

# ARTS & CULTURE FRAMEWORK



Port Pirie  
Regional Council



# CONTENTS

1	Introduction	3
1.1	Cultural Character	3
1.2	Why the Arts	4
2	Strategic Overview	5
3	Strategic Framework	6
4	Action Plan	7
4.1	Placemaking	7
4.2	Capacity Building	9
4.3	Participation and Engagement	11
5	Resourcing	12
6	References	13

# 1. INTRODUCTION

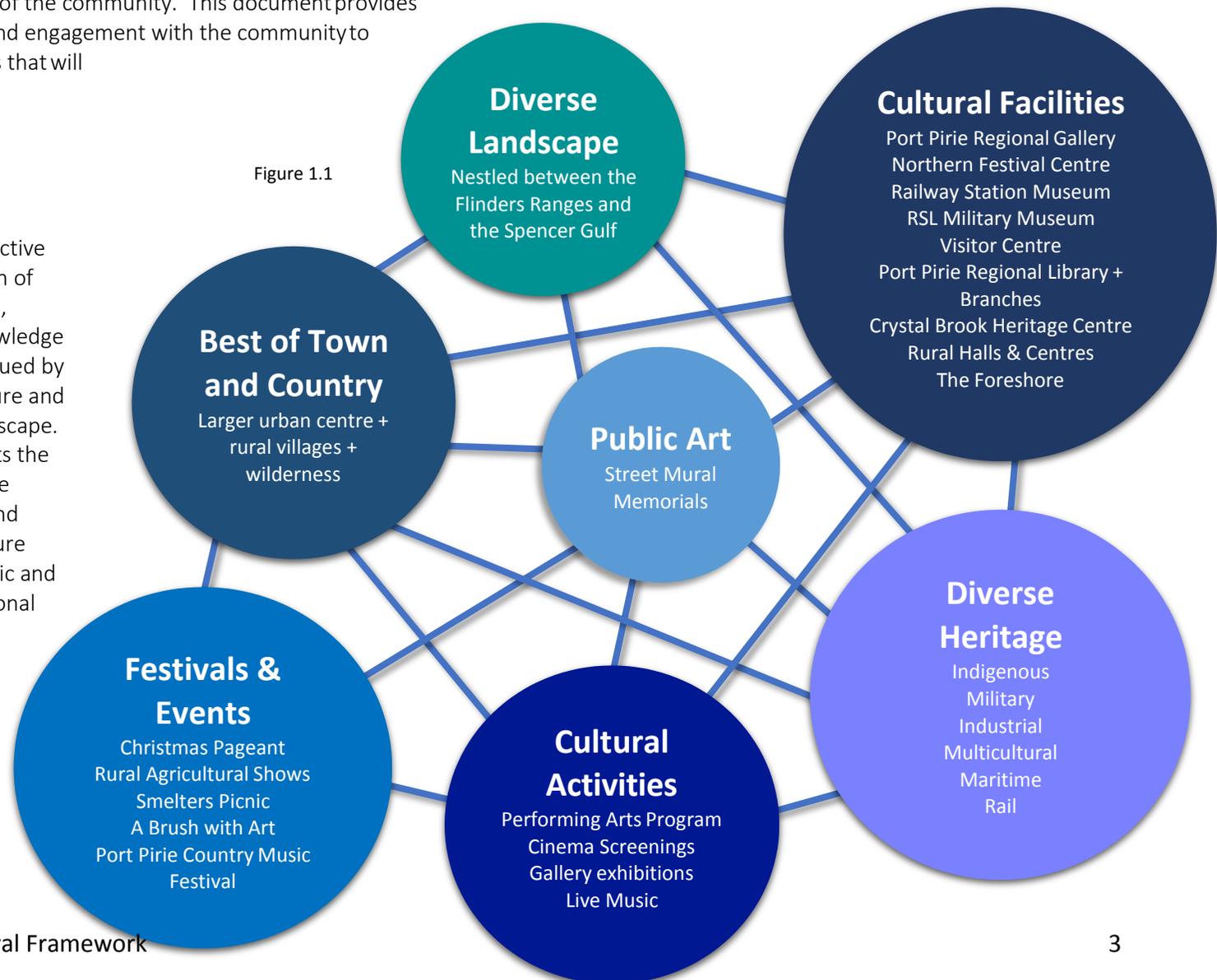
This Arts & Culture Framework is designed as a guiding document for Port Pirie Regional Council in relation to the growth and development of arts and cultural activity for the region. It considers the cultural strengths of the region and identifies ways these can be better developed to foster creativity and innovation, celebrate heritage and improve the wellbeing of the community. This document provides a basic framework with further consultation and engagement with the community to identify key opportunities and detailed actions that will contribute to realising the goals.

