



# Cultural Steering Group

## Business Paper

**date of meeting:** Wednesday 24 February 2021

**location:** Port Macquarie Makers Space]  
4 Albert Circuit  
Port Macquarie

**time:** 8:00am

## **Cultural Steering Group**

### **CHARTER**

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#### **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 Economic and Cultural Development
- Glasshouse Venue Manager
- Community representatives, as appointed by Council (refer 3.5).

##### **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, as shown below in no particular order, and who meet the selection criteria will be encouraged:
  - Birpai Local Aboriginal Land Council
  - Bunyah Local Aboriginal Land Council
  - Local creative industries
  - Local Arts Groups
  - Local Heritage Groups
  - Greater Port Macquarie Tourism Association
  - Education Institutions
- 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**

- A quorum must include a minimum of one (1) Councillor or one (1) Council Executive staff member being present. The quorum for the Steering Group will be met if half of the members plus one are 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, may 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.
- 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	05/08/20	02/09/20	07/10/20	04/11/20	02/12/20	27/01/21
Councillor Rob Turner (Chair)	✓	✓	A	✓	✓	✓
Councillor Geoff Hawkins (Deputy Chair)	✓	✓	✓	A	A	A
Beric Henderson	✓	✓	✓	✓	✓	✓
Brian Barker	A	✓	A	A	A	✓
Chris Denny	✓	✓	✓	✓	✓	✓
Debbie Sommers	✓	✓	✓	✓	✓	✓
Marie Van Gend	✓	✓	✓	✓	✓	✓
Skye Petho	A	✓	✓	✓	A	✓
Stacey Morgan	A	✓	✓	✓	✓	✓
Wendy Haynes	✓	✓	✓	A	✓	✓
Willhemina Wahlin	✓	✓	✓	✓	✓	✓
Jeffery Sharp (Director Strategy and Growth) D Coulton / L Davies (acting)	✓	✓	✓	✓	✓	✓
Liesa Davies (Group Manager Economic and Cultural Development) Amanda Hatton (acting)	✓	✓	✓	✓	✓	✓
Pam Milne (Glasshouse Venue Manager) Bec Washington (acting)	✓	✓		✓	✓	✓

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

**Meeting Dates for 2021**

27/01/2021	Function Room	8:00am
24/02/2021	Port Macquarie Makers Space	8:00am
24/03/2021	Function Room	8:00am
28/04/2021	Function Room	8:00am
26/05/2021	Function Room	8:00am
23/06/2021	Function Room	8:00am
28/07/2021	Function Room	8:00am
27/10/2021	Function Room	8:00am
24/11/2021	Function Room	8:00am

# Cultural Steering Group Meeting

Wednesday 24 February 2021

## Items of Business

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09	General Business	

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

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"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."

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**Item: 02****Subject: APOLOGIES**

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**RECOMMENDATION**

That the apologies received be accepted.

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

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**RECOMMENDATION**

That the Minutes of the Cultural Steering Group Meeting held on 27 January 2021 be confirmed.

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## **PRESENT**

### **Members:**

Councillor Rob Turner (Chair)  
Beric Henderson (Community Representative)  
Brian Barker (Community Representative)  
Chris Denny (Community Representative)  
Debbie Sommers (Community Representative)  
Marie Van Gend (Community Representative)  
Skye Petho (Community Representative)  
Stacey Morgan (Community Representative)  
Wendy Haynes (Community Representative)  
Willhemina Wahlin (Community Representative)  
Acting General Manager (Jeffery Sharp)  
Acting Director Strategy and Growth (Liesa Davies)  
Glasshouse Venue Manager (Pam Milne)

### **Other Attendees:**

Acting Group Manager Economic and Cultural Development (Amanda Hatton)  
Destination and Cultural Development Manager (Jane Ellis)  
Cultural Development Officer (Georgina Perri)  
Cultural Events Officer (Linden Duke)

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The meeting opened at 8:05am.

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## **01 ACKNOWLEDGEMENT OF COUNTRY**

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The Acknowledgement of Country was delivered.

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## **02 APOLOGIES**

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### **CONSENSUS:**

That the apology received from Councillor Geoff Hawkins (Deputy Chair) be accepted.

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**03 CONFIRMATION OF MINUTES**

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**CONSENSUS:**

That the Minutes of the Cultural Steering Group Meeting held on 2 December 2020 be confirmed.

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**04 DISCLOSURES OF INTEREST**

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There were no disclosures of interest presented.

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**05 BUSINESS ARISING FROM PREVIOUS MINUTES**

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**CONSENSUS:**

That the Business Arising Schedule be noted with no new additions.

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**06 CULTURAL PLAN RENEWAL - INITIAL ENGAGEMENT SESSION**

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Cultural Steering Group member Willhemina Wahlin led a session with the group in preparation for the development of the new Port Macquarie-Hastings Cultural Plan.

Group members worked on draft vision statements and discussed potential values and goals for the new Plan. Development of the Cultural Plan will include extensive community engagement and consultation.

**CONSENSUS:**

That the Group:

1. Note that input from members to date and that further input is welcomed via the Jamboard established for this project.
2. Note that further discussions at the next meeting will help inform the drafting of the Plan.

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## **07 GENERAL BUSINESS**

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### **07.01 THE DECOMPORSI**

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Liesa Davies (Acting Director Strategy and Growth) provided an update on the donation of sculptural work *The Decomposi* designed by internationally renowned artist Roberto Giordani and co-created by local Mid-North Coast blacksmith artists at a masterclass held at Sydney's Eveleigh metal studio in 2018.

The sculpture was recently installed on the Crown Lands Port Macquarie Public Wharf boardwalk site, accessible via the Short Street carpark or Buller Street Bridge.

The sculpture, which was recently valued at approximately \$82,000, was donated to our community by Eveleigh Works coordinator Matt Mewburn as a part of the National Cultural Gifts program.

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### **07.02 VOTE OF THANKS**

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Liesa Davies (Acting Director Strategy and Growth) took the opportunity to thank Acting Group Manager Economic and Cultural Development, Amanda Hatton, for her work and contributions to the Strategy and Growth Division, this Group and local cultural development during her secondment from the Buildings and Recreation team over the last six months. It was noted that with the commencement of the new Council CEO on 1 February 2021, Jeffery Sharp would return to the Director Strategy and Growth role and Liesa to the Group Manager Economic and Cultural Development.

