respond accordingly.

How

- Customer focus - strengthen customer satisfaction levels. Integration with broader PMHC Customer Experience project.
- Staff expertise – up-skill existing staff, recruit with changing landscape in mind.
- Increase staffing and opening hours to cater to broader range of users.
- Be responsive and adaptive to changing needs as they arise.

- Use social media channels to communicate and promote the library service.

3.2 Programs

'Community participation in events, programs, festivals and activities' (Community Strategic Plan)

Port Macquarie-Hastings Library Service delivers an array of programs and events that cater to a wide range of interests and needs. It is seen by many as the heart of a community. As the community continues to grow and diversify so should the range of programs the library provides.

How

- Facilitation of interest groups, events.
- Provide programs that reflect local need, e.g. job search, adult literacy, tech savvy seniors, lifelong learning.
- Children's services covering ages 0-18 with special emphasis on early literacy development.
- Community partnerships – local artists, writers, creatives sharing skills and knowledge.
(*'Raise the skills and capacity of our local creatives to foster a vibrant cultural community' – Cultural Plan 2018-21*)
- Use the library van to provide pop-up programs, storytelling sessions, IT in rural areas.
- Explore opportunities for new and unique program delivery particularly to targeted groups such as seniors and the Aboriginal community.

3.3 Spaces

'Community hubs that provide access to services and social connections' ((Community Strategic Plan)

Port Macquarie-Hastings Library Service has modified existing spaces to satisfy evolving needs. The creation of study rooms, a community garden, The Portal and the Imaginarium studio have all been completed within the existing footprint. Library spaces are at capacity. There is a need to develop a future plan for the Port Macquarie Library Services, which will include an option to expand the Port Library or build a new one.

How

- Port library expansion/redevelopment – explore viability of extending building – creation of new children’s area, meeting rooms, performance space, makerspace, technology hub.
- Establish ‘satellite libraries’ in identified urban growth areas– i.e. library-sponsored community spaces (self-service – loans, wifi, printing, meeting rooms) – from development contributions. Explore development of these hubs as innovation centres in line with the **Economic Development Strategy 2017-21**.
- Develop a template for areas of future development.
- New library van to provide services to new precincts as interim measure.
- Consistent branding and signage across all service points.

3.4 Collections

*‘Investigate ways to enhance the delivery of innovative library services across the LGA’
(Community Strategic Plan)*

The library’s openness to new ideas has seen the introduction of such varied new services as a seed library and community garden. A number of unique collections are also available for loan such as ukuleles, gym equipment, seeds, and energy saving kits.

How

- Streamline collections to reflect community needs. Move to focus on key subject areas.
- Look for new collection opportunities.
- Further enhance local history content...digitisation, oral histories.
- Facilitate community content creation.
- Extend our Aboriginal Collection.
- Extend online collections.

3.5 Technology

*‘Plan and deliver innovative library services that cater for new technology and growing population’
(Operational Plan)*

As part of its commitment to providing modern and innovative library services, Port Macquarie-Hastings Library Service has long been in the forefront of new technologies. It has

been an early adopter of ebooks, Wi-Fi and RFID. It actively seeks to challenge the accepted image of the traditional library. Continued focus on emerging technologies will solidify its reputation as an innovative hub for digital services.

How

- Innovation. Continue to be at the forefront of emerging technology.
- Access and assistance – provide the community access to online facilities, services and training.
- Up-skilling existing staff.
- Provide technology based programs to address digital literacy issues.
- Creation of new, mobile friendly library website, managed and maintained by library staff.

Objective ¹²	Strategies	Actions	Indicators
3.1 People	<ul style="list-style-type: none"> Staffing requirements for future library services Customer focus Staff skills Increase staffing and opening hours Be responsive to changing needs Use of social media 	<ul style="list-style-type: none"> Review of staffing levels Staff trained in key areas of change Monitor trends and action user feedback Annual customer satisfaction surveys 	<ul style="list-style-type: none"> Target satisfaction rate \geq 75% Increased membership \geq 10% per year Move towards SLNSW benchmark of 25.8FTE and appropriate hours of operation. 5% Increased online engagement across all channels Rise in per capita expenditure
3.2 Programs	<ul style="list-style-type: none"> Facilitate groups and events Provide locally focused programs Children's services Technology based programming Community partnerships Explore new opportunities 	<ul style="list-style-type: none"> Provide wide ranging programs to cover 0-18yrs Minimum of 6 programs per annum 250 sessions. Provision of structured content to educate users with low digital literacy Delivery of cooperative programs with local businesses and NFPs Engagement on future library services by June 2019 	<ul style="list-style-type: none"> Presence/attendance up by 10% per year 5% Increased use of website and services as flow-on Rise in per capita expenditure
3.3 Spaces	<ul style="list-style-type: none"> Port Library expansion Establish satellite libraries New library van Consistent branding/signage agreed with Communications 	<ul style="list-style-type: none"> Development of Civic Precinct Master Plan by June 2021, increasing Port Library floor space to meet or exceed minimum recommendation. Develop concept plans for additional libraries/community hubs in key urban growth areas by June 2021. Includes cost modelling to implement and resource New library van will extend services by June 2020. New branding implemented. 	<ul style="list-style-type: none"> Plan developed New Van in service. Rise in per capita expenditure
3.4 Collections	<ul style="list-style-type: none"> Streamline collections New collection types Enhance local studies content Facilitate community content creation 	<ul style="list-style-type: none"> Review collection development policy on an annual basis to streamline collections based on community need Fill collection gaps with community-appropriate content 	<ul style="list-style-type: none"> Increase traffic to the website 5% increase use of identified collections Material digitised Skilled staff to manage website Rise in per capita expenditure

	<ul style="list-style-type: none"> • Extend Aboriginal collection • Extend online collections 	<ul style="list-style-type: none"> • Digitise material based on current copyright legislation • New aboriginal collections with increased usage • Proactively seek out new digital services • - Content created in house and hosted on library website 	
4.5 Technology	<ul style="list-style-type: none"> • Innovation • Access and assistance • Up-skill staff • Library website 	<ul style="list-style-type: none"> • Monitor trends to keep abreast of and showcase emerging technologies. • Provide access to internet facilities and digital literacy services • Provision of structured content to educate users with low digital literacy 	<ul style="list-style-type: none"> • Staff trained in key areas of change • Website created by June 2019 • 5% increased use of website and services as flow-on • Rise in per capita expenditure

¹² Operational Plan 2018-19 performance measures and State performance guidelines

AGENDA

ORDINARY COUNCIL
18/09/2019

Item: 0

Subject: CULTURAL PLAN - PROGRESS REPORT

Presented by: Strategy and Growth, Jeffery Sharp

Alignment with Delivery Program

2.5.1 Support cultural activities within the community.

RECOMMENDATION**That Council note the progress on the 2018-2021 Cultural Plan actions.****Executive Summary**

At the September 2018 Ordinary Council Meeting, Council adopted the 2018 - 2021 Cultural Plan.

The 2018-2021 Cultural Plan identifies the strategies, frameworks and actions that will drive and support cultural development within the Port Macquarie Hastings region. The Plan will focus Council's efforts on further creating the right environment for growth of the cultural sector, contributing to the development of a diverse, vibrant and resilient community in years to come.

The Plan's four key Strategic objectives are:

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.

This report provides an update on the progress of the implementation of the Cultural Plan 2018 - 2021.

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 is 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 a creative and vibrant place.

AGENDA**ORDINARY COUNCIL
18/09/2019**

Council also has a leadership role in assisting the growth and development of arts and cultural activity.

Over the past 12 months, The Cultural Plan has been overseen by the Cultural Steering Group, which meets on a monthly basis.

Key highlights for the 2018 - 2019 year were:

- PMHC has been successful in receiving \$647,470 in grants to implement programs, activities and cultural infrastructure identified within the Cultural Plan for the 2019 - 2020 period.
- ArtWalk participation grew to over 15,500 people on the evening, with over 140 creatives contributing the evening program and satellite events.
- The Glasshouse presented over 439 events throughout 2018 - 2018 period, with a total ticket turnover of \$2,685,337.
- The Glasshouse Regional Gallery had 65,508 visitors through its doors with a total of 78 different events including exhibitions, public and educational programs.
- A successful 2018 Bicentennial celebration was held, marking the 200 years since John Oxley explored the Hastings region.
- Delivery of key community cultural events including NAIDOC, Youth week, Four Seasons in One Dementia Day,

Key actions and outcomes can be seen in the attached Action Plan Progress Report that outlines all the actions achieved in the 18/19 financial year.

It is envisioned that through the realignment of the Cultural Sector with Economic Development Sector, there becomes greater synergies to continue to implement the Cultural Plan.

Council plays an important role in leading and facilitating the cultural fabric of the region, enabling the right environment to support creative and cultural industries to thrive.

There is potential for significant cultural, social and economic benefits to the Local Government Area if the strategies within the plan are achieved.

Options

1. That Council note the 2018 - 2019 Cultural Plan Progress report.
2. That Council seek further information on the 2018 - 2019 Cultural Plan Progress report.

Community Engagement & Internal Consultation

This report has been reviewed and endorsed by the Cultural Steering Group.

Internal Engagement has occurred with the following:

- Group Manager Community Engagement
- Group Manager Cultural & Economic Development
- Creative Place Facilitator
- PMHC Heritage Advisor - Stephen Booker
- Glasshouse Venue Manager
- Library Manager

AGENDA

ORDINARY COUNCIL
18/09/2019**Planning & Policy Implications**

The Cultural Plan contributes to the delivery of Councils Towards 2030 Community Strategic plan by meeting the following 2017 - 2021 Delivery Program objectives:

2.3 Provide quality programs, community facilities and public spaces, for example community halls, park and vibrant town centres.

- 2.3.1 Ensure access to community facilities and activities: including access to natural environment
- 2.3.2 Provide a range of inclusive sporting and recreational opportunities and facilities to encourage a healthy and active lifestyle
- 2.3.5 Plan and deliver innovative library services that cater for new technology and growing population.
- 2.3.6 Support a range of inclusive community activities and programs.

2.4 Empower the community through active involvements in projects, volunteer and events.

- 2.4.1 Work with community to identify and address community needs, in order to inform Council processes, services and projects.

2.5 Promote a creative and culturally rich community

- 2.5.1 Supports Cultural Activities within the community

3.2 Create Vibrant and Desirable Places

- 3.2.1 Support vibrant commercial, tourism, recreational and /or community hubs across the region.

Financial & Economic Implications

Cultural Services are delivered from a number of different budgets and sections within Council. The delivery of the 2018 -2019 Cultural services were delivered within the allocated funds for the 2018 - 2019 period.