## 1.1 Cultural Character

Port Pirie Regional Council has a range of collective qualities that represent the cultural foundation of the community. The way the community looks, existing programs and activities, facilities, knowledge and resources and the stories and heritage valued by the community all contribute to the local culture and how people connect with each other and landscape. The infographic to the right (Figure 1.1) reflects the existing cultural assets situated in the Port Pirie region. These assets provide the foundation and context for cultural development and can ensure creativity and artistic interpretation is authentic and relevant to the residents in the Port Pirie Regional Council area.

Port Pirie is a resilient community that continues to deal with range of social, economic and environmental issues. It boasts a large urban centre, surrounded by a number of small villages with strong agricultural economies.

Figure 1.1





The region is situated uniquely between the southern Flinders Ranges and the Spencer Gulf provide a stunning landscape and offering the best of what regional South Australia has to offer.

The traditional owners of the region are the Nukunu people. European history is celebrated through local museums and the built environment with significant connections to maritime, rail, industrial and military history. The town of Port Pirie and the surrounding villages boast a number of significant heritage buildings, linking the community to its past.

More recently, the collective identity of Port Pirie has been dominated by negative perceptions associated with the region's industrial past, despite this, the local residents continue to demonstrate a robust and proud nature. The community is "club" oriented with many locals connected to service, sporting and recreational clubs, which provide important social and community opportunities. and there is a strong culture of volunteering enjoyed across the community.

## 1.2 Why the Arts

Strengthening and developing communities through the arts is not a new idea, with communities the world over investing in the arts to develop and strengthen communities from both a cultural and economic perspective. Arts and cultural activities help communities to become more distinctive, improve lifestyle offerings, increase a sense of wellbeing and add to the vitality and vibrancy of places both big and small. There are a range of reasons to invest in arts and culture with evidence suggesting the benefits across a range of areas are significant.

- From a health perspective people who participate in 2 or more hours of arts based activities per week experience significantly better mental wellbeing (From Research undertaken by Dr Christina Davies 2016 <https://bmcpublihealth.biomedcentral.com/articles/10.1186/s12889-015-2672-7>)
- A study of 12 regional performing arts venues, public art galleries and museums indicate that collectively these facilities:
  - Create an additional 8.5 jobs outside the cultural sector for every 10 full time positions within the cultural sector
  - Added over \$14 million to the local economy in 07/08 FY(From Museum & Galleries NSW report *Value Added* <https://mgnsw.org.au/sector/resources/online-resources/research/adding-value/>)
- Every dollar in turnover generated by creative industries (i.e. initial revenue stimulus) results in 3.76 times the total revenue for all other industries in the Australian economy
- The creative sector adds almost \$46billion in GDP for the Australian economy.  
(From the Creative Industries Innovation Centre report *Valuing Creative Industries Final Report* <https://www.sqsep.com.au/assets/Valuing-Australias-Creative-Industries-Final-Report.pdf>)

## 2. STRATEGIC OVERVIEW

### Our Goals....

#### A healthy and happy community

Arts and Culture fosters a strong culture of participation and engagement. Residents are connected and enjoy a strong sense of wellbeing and belonging

#### A vibrant and attractive place

The Port Pirie region is celebrated as a unique and beautiful place. Residents enjoy a strong sense of community pride and ownership over the regions natural and built heritage.