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The meeting closed at 10:02am.

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Item: 04  
Subject: DISCLOSURES OF INTEREST

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**RECOMMENDATION**

That Disclosures of Interest be presented

**DISCLOSURE OF INTEREST DECLARATION**

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

*(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 Chief Executive Officer, such a disclosure is to be made to the staff member's manager. In the case of the Chief Executive Officer, 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 Chief Executive Officer, 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 Chief Executive Officer, 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.*

<b>By</b> <i>[insert full name of councillor]</i>	
<b>In the matter of</b> <i>[insert name of environmental planning instrument]</i>	
<b>Which is to be considered at a meeting of the</b> <i>[insert name of meeting]</i>	
<b>Held on</b> <i>[insert date of meeting]</i>	
<b>PECUNIARY INTEREST</b>	
Address of the affected principal place of residence of the councillor or an associated person, company or body <i>(the <b>identified land</b>)</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.
<b>MATTER GIVING RISE TO PECUNIARY INTEREST<sup>1</sup></b>	
Nature of land that is subject to a change in zone/planning control by proposed LEP <i>(the <b>subject land</b><sup>2</sup>)</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 Chief Executive Officer 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.

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<sup>1</sup> 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.

<sup>2</sup> 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

<b>Item:</b>	<b>09</b>	02/12/2020
<b>Subject:</b>	<b>DRAFT PUBLIC ART MASTERPLAN</b>	
<b>Action Required:</b>	1. Support engagement with the local Aboriginal community to explore development of a cultural artwork in 2021 at an appropriate location.	
<b>Current Status</b>	1. Engagement to commence in the coming months following the establishment of Council's Aboriginal Reference Group.	

<b>Item:</b>	<b>06</b>	27/01/2021
<b>Subject:</b>	<b>CULTURAL PLAN RENEWAL - INITIAL ENGAGEMENT SESSION</b>	
<b>Action Required:</b>	1. Members invited to provide further input via the Jamboard and that further discussions will take place at the February 2021 meeting.	
<b>Current Status</b>	1. A report is being presented at the February 2021 meeting and two further strategy sessions will be scheduled in coming months.	

Discussion topics at future meetings		
	Due Date	Requested
Creative Hub – Requirements and management/operational model	Future meeting	5 December 2018
Update on the Bicentenary Working Group	Future Meetings	1 July 2020
Public Art Policy, recent requests for public art/interpretation and the petition to remove the Edmund Barton statue	Future meeting	1 July 2020
Update on Port Macquarie Historic Court House Curtilage	Future meeting	2 September 2020
Draft Public Art Masterplan	Future meeting	

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**Item: 06****Subject: BICENTENARY EVENT UPDATE****Presented by: Strategy and Growth, Jeffery Sharp**

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**RECOMMENDATION**

**That the Group note the planned Bicentenary Event activities during the 10-day event period from 10 - 18 April 2021.**

**Discussion**

The Port Macquarie-Hastings Bicentenary marks a milestone in our history and Council's 2018 - 2021 Cultural Plan maps out an action to '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'. The purpose of this brief is to provide an update of planned Bicentenary Event activities during the 10-day event period from 10 - 18 April 2021.

**Key points**

The vision developed by the Bicentenary Working Group for the event is - 'To walk our place and discover the stories that weave together to make Port Macquarie-Hastings the region it was, it is, and will be.' A milestone such as this is an opportunity for our community and visitors to come together and commemorate our past, our present and our future across a range of activities aligned with the vision.

The Bicentenary milestone is a sensitive one. Staff have worked and consulted with our Local Aboriginal Land Councils (including via Birpai representatives on the Bicentenary Working Group) and other Aboriginal stakeholders. It is our intent that the stories and representations reflect our broader history, however, the mere nature of the event aligning with 200 years since settlement will likely continue to be seen negatively by some in our community.

The centrepiece of this program is an immersive night-time legacy installation - 'As One' (previously known as the Lumiere projection project); weaving culture and heritage in a world-class immersive story-telling experience on the façade of the Historic Courthouse on Clarence Street, Port Macquarie. Launching on Saturday 10 April 2021, the CBD will be activated by a number of COVID-Safe night-time activities.

The Hastings River will host a range of on-water activities and a range of satellite events and new trails will allow our community and visitors to discover new and unexpected pockets of culture, heritage, nature and tastes of our region.

Background

Council's Bicentenary Working Group (BWG), as a sub-Group of the Cultural Steering Group, has worked with staff and a range of stakeholders to plan for the Port Macquarie-Hastings Bicentenary of settlement in 2021. Like many things, the Group has had to focus on a revised event program to deliver a COVID-Safe event. The event format also responds to impacts on our community from COVID-19, utilising funding secured through Austrade and Council to support local recovery. Additional information

The Event program will include:1. **'As One' Projection Project**

- Port Macquarie 'As One' will be an immersive, sound and light outdoor art installation projected onto the front façade of the Historic Port Macquarie Court House. The production will tell important stories that make up the rich history of Port Macquarie from our First Nations people right through to the current day of the Bicentenary of European settlement.

The 10 -minute production will be screened on loop after dark until 9pm for the duration of the 10-day Bicentenary Event period. After this, it will screen once each evening for the foreseeable future as an on-going visitor attraction. We have been working with the Muurrbay Language Co-op on a name that appropriately reflects this installation as telling our stories as one. This is nearing confirmation.

During the event period, in addition to day-time experiences there will be a nightly program of activities within the CBD with key historic sites opening their doors for special encounters. The Glasshouse will host themed exhibitions, a visiting tall ship will be moored on the river and local musicians will be playing at Little Shack.