Attachments

Nil

2018 – 2021 – Cultural Plan – Progress Report (2018 – 2019)

Objective 1 : Develop and empower our region's art & cultural communities and assets

2018 – 2019 PROGRESS AND MEASURES		STATUS		OUTPUT		ACTION	
STRATEGY							
STRATEGY: IDENTIFY AND 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.	Cultural Economy Plan developed with actions and priorities to increase opportunities for the development and strengthening of creative industries.	On target	Council applied and was successful in receiving a grant from the Building Better Regions Fund for \$75,000 to develop a Cultural Economy Plan. This project will include: <ul style="list-style-type: none"> Cultural Mapping across the LGA An audit of current venues, spaces, assets, and infrastructure for Cultural / Creative Sector. Establishment of a database of Creative Industries and Cultural Sector Baseline data to inform future planning and complement state and federal research. This project is scheduled to be completed by 30/6/2020.			
	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.	Report & identifying potential creative hubs/precincts across the LGA and recommendations for development.	On target	This is scheduled to be commenced in 2020 – 2021 period.			
	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.	Report on existing cultural facilities and potential spaces presented to the Cultural Steering Group with recommendations for future development and priority projects	On target	An Audit of Venues and spaces will be undertaken as part of the development of the Cultural Economy Plan during the 2019/2020 period.			
STRATEGY: CREATE, DEVELOP AND MAINTAIN VIBRANT CULTURAL SPACES AND PLACES TO MAXIMISE OPPORTUNITIES FOR OUR COMMUNITY TO PARTICIPATE IN CULTURAL ACTIVITIES ACROSS THE REGION	1.4 Showcase programs Provide or facilitate opportunities to showcase locally-developed, high-quality arts programs within our community spaces.	Report on locally developed opportunities provided and incorporated in our cultural program of events.		18 performances were presented as part of the 2018/2019 Performing Arts Season, including Opera Australia's Madame Butterfly, Melbourne International Comedy Festival, Circus Oz, TWO by Ensemble Theatre, The Gruffalo Live on Stage, Sydney Writers Festival, The Gospel According to Paul, Sydney Symphony Orchestra, TEDx SydneyLive, Expressions Dance, and David Helfgott with 15980 attendees. 19 exhibitions were hosted in the Regional Gallery, including the 2017 Archibald Prize Regional Tour Exhibition, The National Photographic Portrait Prize 2018, YES YES YES Graphics from the 1960s and 1970s from the Art Gallery of NSW and Primavera at 25/MCA Collection with 47,840 attendees. The Glasshouse venue was hired to 58 local community events, presented by tertiary educational institutions, schools, charities and non-for-profit groups including performances, dance festivals, graduations, training days, free concerts, school speech nights and fundraising events. The following programs and events focused around locally developed opportunities. <ul style="list-style-type: none"> Friday Lunchtime Concerts with the Conservatorium Mid North Coast Faces of the Hastings - Public exhibition Free Sunday Drawing Sessions with - Hastings Valley Fine Art Association Facilitation of the Creative Wauchope Business group and branding Move Shake and Make – a 6 week block of creative workshops led by local artisans Northern Exposure Exhibition – showcasing Mid-North Coast Artists The Artist Blacksmith Association of NSW (formed in Wauchope 24 years ago) presented the exhibition Discovery F26 The Library Strategic plan has been drafted and presented to the Cultural Steering Group.			
	1.5 Library strategic direction Investigate ways to enhance the delivery of innovative Library services across the LGA.	Library Strategic plan adopted and implemented.	On Target	The Library Strategic plan has been drafted and presented to the Cultural Steering Group.			
	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	Database and report developed.	On target	This will be carried out as part of the Cultural Economy Plan development. Council applied for and was successful in gaining a grant to complete the Cultural Economy Plan. This is scheduled to commence in the 2019/2020 Financial year as part of the Cultural Economy Plan.			

CREATIVES TO FOSTER A VIBRANT CULTURAL COMMUNITY	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.	Survey undertaken with report.	On target	This will be carried out as part of the Cultural Economy Plan development. Council applied for and was successful in gaining a grant to complete the Cultural Economy Plan. This is scheduled to commence in the 2019/2020 Financial year as part of the Cultural Economy Plan.	
	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.	Professional Development programs delivered and implemented. Inclusion of recommendations from part of the Cultural Economy Plan	Achieved	Arts Smarts Program delivered and implemented with 20 participants. A review of the program will be undertaken to determine the future approach to the creative sector professional development. The Glasshouse Regional Gallery Artist in Residence Program hosted three nationally recognised artists along with 6 professional development workshop programs for local artists to participate in and increase their creative skills.	

Objective 2 : Enrich our community through experiences that embrace and celebrate our diverse and unique arts and culture

STRATEGY	ACTION	OUTPUT	STATUS	2018 – 2019 PROGRESS AND MEASURES
STRATEGY: 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.	Input provided into CIP Plan. CIP Plan developed.	Achieved	The Community Inclusion Plan will be presented to Council at the September 2019 Council meeting. Council's Internal Events Plan is currently in development. Council has supported and/or delivered the following targeted programs within our community throughout 2018-2019. Aboriginal and Torres Strait Islander Community <ul style="list-style-type: none"> • NAIDOC Week and associated activities – 4360 attendees • Reconciliation week – 180 attendees • Saltwater Freshwater Exhibition and associated programs including weaving workshops, storytelling, language workshops and film screenings – est. 6,000 attendees • The Presence of Absence: Jason Wing Exhibition – est. Seniors and People living with a Disability <ul style="list-style-type: none"> • Monthly Accessible Art tours at the Gallery - est 200 participants • Four Seasons in One Day Dementia Program including digital animation creation, Soup Kitchen, Hands on History program and Sunday Afternoon video Animation – est 7,000 audience • Seniors Expo - 1458 attendees Youth <ul style="list-style-type: none"> • Youth Week Street Art Festival – est 450 attendees • Youth Grants Program • Education at the Glasshouse program including theatre performances and workshops – 6352 attendees • Glasshouse Gallery School Holiday Sprouts Program – est 337 attendees • Luminosity Youth Event – approx 400 attendees • Young Movers and Shakers Program
	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.	2018 - Bicentennial Community Event held. 2018 – 2021 Community Bicentennial events supported. 2021 Bicentennial Program delivered.	Achieved	The Towards 200 - Bicentennial Event was held and delivered on Town Green on 18 October 2018. The event featured markets stalls including performances by Aboriginal Dance troupes, live music and food stalls. The event was attended by approximately 5,000 people. The following programs and events were supported by Port Macquarie Hastings Council: <ul style="list-style-type: none"> • John Oxley Memorial reinstatement and conservation • Douglas Vale Bicentenary Performance • Bonny Hills Back to "Bonny's Bicentennial Event" • Hastings District Flying Club Historical Book • Port Macquarie and District Family History Group Historical Book • Tacking Point SLSC Historical Book • Friends of Mrs Yorke Garden Community Event • John Oxley Plaque installation by NSW Surveyors Association • Goolhouse to Glasshouse exhibition - Hastings Valley Fine Arts Association • Discovery Fe26 Exhibition - Blacksmiths Association • Faces of The Hastings A Bicentennial Working Group (BWG) has been established to drive the 2021 Port Macquarie Bicentennial program.
	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.	Cultural opportunities identified within the Community Plans.	On Target	Community Planning has commenced in the following areas. <ul style="list-style-type: none"> • Bonny Hills • North Shore • Lake Cathie • Pappinbarra • Rollands Plains • Telegraph Point
STRATEGY: IDENTIFY AND DEVELOP THE CULTURAL IDENTITY OF OUR				

PLACES (TOWNS AND VILLAGES)				<ul style="list-style-type: none"> Camden Haven Kew, Kendall & Lorne Comboyne Byabarra Wauchope Hastings Hinterland (Werrikinbe, Mount Seaview, Debenham, Yarras, Ellenborough, Long Flat, Bagnoo, Hyndmans Creek, Hartys Plains, Huntingdon, Rosewood, Bago) Beechwood Pembroke <p>Plans with community identified priorities are currently in development.</p> <p>Town entrance signage featuring cultural motifs and symbols that connect with the area have been installed in the following areas: North Haven, Lake Cathie, Kew, Bonny Hills, Laurieton, Dunbogan, West Haven, Lake Wood and Kendall. The following locations are expected to be installed in the 2019 – 2020 period. Wauchope, Byabarra, Comboyne, Herons Creek and Camden Head.</p>
	2.4 Facilitate 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.	Support through the establishment of Arts and Cultural Grants and sponsorship program, for community led cultural events.		<p>The following community based programs have been supported by PMHC through in kind support:</p> <ul style="list-style-type: none"> Friday Lunchtime Concerts with the Conservatorium Mid North Coast – 4200 attendees Faces of the Hastings - Public outdoor exhibition – 1163 Guided App views Free Sunday Drawing Sessions with - Hastings Valley Fine Art Association – free community workshops with local artists. Facilitation of the Creative Wauchope Business group and branding resulting in the Creative Wauchope Weekend program of events. Multiple workshops were held across the weekend in various spaces, employing artists and provide a market for selling arts and crafts. Move Shake and Make – a 6 week block of creative workshops led by local artisans Northern Exposure Exhibition – showcasing Mid-North Coast Artists – profiling our regions top visual artists. The Artist Blacksmith Association of NSW (formed in Wauchope 24 years ago) presented the exhibition Discovery F26
	STRATEGY: IMPROVE SOCIAL AMENITY THROUGH PUBLIC ART			<p>A GPS audit of Public Art was undertaken documenting locations of Public Art in 2018. This is an ongoing program. This will assist in the development of a Public Art Asset management plan.</p> <p>Funds of \$20,000 have been committed for Public Art Maintenance for the 2019 -2020 period. An ongoing maintenance program will need to be developed.</p> <p>In progress</p>
	2.5 Public art audit Undertake an audit of Council's existing Public Art and develop a maintenance/replacement schedule.	Public Art audit undertaken with recommendations for maintenance program developed and implemented.	In progress	
	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.	Public Art Policy adopted by Council. Percentage for Art established as part of internal capital infrastructure projects.	In progress	<p>A consultant has been engaged to review and update the policy and is currently in progress. An initial draft has been prepared in May 2019 and reviewed and a second draft was presented to the CSG in July. Work is still continuing to develop the policy.</p> <p>Scheduled to be completed and exhibited in December 2019.</p>
	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.	5 Year Public Art Masterplan developed.	Not yet commenced.	