#### A thriving and diverse economy

Developing creative industries, improved cultural tourism offerings and increased visitation. An increased sense of optimism is enjoyed by the local residents

**Our Vision is Cultural Vitality for Port Pirie Regional Council**

**The community enjoys a robust and thriving arts ecology that celebrates the culture and landscape, contributes to the local economy, and improves the wellbeing of residents.**

### 3. STRATEGIC FRAMEWORK

VISION	<p style="text-align: center;"><b>Cultural Vitality for Port Pirie Regional Council</b></p> <p style="text-align: center;"><i>The community enjoys a robust and thriving arts ecology that celebrates the culture and landscape, contributes to the local economy, and improves the wellbeing of residents.</i></p>		
GOALS	<p>Arts and cultural activity helping Port Pirie Regional Council to be:</p> <div style="display: flex; align-items: center; justify-content: center;">  <div style="margin-left: 20px;"> <p>A thriving and diverse economy</p> <p>A happy and health community</p> <p>A vibrant and attractive place</p> </div> </div>		
KEY STRATEGIES	<p style="text-align: center;"><b>PLACEMAKING</b></p> <p>Implementing innovative placemaking principles that ensure the community looks and feels vibrant, reflects the character and values of the community and activates people and places.</p>	<p style="text-align: center;"><b>CAPACITY BUILDING</b></p> <p>Improving the cultural capacity of the community including supporting artists, ensuring we have high quality cultural venues and developing programs and facilities that improve skills, access and knowledge.</p>	<p style="text-align: center;"><b>PARTICIPATION &amp; ENGAGEMENT</b></p> <p>Embed arts into the everyday community and encourage participation and engagement through activities that help the community to share and celebrate their stories, preserve local heritage and foster a sense of collective optimism.</p>
FOCUS AREAS	<ul style="list-style-type: none"> <li>• Public Art</li> <li>• Open spaces &amp; streetscaping</li> <li>• Built and Natural Heritage Preservation and Celebration</li> <li>• Community Pride</li> </ul>	<ul style="list-style-type: none"> <li>• Building networks</li> <li>• Creative skills, resources &amp; facilities</li> <li>• Creative Industries</li> <li>• Cultural Tourism</li> </ul>	<ul style="list-style-type: none"> <li>• Health and Wellbeing</li> <li>• Cross-generational engagement</li> <li>• Stories and Connection</li> <li>• Festivals and Events</li> </ul>

# 4. ACTION PLAN

## 4.1 PLACEMAKING

Implementing innovative placemaking principles that ensure the community looks and feels vibrant, reflects the character and values of the community and activates people and places.

Action	Sample Initiatives
Develop public art throughout Port Pirie Regional Council communities that reflects the culture and identity of the people and place. Includes both community-based work and professionally commissioned work	<ul style="list-style-type: none"> <li>Continue to implement the Port Pirie Regional Council Public Art Plan</li> </ul>
	<ul style="list-style-type: none"> <li>Provide grants program that supports groups to develop community based public art that celebrates identity and fosters community pride</li> </ul>
Foster activity and connections through open spaces	<ul style="list-style-type: none"> <li>Encourage groups to use open spaces for activities and events and provide support as required to address more complex challenges such as traffic management, risk and insurance requirements</li> </ul>
	<ul style="list-style-type: none"> <li>Develop Summer in the Parks Program in Spring Autumn and Small Halls Program in Autumn Winter across shared community spaces and facilities throughout Port Pirie Regional Council. For example:               <ul style="list-style-type: none"> <li>Live music</li> <li>Outdoor Cinema</li> <li>Artisan Markets</li> <li>Leisure events</li> </ul> </li> </ul>
Align open space and built development with local cultural needs and characteristics	<ul style="list-style-type: none"> <li>Implementing Council’s policy of 2% of project value invested in public art including integrated public art developed within neighbourhood renewal and streetscaping initiatives</li> </ul>
	<ul style="list-style-type: none"> <li>Ensure planning, development and regulation policies and strategies are informed by local cultural expectations relating to preservation. E.G. In relation to live music, food trucks and the preservation of buildings.</li> </ul>