Participating Locations include:

- **Glasshouse Regional Gallery** - showcasing two themed exhibitions (free entry)  
Community Art Exhibition - Residents were invited to create an artwork in any medium to interpret the exhibition theme: 'Creating a visual response to the varied natural, cultural, historic and popular elements that make positive contributions to our local community'. This exhibition showcases responses and provide an opportunity to vote for your favourite artwork.  
Port Macquarie 200 - profiles the contributions of seven artists who chose Port Macquarie as their subject during the course of two centuries. This is a historical journey, as much for the Australian European-style of art itself, as it is for the township. Special inclusions are the very earliest artworks of Port Macquarie, a selection of sketches by the inspirational female figure Eirene Mort, and a series of previously unseen vibrant watercolours painted by Sir Lionel Lindsay in 1916.
- **Port Macquarie Historic Courthouse** - featuring exhibition by local artist Leanne Prussing (donation entry)
- **Port Macquarie Museum** - featuring new exhibition (free entry)

- **Mid North Coast Maritime Museum Pilot Boathouse** (donation entry)
- **Little Shack** - featuring live music and activities (free)
- **Coral Trekker** - will be moored at the Lady Nelson Wharf (more information below).

## 2. **Satellite Events**

In late 2020, an open Expression of Interest process invited Satellite Events from community groups, businesses and individuals for activities, events and initiatives that encouraged the discovery of our place and stories that weave together to form the Port Macquarie-Hastings region. There was great response and Staff are currently working to support in excess of 30 Satellite Events including a Traditional Church service, Cultural Tours at Sea Acres, Art Exhibitions, Workshops, Open Days, Heritage Tours and more.

## 3. **Coral Trekker visit**

The Coral Trekker, a 23-metre square rigged wooden sailing ship, will be in the region for a 9-day residency moored at the Lady Nelson Wharf. During this time, they will offer public access tours, 1-hour day trip sails and daily dinner cruises. More than just a leisure vessel, the Coral Trekker will also partner with TAFE to provide a General-Purpose Hand course to local residents during their visit.

## 4. **Aquatic Activities**

On Sunday 18 April 2021, the Port Macquarie Foreshore will host an array of local and visiting vessels. Participating Locations:

- Hastings River Main Channel – Port Macquarie Yacht Club Regatta
- Lady Nelson Wharf - Coral Trekker (Sydney Harbour Tall Ship)
- City Wharf - Australian Border Force Island Class Vessel 'Lord Howe Island'\*, Coffs Harbor Water Police\* and Port Stephens Water Police\*
- Mid North Coast Maritime Museum Pilot Boathouse
- Kooloonbung Creek mouth – Sailability display
- Marine Rescue Operations Centre - Open Day between 9.00am - 3.00pm
- Port Macquarie Marina - featuring Newman College vessel, XSLR, Mid North Coast Maritime Museum historic vessels and restorations, Port Macquarie Surf Museum Pop Up Exhibition and traditional canoe making (Note: this site is also open on Saturday 17 April 2021)

*\* Appearing unless an urgent operational matter arises.*

## 5. **Open Studio Event**

Showcasing our region 'now' and supporting those most impacted by COVID-19, the Open Studio Trail weekend will uncover practicing artists in their studios across the region. This event on 10 and 11 April 2021 will encourage locals and visitors alike to explore and discover over 20 local artists opening their studios, many for the first time, and provide a glimpse into a working artist studio.

## 6. **Taste Trails**

Themed trails called Taste Trails will be launched and promoted to encourage visitation to the region during the event period. An identified COVID Recovery project, these trails have been developed to increase attraction of the region as a mature and desirable tourism destination while developing and nurturing local

businesses to create memorable experiences for new and return visitors. The trails take in food, wine, boutique beer, arts and culture experiences across our region and will be delivered through easy to navigate itinerary suggestions both in digital and hard copy format.

**7. Additional Legacy Projects**

Work continues on a range of projects to deliver long term benefit to the region. The Wauchope Bicentennial Riverside Sculptural Trail will open in late March 2021 and feature as a must-visit destination during the event period. Development of free, online history curriculum resources based on the Port Macquarie region will also be available to all schools in the coming months. Also, in the pipeline is planning for an Aboriginal cultural public art piece within the CBD. Council will consult with the local Aboriginal community to determine location and artwork selection.

**Attachments**

- 1   PMHC Bicentenary Vision and Action Plan

**PORT MACQUARIE-HASTINGS BICENTENARY 2021 VISION AND ACTIONS MATRIX****VISION**

To walk our place and discover the stories that weave together to make Port Macquarie-Hastings the region it was, it is, and will be.

**PROGRAMMING GUIDES**

- We will actively support inclusion
- We will respect the diversity of our community
- We will consider the region's future generations
- We will encourage multi-generational storytelling of all cultures
- We will create partnerships with enduring outcomes
- We will learn by listening
- We will respect the environment of our place - mountains, fresh and saltwater rivers, bush and ocean - and how it evolves over time.

**PROGRAMMING FRAMEWORK**

- Rethinking due to COVID gathering restrictions - planning must allow for minimal impact on delivery in fluid regulatory environment.
- Leverage the funding opportunities from Austrade Bushfire Tourism Recovery Fund and PMHC COVID Recovery Projects to extend reach of identified projects and amplify investment.
- Lumiere Port Macquarie to act as the centerpiece of the Bicentenary event program - off which hangs a supplementary program of Council-owned and Council-supported activities and initiatives.
- Incorporate Gathang language and Aboriginal design across Bicentenary branding and marketing platforms promoting the event program.

**ACTIONS MATRIX:**

<b>Action</b> <i>(Put a goal under here to explain why we are doing it)</i>	<b>Deliveries</b> <i>What are we saying that we are going to do)</i>	<b>Timeframes</b>	<b>Responsibility</b>	<b>Status - as at 08.02.21</b>
Deliver <b>Lumiere Port Macquarie</b>	An immersive night-time installation weaving culture and heritage in a world-class immersive story-telling experience on the entire	October 2020 - April 2021	Destination and Cultural Development Team	Funding secured through Regional Tourism Bushfire Recovery Fund.