Objective 3 : Create Community pride and ownership in our Cultural brand which promotes our unique heritage, people and places.				
STRATEGY	ACTION	OUTPUT	STATUS	2018 – 2019 PROGRESS AND MEASURES
STRATEGY : 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.	No of partners engaged to assist with the delivery and promotion of cultural activities.	Achieved	<p>Council has worked with the following groups within our community throughout 2018 - 2019 to support Cultural Activities, program and events.</p> <ul style="list-style-type: none"> • Screen Wave - SWIFF Youth film Workshops – 22 participants • Conservatorium Mid North Coast - Street Art Youth Festival and Friday Lunchtime Concerts – 4200 attendees • Charles Sturt University - Proof - Project Justice Project – 20 participants • Dementia Australia - Four Seasons in One Dementia day program - • ArtWalk - 49 business supported the program of events and satellite events • NAIDOC week • Wauchope Arts Council, St Thomas Church - Presentation of Bush Gothic in St Thomas's Church • Port Macquarie Chamber of Commerce and PMHC and Liberty Steel - Countdown to Christmas community event. • Wauchope Chamber of Commerce, Wauchope Historical Society and PMHC - River Walk History Project • Wauchope Chamber of Commerce - Creative Wauchope establishment and event • Arts Mid North Coast - Letters of support for SHINE project and financial contribution for support services • Hastings Co-op - Faces of the Hastings - Wauchope. • Create NSW - Government Body <p>Council is continuing to develop a number of corporate partnerships / sponsorships which support cultural programming in the Glasshouse:</p> <ul style="list-style-type: none"> • Australian Solar Timbers • Prime 7 • Angove Wines • WIN • Percival Property • Focus Magazine • Port Bus
STRATEGY : IDENTIFY AND DEVELOP OPPORTUNITIES TO PROFILE AND PROMOTE CULTURE AT ALL LEVEL – LOCAL TO INTERNATIONAL	<p>3.2 Cultural marketing & communications plan Develop and implement a PMHC Cultural Marketing & Communications Plan.</p> <p>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.</p> <p>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.</p>	<p>Cultural Marketing and Communication developed.</p> <p>Cultural Tourism Program developed and delivered.</p> <p>Creative Producer engaged. Cultural festival delivered.</p>	<p>On Target</p> <p>Not Yet Commenced</p> <p>In progress</p>	<p>2018 - 2019 - A winter marketing campaign was developed as part of the Destination Marketing for Port Macquarie with a focus on the Creative Sector.</p> <p>Scheduled for 2020 - 2021</p> <p>Council developed and delivered the following cultural festivals: ArtWalk - 15,000 participants Towards 200 - Bicentennial Celebration - 5,000 participants</p> <p>Council provided \$33,900 funding support to the following Cultural Festivals through the event sponsorship program:</p> <ul style="list-style-type: none"> • Summersalt Music Festival • Hello Koalas Festival • Blues and BBQ Festival • Wildwood Music Festival • Under the Southern Stars Music • Red Hot Summer Concert • Slice of Haven Food Festival • A Gala Night at the Ballet <p>Cultural Events enhance the economy through the engagement and employment of creative industries workers and technical skills. These events contribute the local economy by attracting out of town visitors which</p>

STRATEGY : WORK COLLABORATIVE Y 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.	Aboriginal and local Heritage management Plan developed. Heritage Signage Interpretation framework developed.	On Target	Council staff has been successful in receiving a \$30,000 grant with matched funding to undertake an Aboriginal Heritage study over 2019 - 2021. An interpretive signage audit is scheduled to commence in 2019 - 2020.
	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.	Aboriginal and Heritage and management Plan developed. Ensure Aboriginal heritage and culture and featured in Cultural Economy and Tourism Plan. Sister City program reviewed with recommendations presented to Council.	On target	Council staff has been successful in receiving a \$30,000 grant with matched funding to undertake an Aboriginal Heritage study over 2019 - 2021. Members of the Birpai Land Council and Bunyah Land Council are invited members onto the Cultural Steering group.
	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.	Process and criteria established for Arts and cultural Grants and Sponsorship Program. Implementation of a trial program.	On Target Not yet commenced	Discussion on numerous levels has taken place in regards to the Handa Sister City relationship. A report will go to Council Meeting determining the future of the Handa sister City relationship.

Objective 4: Ensure the effective planning, funding, integration and measurement of Councils art and cultural programs.

STRATEGY	ACTION	OUTPUT	STATUS	2018 – 2019 PROGRESS AND MEASURES
STRATEGY : 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.	Grants applications identified and applied for. Review distribution of Section 94 contributions and distribution of funds.	Achieved	Grants received <ul style="list-style-type: none"> • \$75,000 - Cultural Economy Plan • \$30,000 Matched Funding - Aboriginal Heritage Study • \$6,000 Matched Funding - Heritage Advisor • \$6,000 Matched Funding - Local Heritage Assistance Fund • \$196,000 - Bicentennial River Walk Sculptural Project • \$70,000 - Glasshouse Regional Gallery Program • \$128,000 - replace the existing Studio seating. • \$136,470 – Library Van
	4.2 Grants program Support the development of arts programs and projects across the LGA by establishing a Community Cultural Development Grants program.	Art & Cultural Grants and Sponsorship program implemented and projects delivered.	Not yet commenced.	Community Grants were awarded totaling \$21,996 for equipment/ infrastructure and or programs to the following Cultural groups in 2018 – 2019 period. <ul style="list-style-type: none"> • Laurieton Men's Shed - Thickneser • Port Macquarie Women's Shed - Tools and Storage • Comboyne Community Association - Restumping Museum <p>Council provided \$33,900 funding support to the following Cultural Festivals through the event sponsorship program:</p> <ul style="list-style-type: none"> • SummerSalt Music Festival • Hello Koalas Festival • Blues and BBQ Festival • Wildwood Music Festival • Under the Southern Stars Music • Red Hot Summer Concert • Slice of Haven Food Festival • A Gala Night at the Ballet <p>A review of the Council Grants Program is scheduled for the 2020 – 2021 period.</p>
STRATEGY : 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 activities which reflect the social and cultural aspects that are relevant to our community.	Glasshouse Strategic plan developed that responds to the Cultural aspirations of the region and approved by the CSG.	In progress	A draft Glasshouse strategic plan was presented to the Cultural Steering Group. The Cultural Steering Group reviewed and provided comments. The Plan is still under review with an amended document that responds to the Cultural aspirations of the region. This will be presented to the Cultural Steering Group for approval.
	4.4 Heritage guidelines Update Council's local heritage guidelines/studies to better reflect current planning & development trends.	LEP updated.	In progress	Currently underway Scheduled for 2019 - 2020 period
	4.5 Community engagement Undertake a comprehensive community engagement process for the development of the 2021-2024 Cultural Plan.	Community engagement undertaken and reported upon.	Not yet Commenced	Scheduled for 2020 - 2021 period.
	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.	Economic Development Strategy developed.	Not yet Commenced	Scheduled for 2020 - 21 period.
	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	Cultural measures identified and reported on annually.	In progress	

RAISE AWARENESS OF THE ECONOMIC AND SOCIAL VALUE OF CULTURE TO OUR COMMUNITY	process to allow for evaluation of actions against these measures.			

Item: 08

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

Presented by: Strategy and Growth, Jeffery Sharp

RECOMMENDATION

That the Cultural Steering Group note the information provided and provide input into the discussion.

Discussion

All reports within this section are related to **Cultural Plan Strategic Objectives and Desired Outcomes 3** - Create community pride and ownership in our cultural brand which promotes our unique heritage, people and places.

3.1 - Collaborative Partnerships

No items for discussion

3.2 - Cultural Marketing & Communications Plan

No items for discussion

3.4 - Cultural Festival

Item 3.4.1 - ArtWalk Monthly Update

The 2019 ArtWalk commenced on Thursday 18th April with an estimated 15,000 people embracing the winter night to come out and explore the Arts and Cultural scene of the Port Macquarie Hastings Region.

A draft copy of the ArtWalk 2019 Post Event report is attached along with a copy of the Draft ArtWalk 2019 Research Report which was collated by Destination Research, which will be presented to the September Council meeting.

New additions to the program included -

- Production of a booklet
- Social Media Campaign
- Increased Safety
- Extension of Artwalk Program through Satellite events

Costs for the program increased and can be attributed to the following:

- Use of Men at work for Traffic monitoring and pedestrian safety
- Increased social media campaign
- Costs for opening and activation of the Glasshouse.

Some initial statistics include:

- 114 Artists/ musicians participated on the evening
- 39 different business hosted artists - In kind support for our Cultural Community by staying open
- 27 Creative businesses in the Artists Markets (141 total creative participants)
- 22 Satellite events

3.5 - Heritage Management and Audit

No items for discussion.

3.6 - Our Aboriginal Culture**Item 3.6.1 - Local Aboriginal Land Council - Monthly Update**

Representatives from the Birpai and Bunyah Land Council's will provide a verbal update.

3.7 - Handa Sister City

Council staff are continuing to work on a proposed approach for the Handa Sister City Cultural exchange and will update the committee at a future meeting.

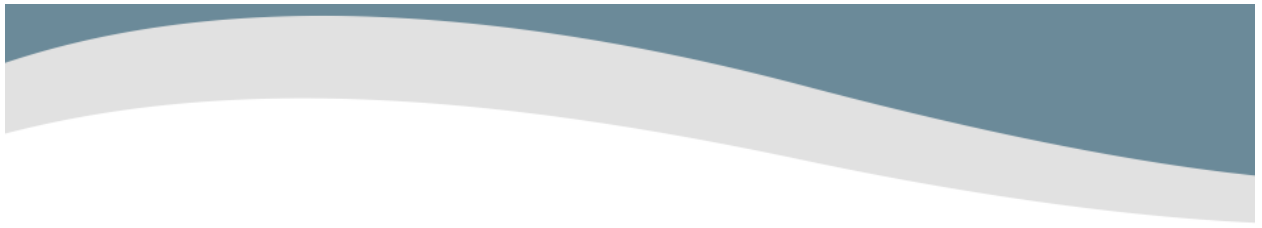
CSP 3.8 - Creative Professional Exchange

No items for discussion.

Attachments

1 [View](#). Draft ArtWalk 2019 Research Report

2 [View](#). Draft ArtWalk 2019 Post Event - Council Report



ARTWALK 2019

EVENT REPORT

Authored by: Jo Mackellar
22 August 2019



Executive Summary

ARTWALK 2019 was held from 6-9pm on Thursday 18 July in Port Macquarie, NSW. The event featured pop up performances, artistic interventions and creative installations, attracting approximately 13,000 people to the CBD event area. This report provides a summary of the research conducted at the event, assessing the characteristics and expenditure patterns of visitors as well as the cultural value of the event to the local community. The research is based upon surveys collected on-line from a sample of 128 event visitors¹. These were analysed by the staff at Destination Research and Development, and the following key results were found:

Visitor profile

- 43% of visitors are over 40 years of age.
- 50% of visitors bring children with them to the event.
- 35% are in family groups of four or more and 26% couples.
- 10% of visitors are from outside Greater Port Macquarie.
- 4% came from neighbouring LGAs .
- 5% of event visitors stayed overnight or longer.
- The average night stay of event visitors was 3.5 nights.
- The event generated an estimated \$193,960 from direct visitor spending.

Marketing analysis

- 73% used social media to access information about the event.
- 44% used 2 or more sources to find event information.
- 95% rated the overall event experience as very good or excellent.
- 53% attended ARTWALK for the first time.

Cultural indicators

- 77% of respondents felt the event had a high impact on the vibrancy of the CBD.
- 69% felt the event had a high impact on the creativity of artists.
- 66% felt the event had a high impact on the connection to community.
- 60% felt the main community contribution was the sense of belonging and togetherness.
- Visitors described the event as inspiring, fun, inclusive and amazing

Overall, the research shows high levels of satisfaction with the event itself and its contribution to the local community.

¹ based upon a random sampling error of +/- 4.6 per cent at the 95 per confidence level within a population of 13,000

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The report has been compiled by researchers from Destination Research & Development. The information presented in this report is accurate at the time of printing. Whilst all care is taken to ensure its accuracy, no liability is accepted for loss or damage as a result of its content. Findings and recommendations are based on the data of the current study; further research may be required in some areas to validate the findings of this study.

Enquiries should be directed to the Research Manager, destination.research@yahoo.com.

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Demographic Profile

The profile of visitors attending the event demonstrates the appeal to a wide range of age groups. Most visitors attend small family and social groups of 2-4 people or in couples. Visitors are predominantly from the greater Port Macquarie area, and yet the event extends its reach to a range of visitors from NSW and interstate. The majority of survey respondents were visitors to the event (90%), while 10% were artists or participants.

Age profile

Survey respondents were asked the number of people in their group and the ages of those people with the results highlighting the mixed audience of all age groups, including a high ratio of families with children. Older age groups were prominent with 43% over 40 years of age.

Gender

15% of respondents were male, 2% other and 82% of respondents were female – (reflecting the predominance of females at many art events and exhibitions²).