<u>Goal:</u> Create a legacy destination project for the region	historic façade of the Old Courthouse.			
	I. Overall Project Management and delivery	October 2020 - April 2021	Cultural Development Officer and external service contractors	1 <sup>st</sup> draft of Storyboard Treatment completed.  Renaming of installation currently in consultation with Gathang Language Group.
	II. Official Opening	Saturday 10 April 2021 5.30pm	Project Officer - Destination and Culture	Lumiere opening on Saturday 10 April, 5.30pm for 6pm screening.  Confirmed attendance from Governor General of NSW and MP David Gillespie.
	III. Delivery of nightly activation program – including Glasshouse activation and screenings	Saturday 10 April 2021 and Sunday 18 April 2021 between 6.00pm-9.00pm	Cultural Events Officer and Events Intern	COVID Safety Plan and Exemption request submitted to Health NSW Major Events Task Force denied on 22.01.21.  Revised COVID Safety Plan with no road closure issued to Health NSW for review on 05.02.21
	IV. Creation of a virtual information platform supporting Lumiere installation.	October 2020 - April 2021	Project Officer - Destination and Culture	Web platform on Destination website progressing.
Deliver <b>Hastings River Aquatic Activities</b>	<b>Tall Ship Coral Trekker 10 day Residency on Lady Nelson Wharf</b> - includes:	Saturday 10 April 2021 and	Cultural Events Officer	Contractor agreement co-signed.

<u>Goal:</u> Encourage utilisation and discovery of PMQ Foreshore	<ul style="list-style-type: none"> <li>- ticketed day trips and dinner cruises</li> <li>- public access tours</li> <li>- TAFE General Purpose Hand Course for local residents.</li> </ul>	Sunday 18 April 2021	Economic Development Officer - TAFE General Purpose Hand Course	S68 for Lady Nelson Wharf approved.  Draft Event Waste Management Plan submitted.  Public tickets on sale via Sydney Harbour Tall Ships.
	<b>Visiting Vessels Program</b> - includes: <ul style="list-style-type: none"> <li>- NSW Water Police Port Stephens</li> <li>- Australian Border Force - Lord Howe island vessel</li> <li>- NSW Water Police Coffs Harbour</li> </ul>	Sunday 18 April 2021	Cultural Events Officer	PMQ Marina City Wharf berths booked.  Australian Border Force - Lord Howe Island vessel and NSW Water Police Coffs Harbour confirmed. NSW Water Police Port Stephens - TBC.
	<b>Local Vessels Program</b> - includes: <ul style="list-style-type: none"> <li>- Mid North Coast Maritime Museum</li> <li>- Sailability</li> <li>- Marine Rescue</li> <li>- Commercial vessels</li> </ul>	Saturday 17 and Sunday 18 April 2021	Cultural Events Officer	Confirmed organisations include XSLR, Mid North Maritime Museum, Sailability, Port Macquarie Yacht Club, Port Macquarie Surf Museum and Marine Rescue.  Contractor agreement issued to Kempsey-based traditional canoe makers for two day workshop. Workshop site to be confirmed.
	<b>Aquatic Licence for Sail Past Event</b>	Sunday 18 April 2021	Cultural Events Officer	NSW Marine confirmed Coral Trekker activities operate under

				<p>own commercial operator licence. No Aquatic Licence required.</p> <p>Community Stakeholders meeting held on 14.01.21; decision to deliver static on-water and on-land displays over 17 &amp; 18 April. No Aquatic Licence required.</p>
<p>Deliver <b>Community Art Exhibition at Glasshouse Port Macquarie</b></p> <p><u>Goal</u>: Bring people together to participate in arts and cultural activities accessible to everyone.</p>	<p>Community invited to register and collect a blank A4 canvas to create a visual response to the varied natural, cultural, historic and popular elements that make positive contributions to our place.</p> <p>Exhibition staged on Level 2, Mezzanine Foyer at Glasshouse Port Macquarie between 10 -18 April 2021.</p>	October 2020 - April 2021	Cultural Events Officer and Glasshouse Regional Gallery	<p>51 completed canvases received to date.</p> <p>Assessment Panel for community prizes confirmed:</p> <ul style="list-style-type: none"> <li>• Bridget Purtil, Regional Gallery Curator</li> <li>• Jeannette Rainbow, BWG representative</li> <li>• Beric Henderson, CSG representative</li> </ul>
	<p><b>Official Opening of Community Art Exhibition</b></p>	Saturday 10 April 2021 7.00pm	Project Officer - Destination and Culture	<p>Exhibition opening and reception will follow Lumiere opening at 6pm screening.</p> <p>Pat Conaghan MP to be invited to speak in recognition of funding secured via Building Better Regions Fund.</p>

<p>Create and share <b>Education Resources</b></p> <p><u>Goal:</u> Create a legacy resource for ongoing utilisation by local school students.</p>	<p><b>Create digital education resource</b> which meets Stage 1 -Stage 5 of the NSW Education History Syllabus.</p>	<p>August 2002 - January 2021</p>	<p>Cultural Events Officer and PMHC Education Team Leader</p>	<p>Syllabus updates completed.</p> <p>Waiting LALC sign off on resources.</p> <p>Aiming to have resource delivered in Term 1 2021 - dependent on LALC sign off timeline.</p>
	<p><b>Virtual cultural activity</b> rolled out to all local Infants and Primary Schools focusing on celebrating 'our place'.</p>	<p>February - April 2021</p>	<p>Cultural Events Officer and PMHC Education Team Leader with Birpai Local Aboriginal Land Council</p>	<p>Project concept developed around environmental impact on waterways and Gathang language.</p> <p>Investigating with Community Inclusion Team if initiative can be delivered during Youth Week 2021 (coinciding with Bicentenary event dates).</p>
<p>Develop and promote <b>Trails across the region</b></p> <p><u>Goal:</u> To create legacy destination attraction assets across the region</p>	<p><b>New Food, Wine, Art &amp; Culture Trails</b> - includes trail development with operators, website development, printed booklet, and satellite events.</p> <p><b>Existing Historic and Walking Trails</b> - includes accessing existing guides and tours, planning accessibility tours, refreshing existing marketing materials and collateral,</p>	<p>Launch event 10/11 April 2021</p>	<p>Project Officer - Destination and Culture and operators</p>	<p>Progressing trails development with identified operators.</p> <p>Progressing collateral development.</p>

	creating online content, and satellite events.			
	<p><del>Community Days – Walk Our Place</del></p> <p><del>Curate a program of Trails and Satellite Events to encourage the community to explore our place in a COVIDSafe way. Includes treasure hunt, online and printed guides</del></p>	<p><del>Sunday 11 April and Sunday 18 April</del></p>	Cultural Events Officer	Variation to grant approved by Building Better Regions Fund on 15/01/21 to support delivery of nightly program centred around Lumiere screenings.
<p><b>Deliver New Public Art Installations</b></p> <p><u>Goal:</u> Create permanent legacy infrastructure in partnership with the community.</p>	<p><b>Wauchope Bicentenary Riverside Sculptural Trail</b></p> <p>Depicting the history of Wauchope with a particular focus of life on the river and encompassing Aboriginal as well as colonial history creative interpretation, sculptures, and creative seating set with a minimalist approach within the idyllic foreshore location.</p>	June 2020 – March 2021	Cultural Development Officer	<p>Commissioned artworks in progress.</p> <p>Installations to stagger commencement during February.</p> <p>Renaming of trail by Bunyah Local Aboriginal Land Council offered as <b>Yapang Bila Yapun.Yapun.</b></p> <p><i>Wauchope - Yapun.yapun</i>  <i>Wauchope River - Bila Yapun.yapun</i>  <i>Wauchope River Walking Track - Yapang Bila Yapun Yapun.</i></p>
	<b>Town Green West Upgrade Public Artwork</b>	November 2020 – April 2021	Cultural Development Officer	Project proposal submitted to CSG for December 2020 meeting.

	Commissioning culturally appropriate installation.			Project to be delivered outside of Event period.
	<b>Official Openings</b> of the Wauchope Bicentenary Riverside Sculptural Trail and Town Green West sculptural artwork.	<del>TBC – Between Saturday 10 April 2021 and Sunday 18 April 2021</del>  Monday 29, Tuesday 30 or Wednesday 31 March, AM - TBC	Project Officer - Destination and Culture	Pencilled for w/c 29 March - morning ceremony.  Invitation to be issued to NSW Government Minister to officiate as per funding agreement.
Support <b>Satellite Events Program</b>  <u>Goal:</u> Enable community to commemorate the milestone as they choose.	Community projects and activities ideally during the identified event period (10-18 April 2021) which commemorate the history, the heritage and people who make our region what it is.  Includes development of an online platform and printed booklet to capture all activities.	November 2020 - April 2021	Destination and Cultural Development Team	40 events listed in printed booklet.  Further events can be listed online in lead up to event period.
	<b>Bicentenary Extra-Ordinary Grants Program</b>	April 2021 onwards	Project Officer - Destination and Culture	Funding agreements issued to successful grant recipients: <ul style="list-style-type: none"> <li>Friends of Mrs Yorks Garden Inc</li> </ul>

				<ul style="list-style-type: none"><li>• Mid North Coast Dance Festival</li></ul> <p>Project Officer - Destination and Culture has contacted both parties for incorporation into Satellite Program.</p>
	<b>Targeted event support</b>	April 2021 onwards	Project Officer - Destination and Culture	Activation partners confirmed.  Training for creating own ATDW listings to commence in w/c 15 Feb.

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Item: 07

Subject: ARTWALK WRAP-UP AND FUTURE DIRECTION

Presented by: Strategy and Growth, Jeffery Sharp

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## RECOMMENDATION

That the Group:

1. Note that Council's commitment to ArtWalk event funding will conclude upon the delivery of the event in October 2021.
2. Participate in a discussion to endorse a future direction and funding for the event to be reported to Council in March 2021.

## Discussion

Following Event reports to the Cultural Steering Group (CSG) and Council in December 2020, the CSG supported and Council resolved to hold the ArtWalk event over 3 days on the October long weekend 2021.

### 12.01 ARTWALK 2020 EVENT REPORT

*RESOLVED: Turner/Griffiths*

*That Council:*

1. *Note the success of ArtWalk 2020.*
2. *Note that based on feedback and lessons learned, ArtWalk 2021 will be held over the October long weekend and school holidays, with a 3-day main event focus and a program that supports creative activations across our Local Government Area.*

*CARRIED: 6/0*

*FOR: Alley, Griffiths, Hawkins, Intemann, Pinson and Turner*

*AGAINST: Nil*

Delivery of the event in October 2021 will conclude a two-year commitment to fund the event and a Cultural Events Officer position to coordinate delivery of two ArtWalk events. The role was also tasked with delivery of the 2021 Bicentenary.

### 11.06 BICENTENARY PRIORITIES, ARTWALK RESOURCING AND TASTINGS ON HASTINGS

*RESOLVED: Turner/Dixon*

*That Council:*

1. *Endorse the two-year temporary appointment of a Cultural Event Coordinator, to support the 2021 Bicentenary projects and the 2020 and 2021 Artwalk events.*
2. *Discontinue to run Tastings on Hastings as a Council event, but consider providing future support to an externally-run Tastings on Hastings event.*

3. *Recognise that Slice of Haven is likely to be the premier food and wine event in the Greater Port Macquarie area in 2020, and increase the budget for support of this event from \$5,000 to \$10,000 for 2020.*
4. *Continue to support events and activities that showcase local producers and produce, as guided by the 2019-2024 Port Macquarie-Hastings Events Plan.*
5. *Request the General Manager develop the 2021 Bicentenary event and 2020 and 2021 Artwalk events, to be signature Council-run events in line with the 2019-2024 Port Macquarie-Hastings Events Plan.*
6. *Endorse the reallocation of the existing 2019/20 Tastings on Hastings net budget \$36,200 to support the delivery of the Bicentenary and Artwalk events.*

**CARRIED:** 8/0

**FOR:** Alley, Cusato, Dixon, Griffiths, Intemann, Levido, Pinson and Turner **AGAINST:** Nil

At this time more broadly Council resolved to support the growth of Artwalk to become one of Council's signature events in 2020 and beyond.

#### **11.05 ARTWALK 2019 - POST EVENT**

**RESOLVED:** Dixon/Turner

*That Council:*

1. *Note the success of the ArtWalk 2019 event.*
2. *Support the growth of Artwalk to become one of Council's signature events in 2020 and beyond.*

**CARRIED:** 8/0 **FOR:** Alley, Cusato, Dixon, Griffiths, Intemann, Levido, Pinson and Turner

**AGAINST:** Nil

Noting the above, it is timely for us to have a conversation within the CSG to discuss the future direction of the event and agree an endorsed position for a report to Council in March 2021.