Group Size and children

The average group size was **3.7** with visitors mainly attending in families. As shown in the table below most respondents attended in groups of four people (21%) or more than four people (14%) as well as small groups of 2 people (26%). Many of these groups included children with around half (50%) of visitors bringing children with them.

Figure 1: Age Groups

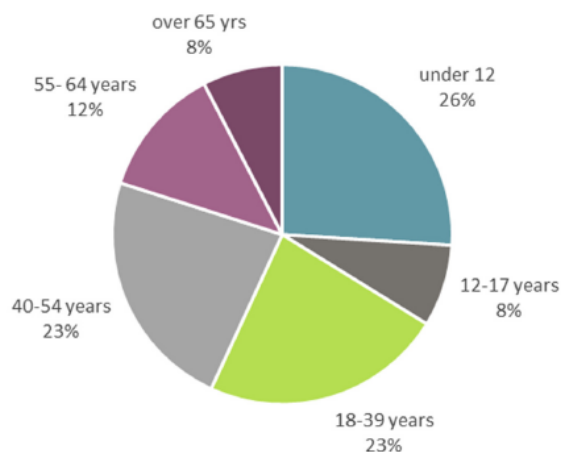


Table 1: Group size

Group size	single	couple	three	four	> four
% of respondents	11%	26%	15%	21%	14%



² MGNSW. (2010). *Guess who's going to the gallery? (NSW) A strategic audience evaluation and development.*

Place of Residence

Respondents were asked for their postcode allowing two forms of analysis to be provided – a *postcode analysis* determines the regions in which visitors reside, and an *annular analysis* determines the distances visitors have travelled to attend the event. The analysis of postcodes demonstrates the support for the event from local residents.

Postcode Analysis

The analysis suggests the majority of visitors reside in the Greater Port Macquarie area (90.4%). However, attendees also come from other geographical markets including:

- Neighbouring regions such as Greater Taree (0.8%) and Kempsey (3.2%).
- NSW regional areas such as Newcastle (1.6%) and Central Coast (0.8%).
- The city of Sydney (1.6%).
- Interstate (Noosa, QLD 0.8%).

As shown in later analysis this includes those who were specifically in Port Macquarie for the event, and for other reasons such as holiday or shopping.

Table 2: Region of Residence

Region	2019
NSW	99.2%
Greater Port Macquarie	90.4%
Kempsey	3.2%
Newcastle	1.6%
Sydney	1.6%
Foster/Tuncurry	0.8%
Central Coast	0.8%
Greater Taree	0.8%
Interstate	0.8%
QLD	0.8%
Overseas	0.0%
Total	100%



Annular region analysis

An annular region analysis is undertaken by plotting postcodes on an annular map that allows calculation of the distances travelled. The results of this analysis illustrate that approximately 10% of the audience reside more than 50 kilometres away. This result is useful for interpreting the tourist value of the event; as many tourism organisations such as Tourism Research Australia define a tourist as coming from over 50kms³.

Table 3: Annular analysis

No.	Annular Analysis	2019
1	Less than 50 kms	90%
2	41 - 100 kms	5%
3	101 - 200 kms	2%
4	201 - 400 kms	2%
5	401-800 kms	0%
6	800kms + interstate	1%
Total		100%

Figure 2: Annular regions



Figure is for illustrative purposes and is not to exact scale.

³ See <http://www.tra.gov.au/statistics/domestic-travel-by-australians.html>

Accommodation and Length of Stay

Survey respondents were asked about their accommodation choice and their length of stay. A large majority of visitors attend the event on a day trip from the local regions, with 94% returning to their own home. Some visitors utilized hotels/motels (3%), and the houses of friends and family (3%). For those who did stay overnight or longer specifically for the event, the following was found;

- The average night stay of visitors is 3.5 nights
- Stays ranged from 1 night to 7 nights, with most people choosing 3 nights (mode = 3).

Purpose of Visit

The 'purpose of visit' was analysed in order to determine the ratio of the audience that attended ARTWALK 2019 specifically for the event, and those who attended for 'other' reasons. In total, 99% of respondents came specifically for the event – this includes 90% who reside in Greater Port Macquarie and 9% who reside outside the LGA.

Those coming especially for the event came from;

- | | |
|-------------------|--------------------------|
| • Kempsey | • Noosa |
| • Newcastle | • Central Coast |
| • Sydney | • Greater Taree |
| • Foster/Tuncurry | • Greater Port Macquarie |

A further 1% of the audience were in the area for other reasons such as shopping for the day or on holidays and came across the event, and combined their visit to ARTWALK with other reasons to visit the area.

Table 4: Purpose of visit to Port Macquarie CBD

	Day visitor	Overnight or longer
(A) overnight event visitors		5%
(B) day trippers (event visitors)	4%	
(C) other reasons or holiday*		1%
(D) local residents	90%	

* this segment may have been larger using different data collection technique



Direct Visitor Expenditure

'Direct visitor expenditure' is a reliable method to determine the direct economic impact of an event to its host community. As illustrated it is calculated using an event tourism ratio identifying visitors to the event who are bringing new money to the region. It does not include "(D) local residents" from the local region (Port Macquarie) as that money is assumed to exist in the local economy. Nor does it include "(C) holiday-makers" or others not in the area for the event, as their money is assumed to be spent in the LGA regardless of the event.

The direct visitor spending is estimated using "(A) overnight event visitors" determined through analysis in previous sections to be 5% of all visitors. These visitors have come into the region, for the purpose of visiting the event, and stayed overnight or longer. Day trippers not from the local area (4%) (B) are also included in the estimate. As expected, the average expenditure of these two groups varies dramatically and are therefore calculated separately as shown below.

Figure 3: Event tourism ratio

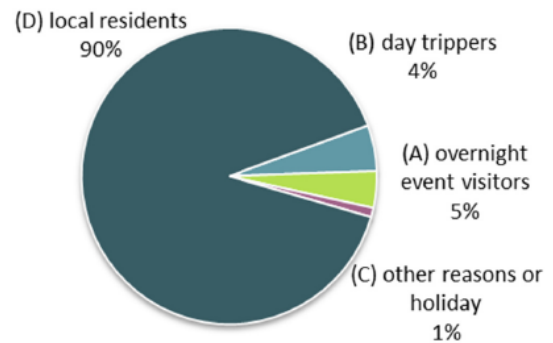


Table 5: Direct visitor expenditure

	2019
Event specific visitors (C)	
unique visitors	13,000
overnight tourist %	5.0%
overnight tourist #'s	650
Per person average spend per event	\$280
Total Overnight Visitor expenditure	\$182,000
Day Trippers (B)	
unique visitors	13,000
day trippers %	4.0%
# day trippers	520
Per person average spend per event	\$23
Total Day trippers	\$11,960
Total Overnight and Daytrips	\$193,960

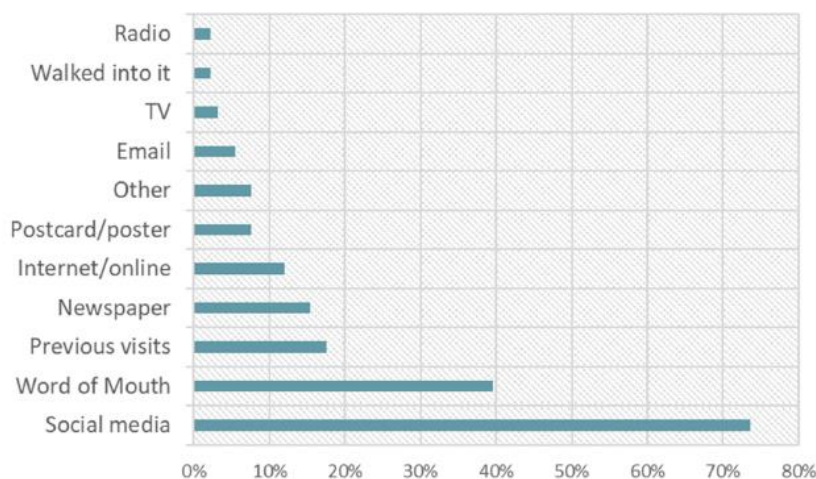
Promotion Analysis

Visitors were asked how they heard about the event, and allowed to choose more than one source (multiple response). As shown in the table below, over half of respondents reported using just one source (56%) of information, while others used two or more sources. This reinforces the importance of using a strong mix of promotional materials and mediums to reach a wide audience.

Table 6: Number of information sources used

1 source	2 sources	3 sources	4+ sources
56%	23%	11%	10%

Figure 4: Sources of event information



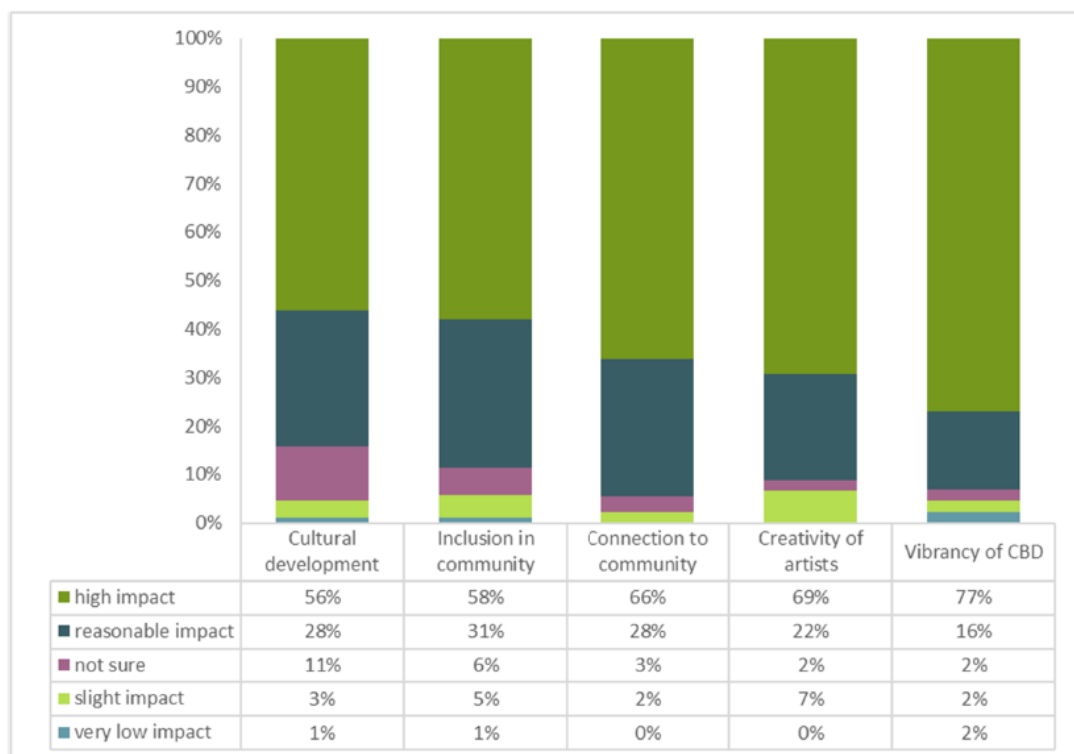
Social media (73%) was reported as the highest source of information (however it should be noted that the survey responses were also collected via this media which may bias the result). Other traditional sources of event information remain relevant such as 'word of mouth' (39%), 'newspaper' (17%) and previous visits (18%) all providing good response rates. While just under half (47%) of the audience had been to a previous event for an average of 2 times, more than half were there for the first time.



Cultural development

Survey respondents were asked for their opinion on the cultural value of the event to the local area. They were asked to rate the impact of the event across five different dimensions as shown in Figure 5. While all five areas received positive impact ratings, the highest response was for impact on the **vibrancy of the CBD** where 77% of respondents felt the event had a high impact, and the **creativity of artists** with 69% of respondents feeling a high impact. There was marginally less impact reportedly felt for **cultural development** and **inclusion**, however these aspects still rated highly with greater than 50% rating them as having a “high impact”.

Figure 5: Ratings of event aspects



Importance to the community

Visitors were also asked to suggest, in an open response, why ARTWALK is important for the local community. A range of responses were found which were grouped into themes as shown in the table below (see full list in Appendix). The strongest theme was for the sense of belonging and togetherness that the event has fostered, for example respondents suggested:

- *It allows everyone to be involved in something, and to enjoy the beauty and effort others put in*
- *It brings everyone together to celebrate the community's artists*
- *It is a beautiful coming together of artists and lovers of art. Great inclusive and happy atmosphere*
- *Any event that brings the community together is valuable. It allows the community to have a feeling of belonging and become aware of things that are happening in a close proximity*

The second theme was for strengthening the artists profile, and showcasing the local art, with some respondents suggesting:

- *ArtWalk raises the profile of our local arts industry and showcases Port Macquarie as an important arts/cultural destination.*
- *It gives local artists the opportunity to show their talents to a large number of people in a very safe and welcoming setting.*
- *It provides a diverse and culturally unique event to showcase to the community how important art is.*
- *Loads of families enjoying a night out showcasing local and national talent. It was beautiful*
- *It shows that PMQ has a healthy art scene. It's very important for all the Arts to be recognised.*

Other themes shown in Table 7, included ideas around the vibrancy and community spirit that the event provides to the CBD, and to the spirit of the town.

- *It builds a community spirit and allows a safe place for emerging artist to display their work and hopefully build some exposure for career progression.*

Table 7: Importance to the community

Theme	% of responses
Belonging/togetherness	60%
Artists profile	20%
Cultural experience	8%
Vibrancy & spirit	8%
Economy	5%
Total	100%



Opinions of the event experience

Visitors were asked to rate and describe their event experience, both on a rating scale and by open ended responses. On the rating scale from 1 to five, the results suggest an overall high satisfaction with all aspects of the event with 95% rating it as very good or excellent overall.

poor	Not good	average	Very good	excellent
0%	2%	3%	24%	71%

In one word...

Respondents were asked to encapsulate their event experience in one word. The clear majority of words were positive based around the ideas of inspiring, fun and happiness. The word cloud shows the frequency of these and other words (frequency in brackets). The full list of words can be found in the appendix document.

Figure 7: One word response

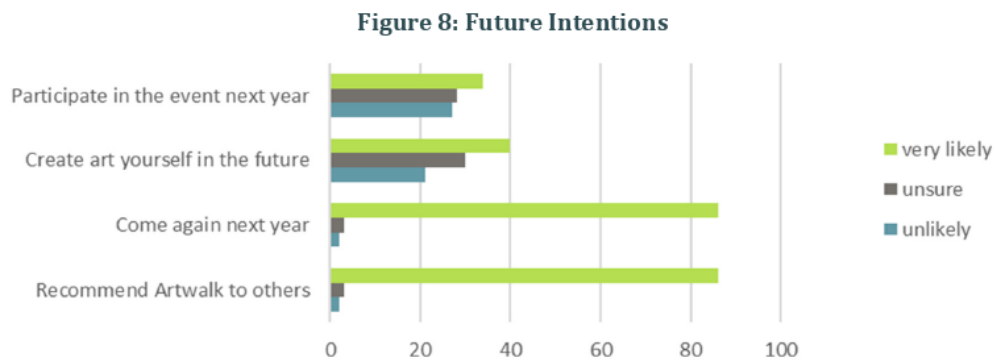


Some respondents added further comments to share their excitement for the event.

- *Pure joy to see so many people expressing their art forms and appreciation by community*
- *Fun, happy, enjoyed walking around all the different events. Good vibe walking around.*
- *Fantastic to showcase Hastings Visual and Performing Arts*

Future intentions

The future intentions of the respondents are very positive toward attending next year and with recommending the event to others (both 85% very likely). This reflects the high quality of the event, and the attractiveness to its target audience.



As anticipated, audiences were less personally inspired to create or participate than they were to engage in the event again as a spectator or audience. This is anticipated as many arts and cultural audiences appreciate viewing and engaging in art, but are not personally driven to be creative themselves⁴.

Conversely, it was interesting that comments were made about opportunities for other segments of the audience to engage in cultural practice in future events, suggesting that the event could well be a catalyst for more people to actively engage in art themselves.

- *Creative dance to music for all ages.*
- *A huge community painting board.*
- *[Include] indigenous art.*
- *More interactive things for adults to participate in also.*
- *Interactive workshops e.g weaving circle where the whole community can contribute to a piece to be displayed or paper craft/origami workshops to go into a larger community artwork.*

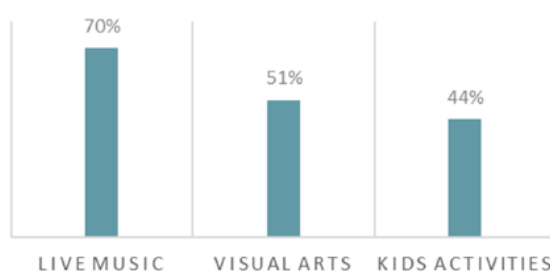


⁴ Australia Council for the Arts. (2010). *More than Bums on Seats: Australian Participation in the Arts*.

Suggestions for improvement

Analysis of survey comments found that many visitors were happy with the event as it was, with many suggesting 'nothing' needed changing. We asked for opinions on improving specific elements to the event, namely live music, visual arts and kids activities. The results show that live music would be the preferred improvement, with 70% agreeing this would improve the event. As shown there was less support for kids activities, perhaps as families felt their children were already well entertained at the event.

Figure 6: Suggested improvements



Other suggestions were categorised into themes shown in Table 9 below, relating mainly to:

- Timing (24%)– change the time of year and extend the event duration
- Food (19%) – engage food trucks or more food options
- Entertainment (17%) – related to having art in other locations and interactive workshops for adults/teenagers.

A full list of themed comments has been provided in the appendix.

Table 9: Suggestions for Improvement

Theme	% of responses
Timing	24%
Food	19%
Entertainment	17%
Other	15%
Art	8%
Music	5%
Accessibility	5%
Inclusion	5%
Kids	2%
Total	100%

Conclusions

The research demonstrates the audience's high satisfaction across many aspects of the event with 95% rating ARTWALK as very good or excellent overall. Survey respondents felt the event delivered a purposeful connection to the community, and a created a sense of belonging. The event connected the wider community with the creative sector and showcased the talent and work of local artists. Visitors felt this was important both for the community as a whole and for the benefits of the arts and cultural community. Many found the event inspiring and fun, providing opportunities to enjoy a cultural experience in the heart of the city - and a vibrant atmosphere for the CBD.

The research shows the important community benefits of the event, and increasingly important social opportunities that are offered to share art experiences with both visitors and friends alike. However beyond its immediate and significant social impacts, the event also makes an economic contribution through the attraction of tourists to the Port Macquarie LGA, with around 10% coming from outside the local area. The event attracted both overnight and day visitors bringing an economic contribution to the LGA of approximately \$193,960.

Assessment of opinions on improving specific elements at the event found that live music would be the preferred improvement (70% agreement) along with more visual arts (50%) and kids activities (44%). Survey respondents also suggested a range of other improvements to enhance the event in future years including the extension of food services through food trucks or stalls. Around 24% of respondents also suggested altering the timing of the event, either by a) moving the event to a weekend or b) moving the event to a warmer time of year.

An event over a weekend creates opportunities to engage an audience for longer, and extend the program to workshops or other interactive projects. A weekend event also encourages visitors from outside the LGA to come for longer, and therefore extends the economic impact from visitation.

Both new media such as Facebook and traditional media were successful in attracting audiences, however it was interesting that over half the audience were attending for the first time. This has implications for providing relevant information, signage and assistance for new visitors.

There are many encouraging signs from the research to suggest that the program, activities and overall experience is very well received. With over 85% of visitors suggesting they will return next year (and recommend it to friends), a positive future for the event seems assured.



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Item: 0

Subject: ARTWALK 2019 - 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 note the success of the ArtWalk 2019 event.

Executive Summary

Following from the success of previous ArtWalk events, the fourth annual ArtWalk returned to the Port Macquarie CBD from 6pm - 9pm, with an expanded program of free arts and cultural offerings across the weekend.

The purpose of the program was to activate the CBD through the provision of our existing arts and cultural businesses and public art, highlight and raise the profile of our regional artists and arts businesses and our cultural facilities.

This year's event saw a move to the July period rather than April due to clashes with public holidays and Ironman event. An estimated 15,500 people attend the evening event, showing a growth of approximately 380% from the establishment of the event in 2016, highlighting a continued desire for Arts and Cultural activities.

The Artwalk 2019 event resulted not only in a vibrant CBD that drove a night time economy, it 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 July 2019 the fourth ArtWalk 2019 event took place in Port Macquarie CBD region, the culmination of planning with community members, businesses and Council Staff.

This year's program looked at ways in which the ArtWalk program could expand and tested the market with additional satellite events and increased program, to broaden the art and creative offerings available to the public.

Due to the popularity of the event held in the previous year, a key focus of the year's event this year's program expanded to include events in the lead up, 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.

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The ArtWalk event ran from 6pm – 9pm on Thursday 18th July 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 building 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.

An increase in 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, all for free.



Image 1 : Artist Carly Marchment demonstrating her art.

The event was enhanced by the generous in kind support and use of space by El Paso Motel Group, and the business group of Clarence House and Four Espresso.

This year saw a huge increase in the number of participants with over 114 artists participating in one form or another to as part of the evening program, resulting in a huge crowd of est.13,500 people attending the event.

The event was supported by 30 volunteers who assisted with the delivery of the event including the Tacking Point Surf Club who provided a First Aid Station and two roving first aid teams across the site.

The below table shows the growth of the ArtWalk event since it's humble beginnings in 2016.

Measure	2016	2017	2018	2019	Comments
\$ equivalent of in kind support	Approx 300 Staff hours	Approx 300 Staff hours	Approx 300 Staff hours	Approx 300 staff hours	Including project management & on the night delivery

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Number of Artists Involved	18	45	71	114	160% increase
Number of Artist Market Businesses	0	18	31	27	Total of 141 creative participants who contributed to the night.
Number of business Involved	9	26	42	45	
Number of attendee surveys completed	130	194	225	128	
Number of Live Sites	18	42	63	64	
Number of Satellite events	0	0	11	22	100% increase
Artwalk App Map views	No App	4816	10,906	Not recorded	*Izi travel Technical Error
Event Attendees (approx)	3,500	8,500	11,500	14,500 + 1000 at satellite events.	126% increase
Facebook Likes	0 – no facebook	448	811	1479	182% increase.