The initial, and enduring objective of the event is to *'Highlight existing arts and cultural businesses and public art in Port Macquarie Hastings LGA, and raise the profile of our regional artists and cultural capability through a signature event.'* Considering the future direction through the lens of our discussions around renewal of the Cultural Plan and findings from the Cultural Economy Project - What investment and resourcing is appropriate? What outcomes will drive cultural development within the Port Macquarie-Hastings region?





COVID-19 reframed ArtWalk event delivery, the scope increased to include the whole region including facilitated Artists Markets and a record number of satellite event participants. How do our learnings from this and feedback from our stakeholders inform the future direction?

To inform our discussion, attached is the initial 2020 ArtWalk Event Strategy which was developed prior to COVID-19. Also attached is the 2020 Event Report, which was shared at the December 2020 meeting, outlining key event results and survey data.

#### **Attachments**

## AGENDA

## CULTURAL STEERING GROUP 24/02/2021

1.   ArtWalk 2020 Event Report
2.   ArtWalk 2020 Event Strategy

## ArtWalk 2020 Event report

The primary role of Port Macquarie-Hastings Council was to coordinate the program streams and promote ArtWalk 2020 locally and out of region.

The revised format offered four key program streams:

### 1. The Longest Footpath Art Gallery

Artists partnered with local businesses to utilise shop front windows as gallery space for the duration of the event. A total of 107 locations were secured across the region; 89 in Port Macquarie and 9 each in Wauchope and Laurieton. Approximately 230 artists were involved with the program delivery. Visual arts were the predominant form displayed and offered a range of mediums and styles from professional artists, students, hobbyists and enthusiasts. Council support also included matching artist and business partners, creating and installing promotional assets for each business location including a footpath sticker, event poster, window sticker identifying the business as an 'ArtWalk venue', artist biography window sticker, printed programs, a listing in the program booklet, ArtWalk website and Google map location and the inclusion in the three iZiTravel guides.

### 2. Satellite Events

Concurrent to the main event of the Longest Footpath Art Gallery, business and community groups were invited to register Satellite Events occurring across the region encompassing the period 26 September - 10 October. This year's events included creative workshops, exhibitions in local art galleries, artist in residence sessions as well as professional Glasshouse exhibitions, the Hello Koalas Festival, and Manhattan Short Film Festival. Many key destination attractions such as Bago Maze, Cassegrain and Longpoint Wineries offered activities, as well Rydges and Ibis Styles hotels. Out of the 44 listed events, over 20 were located in bushfire affected areas such as Wauchope, Sancrox, Dunbogan and Beechwood with survey results showing that 40% of respondents attended a specific Satellite Event.

### 3. Art in Public Spaces

Initially conceived as temporary art installations encouraging community engagement via making experiences, adjustments were required as event delivery progressed due to the continuing COVIDSafe restrictions in place. This program instead re-focused its engagement of three local artists to create COVIDsafe and accessible public art within the region. Brad Collins created 22 temporary stencil art illustrations in public spaces in Wauchope (6), Laurieton (4) and Port Macquarie (12) and generated ArtWalk's largest engagement with social media with his whimsical portrayals of local fauna. Damon Maroney of Iknografix created two street murals in Wauchope in consultation with the Wauchope Chamber of Commerce, while Jo Davidson was engaged to create and deliver 6 workshops with Bunyah Aboriginal Land Council youth participants to create artworks for a collaborative cultural art sculpture at Rocks Ferry Reserve, Wauchope.

### 4. Artist Markets

In collaboration with local operator, Marketplace Events, three Artists Markets were staged in the region to showcase works and products by local artisans and artists. Promoted as a way to extend the exploration of the Longest Footpath Art Gallery locations, the Artist Markets were held at Port Macquarie's Mid North

Coast Maritime Museum (1 October), Longworth Park in Laurieton (3 October) and Bain Park in Wauchope (8 October) attracting a total of 2,287 attendees with over 25 local artisan stallholders at each market, with many participating at all three events.

#### **Event engagement with Local Aboriginal Land Councils**

On Council's endorsement of the revised event format in June, the program was shared with the Birpai and Bunyah Local Aboriginal Land Councils to identify engagement opportunities and feedback requested, and provided, on the Acknowledgment of Country featured on all key marketing assets including street flags, event poster and printed event program booklet. The Muurrbay Aboriginal Language and Culture Co-operative was approached to provide a local Gathang language translation for the event, "Mara Nyiirun.gay Barrayga Nyaagi Djuyal - Come With Us On Country To See Story", and this was incorporated across all platforms including the ArtWalk website and printed materials.

Birrby artist, Angela Marr-Grogan of Cultural Industries, licenced cultural design assets for incorporation in the printed event program booklet as well as coordinating the inclusion of six community artists as part of the Glasshouse Window Banner Gallery featured throughout the event. A new art piece of Birpai totems created by Kelly O'Brien was finalised and installed in the Glasshouse Ground Floor foyer while local artist, Jo Davidson, conducted six creative art workshops over three days with a total of 37 young participants from the Bunyah Local Aboriginal Land Council. A Welcome to Country by a Birpai Elder was requested and booked for 1 October, however was delivered as an Acknowledgement to Country by Mayor Pita Pinson as a result of occurring as a Facebook Live event for COVIDSafety and being unable to adhere to cultural practices.

#### **Event External Funding**

ArtWalk 2020 secured a \$25,000 grant from the Regional Tourism Bushfire Recovery - Stream 1 to support activity staged in bushfire affected areas including Wauchope, Laurieton, Dunbogan, Sancroix and Beechwood. The grant contributed to advertising costs, website development, temporary art installations, community engagement activities and selected Satellite Event delivery.

A range of key internal and external stakeholders were consulted to develop the new event format which received \$20,000 support from Council's COVID-19 Recovery Working Group, specifically the Cultural Sub-Group, who endorsed this funding to support the local arts, culture and creative industries and provide a focal point in terms of our region's recovery.