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

ArtWalk Extension - Satellite Events

Council expanded its program of satellite events to encourage participants to explore the ArtWalk event, and then also encourage them to get out into our regions and explore other arts and cultural pursuits that are available across the region. 22 satellite events were held across the weekend at the following venues:

- Hastings Valley Fine Arts Gallery
- Ultragraffix Gallery
- ArtHouse Industries
- DS1 Projects
- Sunset Gallery and Framing
- Dark Alley Collectables
- Riot Art and Craft
- Clay Koala
- Hello Koalas
- Port Macquarie Library
- Nicola Macleay Art Gallery
- Glasshouse Regional Gallery
- Ken Strong Gallery
- Smart Portraits Workshop with Ronnie Grammatica
- Original Sound Lounge – Live Music at various venues
- The Artist Markets
- The Little Shack

A trial pilot program extending an ArtWalk component into the Friday evening and Saturday was undertaken with The Little Shack on Town Green. The aim of the extension was to test the market with additional program of small events held on the Town Green. Activities included fire twirling, silent disco and silent yoga sessions. Whilst the program was very successful throughout the ArtWalk evening, the need for additional live music or activation would be required to continue these types of activities on the Town Green site.

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Image 2: Silent Disco at the Little Shack - ArtWalk extension

Social Media and ArtWalk Booklet - Marketing initiative

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 and visitors outside of the region.

A point of difference this year was a 12 page booklet to highlight the ArtWalk evening, along with additional promotion of satellite events. 6,000 printed copies were distributed to key hotels, businesses and key partners associated with the ArtWalk program as well as on the night. Key adverts in the Focus magazine and good lead up stories in the local media provided interest in the local event.



Image 3: ArtWalk marketing collateral

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This year, ArtWalk also increased their local social media through the increased promotion of local artists and businesses in the lead up to the event.

A key driver to the promotion of the event is the collaborative approach working with artists. 89% of the participants also promoted the event through their social media channels, which provided greater reach for the local audience.

The increased social media presence saw significant growth in the profile of ArtWalk with an increase of 182% in page likes.

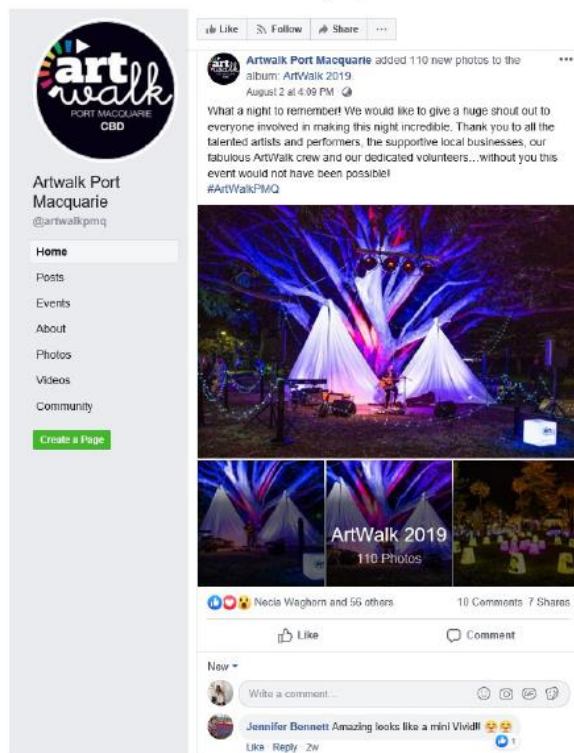


Image 4: ArtWalk Facebook Page

Programs/Projects associated with the Artwalk Program:

Sunday Afternoon - Accessible Art

Port Macquarie-Hastings Council were please to present a community developed animation program titled *Sunday Afternoon*, which was developed as part of the *Four Season in One Day* Dementia Project. The program, led by PMHC, brought together people living with Dementia with creative artists to produce an animated video work for display on the night. Over eight participants and there carers worked with Creative Ageing Facilitator Lisa Hort and artist Kathryn Applebee to produce an eight minute film. Funding was received from Dementia Australia to deliver this program as part of the Dementia Friendly Communities program.

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Image 5: Sunday Afternoon projected onto the MBC Wall - Dementia Friendly Communities

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. 12 images were installed in large format poster prints in a temporary public art installation on a number of buildings throughout Wauchope. 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 is the second time that the Faces of the Hastings has been held. The program continues to bring art into a highly trafficable and accessible place.



Image 6: Artist Ronnie Grammatica with the Faces of the Hastings

ArtSmarts Program

The ArtSmarts professional learning program was once a gain delivered to assist in the professional development of artists. The program was developed to assist creatives to develop business skills and networks required for building a creative

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business in the Port Macquarie-Hastings Region. It also looked at ways to generate additional income through a commercial business model. This year, 20 participants were selected to be part of the program.

Over an eight month period, participants were given a two hour programs 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.

Part of the program focused on exploring additional revenue streams through their creative practice that would support their current practice.

Many of the participants have continued the business mentoring outside of the program and meet up regularly to support each other.

Measuring Success - ArtWalk 2019 Visitor Feedback

By any standards, the fourth annual ArtWalk event was an outstanding success. Approximately 14,500 people attended the three hour event, and more than 1000 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.

Destination Research was commissioned to undertake research into this year's event. A full copy of the report is attached, with the summary below:

The research demonstrates the audience's high satisfaction across many aspects of the event with 95% rating Artwalk as very good or excellent overall. Survey respondents felt the event delivered a purposeful connection to the community, and a created a sense of belonging. The event connected the wider community with the creative sector and showcased the talent and work of local artists. Visitors felt this was important both for the community as a whole and for the benefits of the arts and cultural community. Many found the event inspiring and fun, providing opportunities to enjoy a cultural experience in the heart of the city - and a vibrant atmosphere for the CBD.

The research shows the important community benefits of the event, and increasingly important social opportunities that are offered to share art experiences with both visitors and friends alike. However beyond its immediate and significant social impacts, the event also makes an economic contribution through the attraction of tourists to the Port Macquarie LGA, with around 10% coming from outside the local area. The event attracted both overnight and day visitors bringing an economic contribution to the LGA of approximately \$193,960.

Assessment of opinions on improving specific elements at the event found that live music would be the preferred improvement (70% agreement) along with more visual arts (50%) and kids activities (44%). Survey respondents also suggested a range of other improvements to enhance the event in future years including the extension of food services through food trucks or stalls. Around 24% of respondents also suggested altering the timing of the event, either by a) moving the event to a weekend or b) moving the event to a warmer time of year.

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An event over a weekend creates opportunities to engage an audience for longer, and extend the program to workshops or other interactive projects. A weekend event also encourages visitors from outside the LGA to come for longer, and therefore extends the economic impact from visitation.

Both new media such as Facebook and traditional media were successful in attracting audiences, however it was interesting that over half the audience were attending for the first time. This has implications for providing relevant information, signage and assistance for new visitors.

There are many encouraging signs from the research to suggest that the program, activities and overall experience is very well received. With over 85% of visitors suggesting they will return next year (and recommend it to friends), a positive future for the event seems assured.

Artists and Business Participant Feedback

An additional survey was undertaken along with direct interviews post event with participants and business hosts. The results showed:

- 87% of participants rated the ArtWalk event as excellent or good.
- 100% would recommend participating in ArtWalk to others.
- 89% thought that ArtWalk brought new people/ audience to their business
- 97% of participants agreed that ArtWalk has raised the profile of Arts and Culture across our Community.
- 72 % of participants preferring ArtWalk to be held in April.

Overall, the feedback was very complimentary.

Conclusion

Following the outstanding success of the 2019 ArtWalk program there is great evidence that this event has the capacity to become an iconic event for the Port Macquarie-Hastings region even with the event being held in July, audiences were still drawn to the event. The event struck a chord with residents and visitors providing them the opportunity to explore arts and culture in a unique fashion.

Consideration is underway to determine future activities and other aspects of the ArtWalk event and how it can meet the long term vision of the Cultural Plan.

Council will need to consider the opportunities to develop this program into a flagship event. This could boost the visitor economy and create a unique experience for both the local community and visitors to the region. For this to be undertaken, Council would need to consider significant increase in resources, budget, and future objectives, whilst also taking into account feedback regarding the event.

Options

1. Council note the report.
2. Council request additional information.

Community Engagement & Internal Consultation

Engagement with business houses commenced in April 2019, testing the appetite to support the event in July. Once again, based on the experience from the previous

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years, there was no resistance to being a part of the event again. This year, support for the event has grown, with significant interest from creatives being part of the program, and support from businesses hosting artists within their spaces.

PMHC actively engaged the restaurant and food outlets within the precinct to create easy takeaway street style options. 45 host businesses were involved in the delivery of the ArtWalk program and satellite events.

Internal Consultation

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

External Consultation:

Cultural Steering Group
Port Macquarie Emergency Services
Local Businesses
Local Artists
Port Macquarie Museum

Planning & Policy Implications

The ArtWalk Program delivers and contributes to the following strategies in the 2019 - 2021 Cultural Plan.

- Create, develop and maintain vibrant Cultural spaces and places to maximise opportunities for our community to participate in cultural Activities across the region.
- Raise the skills and capacity of our Local creatives to foster a vibrant cultural community
- Foster Collaboration
- Identify and develop opportunities to profile and promote culture at all levels - local to International.

In particular, it delivers on Action 3.4 - Cultural Festivals.

Financial & Economic Implications

The program was delivered through the Community Place - Cultural Plan program funding. The event total cost was \$44,000. This was an increase from 2018 program. The increase of costs are attributed to opening and activating the Glasshouse, increased pedestrian safety through pedestrian management and increased social media campaign , production of collateral and additional media spend.

Council staff support for the planning and delivery of the event were approximately 300 hours.

The event attracted both overnight and day visitors bringing an economic contribution to the LGA of approximately \$193,960. A significant impact for a short three hour burst.

Attachments

1. Attachment 1 - ArtWalk 2019 - Research Report by Destination Research

AGENDA

ORDINARY COUNCIL
[Meeting Date dd/mm/yyyy]

Item: 09

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

Presented by: Strategy and Growth, Jeffery Sharp

RECOMMENDATION

That the Cultural Steering Group note the discussion about the actions relating to Strategic Outcome 2 of the Cultural Plan.

Discussion

All reports within this section are related to **Cultural Plan Strategic Objectives and Desired Outcomes 2** - Enrich our community through experiences that embrace and celebrate our diverse and unique art and culture.

2.1 - Inclusive Programs and Events

Item 2.1.1 - NAIDOC Week Celebrations - Program Wrap Up

NAIDOC Week celebrations are held across Australia each July to celebrate the history, culture and achievements of Aboriginal and Torres Strait Islander peoples. NAIDOC is celebrated not only in Indigenous communities, but by Australians from all walks of life. The week is a great opportunity to participate in a range of activities and to support your local Aboriginal and Torres Strait Islander community.

This year NAIDOC week was held across the Port Macquarie- Hastings region from 8 July - 15 July 2019. The theme focused on *"Voice. Treaty. Truth - Lets work together for a shared Future."* PMHC supported and helped to facilitate a number of community programs across the week including:

- Monday 8 July 2019
Birpai Gamba NAIDOC week opening ceremony and Official Flag Raising Ceremony
This event is held to officially open NAIDOC week celebrations across the local government area. Held in the Ross Family Studio and on the Town Green, the ceremony commenced with the Welcome to Country performed by Uncle Bill. The Birpai Mitjigan Dancers performed, the flags were raised on Town Green followed by morning tea at Birpai Local Aboriginal Land Council. 300 participants
- Wauchope Official Flag Raising Ceremony
This is the first time a flag raising ceremony has been conducted in Wauchope.

This event was held at Bunyah Local Aboriginal Land Council to officially open NAIDOC week celebrations in the Wauchope community, followed by afternoon tea. 60 participants

- Community Fun Day Wauchope

This is the second year that a NAIDOC Community Fun day has been held in Wauchope. The event saw 800+ community members participate in the activities on the day. Dance performances by the boys and girls, Gambirra Singers, stallholders and activities for the children to participate in. Lunch was provided, fresh fruit, PMHC Water Stations were available to refill drink bottles. Approx 800+ people attended this event.

- Hastings Community Fun Day Port Macquarie Race Course

The event was officially opened with Welcome to Country performed by Uncle Bill. The Djiyagan Dhanbaan women's group sang in language, the Birpai Mitjigan dancers performed and the Dhoongang Dancers performed and Gambirra Singers performed. There were many stallholders on hand to provide information about their services to community and many activities for the children.

A photo booth provided an opportunity for families and friends to have photos taken. The kids enjoyed the Jumping Castle, Bungee Run and face painting, and other interactive activities provided by the stallholders. Free bush tucker tastings were provided and a bbq lunch, fresh fruit and PMHC Water Stations were available to refill drink bottles. This event was well attended again this year! Approx 3,500+ people attended this event.

2.1.2 - Four Seasons in One Day Dementia Program - Wrap Up

Council received a \$15,000 grant from Dementia Australia for a dementia-friendly communities programme. The grant was to support Council to create four local dementia-friendly activities and to help build greater awareness, acceptance and understanding of dementia in the community.

"Four Seasons in One Dementia Day" is a series of four dementia-friendly community activities over four seasons.

Winter 2018: 3 x Pop-Up Soup Cafes

One-day pop-up soup cafés were held in Wauchope, Laurieton and Port Macquarie, during July. Students from Newman Senior Technical College prepared the soups under the tutelage of the chefs at St Agnes Parish Food Services.

Workers and the wider community 'popped in' to buy a delicious \$5 soup and be served by someone living with dementia. A very successful event and all proceeds are going towards the purchase of outdoor garden furniture for the Port Macquarie 'Memory Garden'.

Spring 2018: Unforgettable Book Chat

In September, the community attended a giant Book Club at Port Macquarie Library. There was a robust discussion with a panel of book enthusiasts and health professionals about "Dementia in fiction". Over canapes, the question was explored: *Does the advent of Dementia themed books hinder or*

help? Do they merely entertain? Or can fiction help to enlighten and create empathy?

Summer 2019: Hands on History

During summer, local seniors living with dementia participated in costumed re-enactments at historic locations in Port Macquarie, Wauchope and Laurieton. Under the tutelage of TimeSlips facilitator and creative ageing practitioner Lisa Hort, the seniors learnt how to use iPads to photograph the scenes. The workshops explored themes of the Bicentenary. This culminated with an art opening and a 10 day photographic exhibition at the Port Macquarie Library as part of the Seniors festival.

Autumn & Winter 2019: ArtWalk “Sunday Afternoon”

During Autumn six workshops were delivered with people living with dementia. Guided by creative ageing practitioner Lisa Hort and animator Katherine Appleby, the seniors created a 4 minute site-specific video projection. The workshops explored what the seniors liked doing on a Sunday afternoon - fishing, playing tennis, dancing. They painted a background artwork and learnt how to use an iPad ‘App’ and incrementally moved cartoon cut-outs over the top of the artwork. 24 photos created 1 second of animation. The photos were stitched together with an animation app and resulted in a 4 minute animation.

At ArtWalk, the Project Team fitted out the Murray Street car park site with dementia friendly lounges, armchairs and lamps. The Inclusion Officer conducted a tour with the ‘artist’ (person living with dementia) and their loved ones. Starting at the Glasshouse Forecourt and finishing at their screening. The ‘Sunday Afternoon’ animation was projected on a continuous loop from 6pm to 9pm that evening to enthralled audiences.



A copy of the digital animation is available for viewing on request.

2.2 - Bicentenary**Item - 2.2.1 - Bicentenary Working Group**

Council staff will provide a brief verbal update on the Bicentenary Working Group activities. A copy of the minutes from the working group is attached.

A Bicentenary Project 2021 Council Report (Attached) went up to the August Council Meeting with the following outcome:

RESOLVED: Turner/Hawkins

That Council:

1. Endorse the following proposed 2021 priority Bicentenary projects:
 - (a) Bicentenary Event 10 -18 April 2021;
 - (b) The Flagstaff Hill redevelopment; and
 - (c) Continuation of the development of the Port Macquarie foreshore walkway and sculptural trail, as recommended by the Bicentenary Working Group of Council's Cultural Steering Group.
2. Request the General Manager add a new action to the 2019/2020 Operational Plan, relating to 'the development and delivery of 2021 Bicentenary projects'.
3. Note that the Flagstaff Hill redevelopment project is proposed to deliver the new, additional, John Oxley memorial to commemorate 200 years since his expedition, as resolved by Council on 21 February 2018.
4. Note the Cultural Steering Groups support for the priority projects.
5. Request the General Manager prepare a report for the September Council Meeting to determine resourcing to deliver the agreed priority projects for the 2021 Bicentenary.

CARRIED: 9/0

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

AGAINST: Nil

2.3 - Cultural Vibrancy

No updates for discussion.

2.4 - Community based and community led programs

No updates for discussion.

2.5 - Public Art Audit

No updates for discussion.

2.6 Public Art Policy**Item - 2.6.1 - Public Art Policy Review Consultant**

The feedback provided has been collated and sent back to the Consultant for further comment. Staff will review the next steps and provide an updated timeline.

A verbal update will be provided at the meeting.

2.7 - Public Art Master Plan

As above in Item 2.6.1.

Attachments

1 [View](#). Minutes Bicentenary Working Group Meeting - 25 July 2019

2 [View](#). August Council Report - Bicentenary Projects 2021



Creating a Vibrant Future

Bicentenary Working Group Agenda

Meeting Date: 25 July 2019 **Time:** 11.00am - 12.00pm

Venue: Function Room - Council Administration Building, Port Macquarie

Attendees: Lucilla Marshall, Liesa Davies, Skye Frost, John Johnstone, Janette Hyde, Glenn Dick, Jeff Gillespie, Debbie Sommers

Apologies: Cr Rob Turner, Cr Geoff Hawkins, Jeffery Sharp, David Martin, Janice McGilchrist, Jeannette Rainbow, Chris Denny, Simon Luke

Guests: Adam Rumble - Port Macquarie Rotary Club, Bob Cleveland - President Port Macquarie Rotary Club

AGENDA/ACTIONS

No.	Agenda item	Actions	Who
1.	Welcome	Overview of the Organisational restructure - Liesa Davies will be involved in with the Bicentenary activities in her new role of Group Manager Economic & Cultural Development effective from 2 September 2019.	Lucilla Marshall
2.	Business Arising from Minutes of Previous Meeting (Bicentenary Brainstorming Session)	<p>Discussion</p> <p>AP: Determine funding requirements for all projects.</p> <p>AP: Note the recommendation from the Cultural Steering Group.</p> <p>ACTION: Recommendation from the Cultural Steering Group to be reported at the August Ordinary Council meeting including resources for an Event Coordinator.</p> <p>AP: General Manager, Mayor and Chair of CSG to meet with the Local Members to discuss the Bicentenary Event and support as a priority.</p> <p>ACTION: Discussions with the General Manager have commenced.</p>	

Our meeting will be conducted as follows:

1. We start on time and finish on time
2. We all participate and contribute - everyone is given opportunity to voice their opinions
3. We actively listen to what others have to say, seeking first to understand, then to be understood
4. We follow up on the actions for which we are assigned responsibility and complete them on time
5. We give and receive open and honest feedback in a constructive manner
6. We use data to make decisions (whenever possible)
7. We strive to continually improve our meeting process and build time into each agenda for reflection.

Bicentenary Working Group

		<p>ACTION: Briefing with Councillors in August on the Bicentenary with Councillor's being very supportive.</p> <p>AP: Develop a communications plan for educating the community and then marketing the place and the events in the future. Once the event and projects are finally defined and have been to Council, a communication/engagement plan will be developed</p> <p><u>Discussions on Event Activities</u></p> <p>AP: Develop a program of Community Events and Satellite activities</p> <p>ACTION: Review of resources required is underway and will be reported to August 2019 Council meeting.</p> <p>AP: Include an Education Program to enable school involvement.</p> <p>ACTION: Glenn Dick provided a verbal update on additional items which he noted down post the Brainstorming Session to be possible inclusion in Event program.</p>		
3.	Community Events/Bicentenary Projects	<p>Review of the Bicentenary Projects</p> <ol style="list-style-type: none"> Bicentenary Commemoration - PMQ - April 2021 Launch working Group Lead - Council (Lucilla Marshall) <ul style="list-style-type: none"> In progress. Bicentenary Event - April 2021 Working Group Lead - TBA (Event Coordinator) <ul style="list-style-type: none"> Lead to be determined. It was confirmed that 10 -17 April 2021 are the dates for the Bicentenary Celebrations. 17 April 2021 is the main event day. Janette Hyde noted the opportunity for involvement of technology (reference to ArtWalk). Flagstaff Redevelopment Working Group Lead - Glenn Dick <ul style="list-style-type: none"> Bob Cleveland provided an update on Adam Rumble work through Port Macquarie Rotary on the maintenance of Flagstaff Hill. 	All	

Values: Communication, Accountability, Professionalism, Integrity & Teamwork

Bicentenary Working Group

		<ul style="list-style-type: none"> The group support the rebuilding of Flagstaff Hill, with the relocation of the current Flagstaff to an appropriate location. Enable structure to visible from different areas within town. Discussion on design of the new structure of Flagstaff Hill, with the suggestion of improvements of the walk up to Flagstaff Hill and a bigger platform due to increased pedestrian traffic. <p>ACTION: Fabricator of the new structure is to provide a preliminary sketch.</p> <p>ACTION: Glenn Dick to meet with Rotary Port Macquarie to further discuss the rebuilding of Flagstaff Hill.</p> <p>ACTION: Project still requires funding to proceed.</p> <p>4. Bicentennial /Remembrance Walk Working Group and Sculptural Trail - Town Green/Coastal Walk Working Lead - Jeff Gillespie, Janette Hyde and Debbie Sommers</p> <ul style="list-style-type: none"> Jeff Gillespie provided an update on the TCMP discussion on the Bicentennial/Remembrance Walk. Archaeological restrictions may cause delays. TCMP aware that work is required to be completed by February 2021. Funding for sculptures is approximately \$300,000. <p>ACTION: Staff to follow up on when the designs for the walkway will be made to the public and advise the BWG.</p> <p>5. Glasshouse Exhibitions Working Group Lead - Glenn Dick (follow up with Bridget on the timing).</p> <ul style="list-style-type: none"> In Progress. <p>ACTION: Staff to contact Bridgette on next steps for the Bicentenary exhibitions at the Glasshouse including timing of David Martin's exhibition.</p> <p><u>Community Projects</u></p> <p>6. Cultural Precinct</p> <ul style="list-style-type: none"> In progress. Justice Curtilage (police station, cottage and courthouse) Community group managing. Janette Hyde is meeting with Leslie William MP next month to discuss the historic preservation of the current Justice Curtilage. 	
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Values: Communication, Accountability, Professionalism, Integrity & Teamwork