ArtWalk 2020 was also successful in securing \$20,000 from Destination NSW Flagship Event Funding, however due to the uncertainty of COVID-19 travel and event restrictions this grant has been deferred to ArtWalk 2021. ArtWalk 2020 was also successful in securing a \$10,000 community sponsorship from Eire Construction which was regrettably unable to proceed due to the uncertainty of the COVID-19 pandemic and long-term effect on the company.

#### **Event Destination Attraction Activity**

Whilst overseas and interstate travel was not viable during the event period (1-8 October 2020), ArtWalk destination attraction activity pivoted to target visitors within a 2-4hr travel radius and focused on short-lead digital marketing assets and local print media to maximise reach within an ever-changing COVID-19 regulatory

environment. The paid social campaign via our Greater Port Macquarie Destination channels over a four-week period delivered 588,038 Impressions with 8,854 clicks.

In addition, Council hosted a group of four Australian, top-tier titles to experience and write about ArtWalk, along with content creator Remy Brand. Australian trade title KarryOn visited in the same week, and created a series of educational videos for travel agents. Stories already generated from this media familiarisation have had a combined audience reach of 6,597,000 with more stories to follow.

### **Event utilisation of Glasshouse Port Macquarie**

ArtWalk 2020 worked collaboratively with the Glasshouse during its period of reduced capacity and operations (due to COVID) to deliver a special nightly lighting installation of the venue and Hay Street Forecourt, Town Square and Clarence Street median strip. The venue housed the COVIDSafe display of 31 original artworks as window banners facing Clarence Street, the temporary art installation of Birpai Totems and the CSU University Simulation Ambulance painted by local artist, Mel Streater, on the Hay Street Forecourt. The event also cross-promoted the Glasshouse Regional Gallery 'Stencil Art Prize' and 'In the Shade II - Sydney Printmakers' exhibitions and Manhattan Short Film Festival 2020 event.

### **Event Results**

The change in event format proved challenging to secure comparable data on attendee measures from previous ArtWalk events. Due to COVID-19 hard copy surveys were unable to be issued this year, nor were a team of volunteers able to roam and obtain data via tablet surveys. The post-event online business/participant and attendee surveys, despite being incentivised and promoted extensively, yielded a total of only 131 responses and is not a robust sample size from which to determine visitation nor economic impact. Consequently, this report draws from a number of other data sources to support anecdotal evidence that the event was very well attended by both locals and visitors. Data sources include website analytics, paid and local social media analytics, monitored foot traffic on Town Green, Uber Media data, and multiple COVIDSafe Register post code data to provide ArtWalk 2020 event results.

Overall, attendee 30% of attendee respondents visited between 6-10 venues and 40% attended a specific Satellite Event. Additionally, the focus on website development to support promotion and visitation to the region yielded 19,829 unique page views and averaged 1.57 minutes on pages dedicated to activities and maps of the surrounding region. The inclusion of dedicated izi.TRAVEL guides developed for the Longest Footpath Art Gallery and Satellite Event activities were also identified as being very useful by 76% of survey respondents.

Social media results were particularly strong with specialised contractor, Bron Watson of Bron & Co, exceeding the agreed KPIs through a strategy which embraced 'locals supporting locals' and highlighting both artisans and local businesses with a home grown, fun feel to the posting schedule. The Bron & Co team contacted the majority of participants offering the opportunity for free publicity on the social channels, utilising 'tagging' and 'shout outs'. Over 35 businesses and artists completed the online submission and were scheduled into the content calendar as video, imagery and storytelling posts. A specialised digital tool kit was also created and offered to all participants to assist promotion on their own social media assets.

### **Notes on data sources**

1. **Uber Media data:** Geofenced mobile data from CBD/Town Green. Council have recently contracted Uber Media to provide visitation movement data and

trends by date and place. Retrospective data has also been obtained and based on a very robust sample size, tells us that foot traffic on Town Green increased by just over 200% when compared with the 2019 ArtWalk event night. Furthermore, the percentage of out of region visitors doubled when comparing last year's event to the sample day during the 2020 event week. Whilst this supports the anecdotal reports from local operators that Port Macquarie had its busiest school holiday period in memory, it does not provide what percentage attended due to ArtWalk 2020.

2. **Attendee Survey:** 92 ArtWalk attendees completed and an online survey to assess the characteristics and perceptions of visitors as well as the cultural value of the event to the local community. The results show a similar audience profile, when compared to the previous year's results, but may not reflect the growing visitor audience from outside the LGA as only local email databases and social media were used to distribute surveys.
3. **Business/Participant Survey:** 39 ArtWalk participants completed a separate survey seeking feedback and data. This is considered a reliable sample size, and of those, 20 participants estimated 5,360 attendees in total visiting their business, studio or activation due to ArtWalk 2020. The average attendance per participant was 268 over the event, and when extrapolated over the number of activations, results in an estimate of just over 27,000 attendees. However, it is known that many attended multiple ArtWalk sites, and a number of activations were free, and/or unmanned.
4. **Accommodation Operator Survey:** Prior to ArtWalk 2020, Council issued a survey to Accommodation Operators at the request of our Local Area Command. Data collected confirmed that operators were near, or at, capacity for the event period. The bed capacity in the region is in the vicinity of around 11,000+ per night.
5. **Artist Markets and ticketed events:** Three Artist Markets were held around the region and were well attended (clicker counted total of 2,270) and majority of ticketed Satellite Events were sold out as informed by operators.

#### **Business/Participant Survey- top line results:**

Of the 39 respondents:

- 69% were new participants in 2020
- 91% said the event met or exceeded their expectations
- The majority of respondents preferred the October date
- 97% believed ArtWalk has raised the profile of arts and culture across the community
- 81% said that ArtWalk brought new people/audience to their business
- 85% of participants rated ArtWalk as good or excellent overall
- 100% said that they would participate in ArtWalk again.
- Feedback was very supportive about the event spreading over the entire region, eg: *"I love that ArtWalk included Laurieton this year, I'm sure we had more visitors to the area because of it and hopefully you'll consider changing to this format for future events."*

#### **Attendee Survey- top line results:**

Of the 92 respondents:

- 10% of event visitors are from outside Greater Port Macquarie
- 39% are in groups of four or more and 32% couples

- 28% of event visitors visited between 6-10 art venues
- 54% felt the main community contribution was showcase of local artists
- 69% rated the overall event experience as very good or excellent
- 28% attended ArtWalk for the first time
- 76% found the ArtWalk iziTRAVEL guide helpful to their visit
- Feedback was very supportive of the connection between arts, business and community, eg: *"To facilitate and enhance collaboration, connection and networking between the creative arts, industry and community, and in doing so create a vibrant region - a region which can be enjoyed by both locals and visitors."*

**Artwalk Event Strategy (2020)****1. Event Objective**

Highlight existing arts and cultural businesses and public art in Port Macquarie Hastings LGA, and raise the profile of our regional artists and cultural capability through a signature event.