Bicentenary Working Group

		<p>7. Surf Museum - Glenn Dick</p> <ul style="list-style-type: none"> • In progress. • Glenn Dick has met with Council staff - with further discussions to be held on the location of the Surf Museum. • Budget allocations between the 7 Bicentenary Projects is to be discussed at a future meeting. <p>ACTION: Council to send invitations to Government dignitaries to attend Bicentenary Events (save the date). Invitations to be sent by end of August 2019.</p> <p>ACTION: Council to contact Campbelltown and Bathurst Coordinators regarding the organisation of Bicentenary events in each areas.</p>		
4.	General Business	<ul style="list-style-type: none"> • John Johnstone presented an option of getting commemorative stamps from Australia Post regarding a special postal stamp for the Bicentenary. • Debbie Sommers noted that we should include in the minutes of the Brainstorming Session feedback received from Kelly O'Brien on the inclusion of Aboriginal activities for the Bicentenary events. • Bob Cleveland President Rotary Club is in support of the bicentenary activities and is willing to be involved in supporting events. 	All	
5.	Next Meeting Date	Thursday 15 August 2019 - 10.30am - 11.30am		

Values: Communication, Accountability, Professionalism, Integrity & Teamwork

AGENDA

ORDINARY COUNCIL
21/08/2019

Item: 11.04

Subject: BICENTENARY PROJECTS 2021

Presented by: Strategy and Growth, Jeffery Sharp

Alignment with Delivery Program

2.5.1 Support cultural activities within the community.

RECOMMENDATION

That Council:

1. Endorse the following proposed 2021 priority Bicentenary projects:
 - a) Bicentenary Event 10 -18 April 2021;
 - b) The Flagstaff Hill redevelopment; and
 - c) Continuation of the development of the Port Macquarie foreshore walkway and sculptural trail,as recommended by the Bicentenary Working Group of Council's Cultural Steering Group.
2. Request the General Manager add a new action to the 2019/2020 Operational Plan, relating to 'the development and delivery of 2021 Bicentenary projects'.
3. Note that the Flagstaff Hill redevelopment project is proposed to deliver the new, additional, John Oxley memorial to commemorate 200 years since his expedition, as resolved by Council on 21 February 2018.
4. Note the Cultural Steering Groups support for the priority projects.
5. Request the General Manager prepare a report for the September Council Meeting to determine resourcing to deliver the agreed priority projects for the 2021 Bicentenary.

Executive Summary

This report seeks Council consideration of the Bicentenary project recommendations, as developed by the Bicentenary Working Group (BWG). It follows previous Council resolutions relating to the establishment of this Group and approval of projects that marked the 2018 Bicentenary focusing on discovery of our region.

The BWG is particularly keen to garner Council support for the priority projects they have identified to enable them to be resourced and progressed in a timely manner, noting the key Bicentenary of European settlement date of 17 April 2021.

Discussion

At two previous meetings, Council has resolved on matters relating to bicentenary activities. The relevant resolutions are contained below:

13 December 2017

10.06 BICENTENARY ACTIVITIES - OPTIONS FOR INVOLVEMENT & RESOURCES

Item 11.04

Page 1

AGENDA

ORDINARY COUNCIL
21/08/2019*RESOLVED: Turner/Hawkins**That Council:*

- 1. Provide in principle support to projects that mark the 2018 John Oxley Bicentenary.*
- 2. Set up a Bicentenary Working Group of the Cultural Steering Group (BWG) to assist with the strategy, the organisation and the implementation of the Bicentenary program.*
- 3. Enable the ad hoc participation of suitably qualified persons (relevant experience and expertise) onto the BWG.*
- 4. Request the BWG provides regular reporting to Council through updates via the Cultural Steering Group.*
- 5. Workshop alternative wording for the draft Bicentenary logo with the BWG.*
- 6. Establish a new line item in both the 2017/18 and 2018/19 Operational Plans – Bicentenary Activities.*
- 7. Re-allocate GL 41433 'WW1 and ANZAC Commemoration' with a current budget of \$43,856 to 'Bicentenary Activities'.*
- 8. Transfer \$80,000 from the Cultural reserve to Bicentenary Activities.*
- 9. Approve a dedicated Bicentenary Grants stream from the current Community Grant budget.*
- 10. Note that the John Oxley Memorial previously located at Town Beach is currently being rejuvenated for the John Oxley Bicentenary, and once complete, will be relocated in early 2018 to a new site in the vicinity that has significantly better pedestrian access.*

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

21 February 2018 meeting:

10.05 JOHN OXLEY MEMORIAL*RESOLVED: Turner/Hawkins**That Council:*

- 1. Note that the John Oxley memorial that was removed in November 2017 will be reinstated to its original position with improved pedestrian access.*
- 2. Commence the process to have the John Oxley memorial added to the Port Macquarie-Hastings LGA Heritage Register.*
- 3. Note the information in the John Oxley Memorial report which outlines a program of works proposed for the development of a new, additional, John Oxley memorial to commemorate 200 years since his expedition.*
- 4. Forward this proposal to the Bicentenary Working Group to consider alongside other potential bicentenary activities.*

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

The BWG was established in March 2018 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 Group is to facilitate the development of Bicentenary events and activities in a manner, which is inclusive and recognises the multiple cultural stories

AGENDA

ORDINARY COUNCIL
21/08/2019

that make up the heritage of the region. It is acknowledged that this must include 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 Group is made up of enthusiastic locals who want to share the history of our place with the community through activities, events and programs.

The BWG have worked over many months on a range of project ideas looking towards the Bicentenary of European Settlement in April 2021 and is now at a point where Council agreement to the 2021 bicentenary project priorities is requested.

The Group started with a list of 21 projects, which has been narrowed down to three priority projects to commemorate the establishment of Port Macquarie as a penal settlement in 1821.

The priority projects recommended for Council approval are:

1. Bicentenary Event, 10-18 April 2021:

- Proposed to include activities over 10 days to commemorate 200 years since the penal settlement was established. It would include a key event on 17 April 2021, and a range of 'satellite' events over the period, such as cultural activities, food and wine, a Lost Trades Expo, lectures and a sailing regatta.

2. Flagstaff Redevelopment:

- Design, manufacture and installation of a replica of the 1821 flagstaff (80ft high) and modified viewing platform with a proposed 17 April 2021 opening event. The intent is to highlight the significance of Port Macquarie as a key harbour and the Flagstaff as a former important maritime safety structure that our ancient mariners and their passengers saw as the beacon home. It is envisioned that this will be a significant attraction for visitors to our region.

3. Continuation of the development of the Foreshore Walkway and Sculptural Trail

- To continue with the pre-construction works and installation prior to April 2021 of the Foreshore footpath from Westport Park to Town Green East, including the Kooloonbung Creek to Arboretum section. The pathway will include sculptural elements marking the importance of the 200 years.
- Design work for this pathway is underway as part of Council's 2019/20 Operational Plan.

The BWG have also identified a number of supplementary community-based and driven projects as:

- Glasshouse Exhibitions: focused on 200 years of Port Macquarie;
- A Cultural Precinct including Justice Curtilage centred around the Port Macquarie Police Station; and
- Port Macquarie Surf Museum.

A key consideration of implementing these project is the fact that Council currently has no allocated resourcing for the management of the BWG or project oversight and or implementation.

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As per the December 2017 Council resolution, a budget of \$128,000 was allocated for bicentenary activities from a number of sources. In 2018/19, in preparation for the 2018 Bicentenary Event and through the development of Bicentenary collateral and graphic design support, \$16,255 of this budget was utilised.

It is proposed that the remaining budget of \$111, 745 be carried over to 2019/20 (subject to Council approval as part of another item on this August 2019 agenda), to assist with the delivery of the priority projects.

It is acknowledged however, that further resources will be required in both 2019/20 and 2020/21 for the development and delivery any or all these projects, however at the time of writing this report, the level of further resources required are unknown.

The Cultural Steering Group in their Meeting of the 3rd July 2019 considered the BWG priority projects. In support of delivering the BWG priority projects, the CSG resolved the following:

CONSENSUS:

Item 2.2 - Bicentenary Update: That the Cultural Steering Group supports the priority appointment of an overall Bicentenary Senior Event Planner and Coordinator.

In light of the above, Council now needs to give consideration to which priority projects to support and how to resource those projects. It is therefore recommended that, following Council's consideration of this matter, the General Manager prepare a report for the September Council meeting to determine resourcing options to deliver the agreed priority projects for the 2021 Bicentenary.

Options

Council may choose to:

- Resolve in line with the recommendations included in this report.
- Not delivery any Bicentenary Projects; or
- Request further information on the proposed projects from staff or the BWG.

Community Engagement & Internal Consultation

Engagement on the approach to the 2021 Bicentenary projects has been in collaboration with the Cultural Steering Group and the BWG.

Planning & Policy Implications

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

Financial & Economic Implications

There is currently a budget of \$111,745 (noting that this is a carryover from 18/19) that can be used to support future Bicentenary Projects or the engagement of a Bicentenary resource.

It should also be noted that Council also received a NSW government grant of \$196,140 for the Bicentenary Wauchope Riverwalk Art Trail to be delivered by December 2020.

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The BWG has prepared estimates for the delivery of the priority projects, noting that the estimates below do not include any staff costs to oversee and or implement these projects:

- Bicentenary Event - \$150,000 (estimate only)
- Flagstaff Hill Project - \$20,000 for initial detail design development and
- 190,000 for implementation.

It is anticipated that if Council resolves in favour of these projects, then further project detail can be developed, which will bring greater certainty to the costs of these projects. There may also be a range of grant funding opportunities available from other levels of government for these projects that will be explored, once priority projects have been confirmed.

As recommended in this report, a future Council report detailing options for supporting the events with appropriate resources will be presented to the September 2019 Council meeting, which may have a further financial and economic implications.

Attachments

Nil

Item: 10

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

Presented by: Strategy and Growth, Jeffery Sharp

RECOMMENDATION

That the Cultural Steering Group note the discussion on Cultural Precincts, Hub and the Library Strategic Plan.

Discussion

All reports within this section are related to **Cultural Plan Strategic Objectives and Desired Outcomes 1** - Develop and empower our region's art and cultural communities and assets

1.1 Cultural Economy Plan

No updates for discussion.

1.2 Creative Precincts and Hubs

Item 1.2.1 - Oxley Vale Learning Centre

The new Oxley Vale Lifelong Learning Centre is one step closer with \$3.4 million dollars committed to the project in the 2019/2020 state budget, handed down on June 18.

The centre will be built on vacant land east of the Douglas Vale Historical Homestead on the Oxley Highway. It will house the Port Macquarie Arts and Craft Centre and the Hasting's Men's Shed.

Plans for the centre are before Port Macquarie-Hastings Council awaiting a development application.

1.3 - Venues and Spaces

No items for discussion

1.4 - Showcase Programs

No items for discussion

1.5 Library Strategic Plan

Item 1.5.1 - Library Strategic Plan draft

The Library Strategic plan has been developed and is currently going through the Council approvals process. Councilor's were briefed at a meeting on 31 July 2019.

1.6 - Cultural Mapping

No items for discussion

1.7 - Skills Audit

No items for discussion

1.8 - Professional Development Opportunities

No items for discussion

Attachments

Nil