**2. Event Goals / Aims**

- To increase awareness of artists and creative businesses in the region
- To generate positive connections between businesses and artists
- To provide economic and development opportunities for creative and cultural businesses and individuals
- To improve relationships and collaboration across creative industries and with Council
- To educate the community, business and artists on value of strengthening cultural assets, programs and facilities
- To activate the CBD at night via feet on the street
- Destination promotion and improving the brand image of region as a cultural destination
- Increase visitation during off-peak period
- Generate positive destination media coverage
- Build community pride and cohesion
- To bring people together to participate in arts and cultural activities accessible to everyone

**3. Event Success KPI's**

KPI	Measure	Targets
Brand awareness	NEW Website	<ul style="list-style-type: none"> <li>· unique site visits</li> <li>· time spent on site</li> <li>· pages per visit</li> <li>· Newsletter subscription</li> </ul>
	Social media engagements	<p>Increase Facebook likes by 20% (from 1,524 -to 1829).</p> <p>Increase Instagram followers by 20% (from 945 -to 1134)</p>
Education, business, artist and community engagement and satisfaction	Post-event surveys and attendance	<p>80% of respondents rate the event as very good or excellent.</p> <p>Postcode analysis shows retention of 90% of audience resides in Greater Port Macquarie area.</p> <p>Annular region analysis shows increase of 10% in audience who resides more than 50kms away.</p> <p>Minimum of 100 artists involved in event program.</p>



Press around the event	Press pickup in Annual PR Program	5 long lead stories secured.  5 local media stories secured.
Economic impact of the event	Remplan and post-event survey	Direct Visitor Expenditure: <ul style="list-style-type: none"> <li>• Total Overnight Visitor Expenditure contributes \$180,000 minimum</li> <li>• Total Day Trippers Visitor Expenditure contributes \$11,000 minimum.</li> </ul>
Cultural Indicators	Post event survey	<ul style="list-style-type: none"> <li>• 75% of respondents feel the event has a high impact on the vibrancy of the CBD.</li> <li>• 65% of respondents feel the event has a high impact on the creativity of artists.</li> <li>• 65% of respondents feel the event has a high impact on the connection to the community.</li> <li>• 60% of respondents feel the main community contribution was the sense of belonging and togetherness.</li> </ul>
Partnerships	Number and type of partnerships	<p>2 corporate partnerships secured contributing a minimum cash value of \$15,000.</p> <p>20 partnerships established within the Artist &amp; Business program.</p> <p>5 creative partnerships secured for Public Space activations.</p> <p>A cultural partnership fosters a minimum of 2 aboriginal artists showcased in event program.</p>

#### 4. Budget & Sponsorship

	2019 Budget	2019 Actual	2020 Budget
<b>PMHC</b>	\$34,550	\$43,900	\$48,000 - Strategy & Growth assigned budget.
<b>Sponsorship</b>	\$-	\$-	\$10,000 - Eire Construction - <i>unconfirmed</i>
<b>Grants/Funding</b>	\$-	\$-	\$25-30,000 - Bushfire Recovery Funding - <i>unconfirmed</i>



#### 5. Event Tools

- IZI Travel walking app
- Salesforce as a centralised point of database collection and communication (using creative industries survey categories)
- Destination team scheduler
- Campaign monitor
- Survey program used on iPads on the night
- Production planning tool- Excel Gant chart

#### 6. Event Branding

- ArtWalk logo with location (Port Macquarie)
- Dedicated web platform that can be easily updated and maintained with links to social platforms ([www.artwalkpmq.com.au](http://www.artwalkpmq.com.au))
- CMS Craft

#### 7. Engagement & Stakeholders

##### Internal

- Recreation, Property and Buildings
- Roads & Transport
- Glasshouse - back of house
- Risk & Assurance
- Communications
- Finance - Accounts Payable, Purchasing and Stores

##### External

- LALC (Governance and Cultural advisor)
- CBD Businesses
- Artists
- Destination Mid North Coast
- Media
- PR Agency
- Marketing Agency (website)

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**Item: 08****Subject: CULTURAL PLAN REVIEW AND UPDATE****Presented by: Strategy and Growth, Jeffery Sharp**

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**RECOMMENDATION****That the Group:**

- 1. Review outcomes from the initial strategy session and Google Jamboard and discuss a Draft Vision.**
- 2. Agree dates and time for participation in a further two 2-hour Cultural Plan Renewal strategy sessions in coming months.**

**Discussion**

At the January 2021 meeting of Cultural Steering Group (CSG), Willhemina Wahlin facilitated the first 2-hour strategy session for the renewal of the Cultural Plan, with the current plan due to expire this year. Involvement of the Cultural Steering Group is integral to supporting development of the new Cultural Plan to ensure it continues to build on the achievements of the 2018-2021 Plan in driving cultural development within the Port Macquarie-Hastings region.

At the February 2021 meeting, the Group will review and discuss outcomes from the first strategy session including proposed Visions and Theory of Change contributions to the Google Jamboard. This discussion will be led by the Design Thinking framework outlined by Willie in the January 2021 session and findings from the Cultural Economy Project. We ask that everyone bring their own technology to the meeting in February 2021 to limit movement and keep proceedings COVID safe.

It is proposed two additional 2-hour strategy sessions are required with the Group. The first session will look at the current Strategic Objectives to determine if they are still relevant, appropriate and support the Vision. The second session will then drill down further into actions, using the Theory of Change, that support these objectives and the Cultural Economy Project findings.

**Attachments**

Nil