Action	Sample Initiatives
	<ul style="list-style-type: none"> <li>• Building capability within in Council               <ul style="list-style-type: none"> <li>○ Provide Placemaking training for staff</li> <li>○ All consultancy briefs include placemaking principles</li> </ul> </li> </ul>
<p><b>Foster local storytelling, preservation and promotion relating to current and potential heritage assets / themes.</b></p>	<ul style="list-style-type: none"> <li>• Audit local heritage assets and themes and identify key opportunities for development and engagement on a local level and how these can also feed into the local landscape through public art and cultural tourism activities. Key heritage themes identified include: Indigenous, Maritime, Industrial, Railway, Multi-cultural and military.</li> <li>• Develop key community celebration and storytelling initiative that enables residents to acknowledge the industrial past, present and future in a positive and pro-active way. This will enable the community with an opportunity to heal any wounds, dispel myths and provide a focus to talk about the community in a positive way – e.g. Queensland Music Festival model.</li> </ul>

## 4.2 CAPACITY BUILDING

Improving the cultural capacity of the community including supporting artists, ensuring we have high quality cultural venues and developing programs and facilities that improve skills, access and knowledge.

Action	Sample Initiatives
<b>Increase the capacity of artists to connect and develop collaborative projects</b>	<ul style="list-style-type: none"> <li>• In collaboration with current Art Gallery Stakeholders develop broader arts networking group</li> </ul>
	<ul style="list-style-type: none"> <li>• Develop arts connector sessions with the aim of developing a key support / leadership group for arts development in the region</li> </ul>
<b>Support the development of creative industries within Port Pirie</b>	<ul style="list-style-type: none"> <li>• Present creative industry development workshops e.g. developing an arts business, funding, marketing etc.</li> </ul>
	<ul style="list-style-type: none"> <li>• Develop an arts incubator / subsidy program that supports artists that are developing an arts-based business, product, service or activity that adds to the vitality of the region.</li> </ul>
	<ul style="list-style-type: none"> <li>• Employ local artists in relation to Council initiatives and establish mentoring programs when external artists are engaged.</li> </ul>
<b>Increase the quality and scope of Cultural Tourism Offerings</b>	<ul style="list-style-type: none"> <li>• Develop Artist in Residence to work with local artists on a showcase project that results in the development of an existing or new tourism offering – e.g. “en plein air” Flinders Painting event.</li> </ul>
	<ul style="list-style-type: none"> <li>• Develop Art Gallery Program that incorporates local and regional content but also unique offerings that can attract visitors to the region</li> </ul>
<b>Improve profile and capacity of cultural facilities</b>	<ul style="list-style-type: none"> <li>• Develop marketing and branding strategy for the cultural facilities – focusing on both local and visitor markets</li> </ul>
	<ul style="list-style-type: none"> <li>• Artist Residency to work with Cultural Facilities on projects that increase profile of the venues both locally and regionally and encourage increased program collaboration across the stakeholders – Library, Gallery and VIC.</li> </ul>

Action	Sample Initiatives
<b>Improve the capacity of local community groups and organisations including schools to lead and develop arts and cultural activities</b>	<ul style="list-style-type: none"> <li>● Review the cultural facilities within the Port Pirie region and establish a collaborative resourcing and development model that ensures efficient management, innovative approaches to arts and cultural development and complementary programming across multiple venues.</li> <li>● Incorporate group participation in Summer in the Parks programming</li> <li>● Provide small grants for groups to develop arts and cultural projects.</li> </ul>
<b>Strengthen the heritage preservation and promotion capacity of the local community</b>	<ul style="list-style-type: none"> <li>● Present Heritage Forum, which brings together all community stakeholders and interested parties to develop key strategies which: <ul style="list-style-type: none"> <li>○ Improve Cultural Tourism understanding and capacity in relation to Heritage</li> <li>○ Improve preservation and promotion skills</li> <li>○ Increase volunteering levels</li> </ul> </li> <li>● Conduct Heritage Audit and rationalise resources to ensure efficiency, expertise and sustainability across various stakeholder groups and assets. This should also scope out any opportunities for interpretive installations and developments across the region.</li> </ul>

### 4.3 PARTICIPATION AND ENGAGEMENT

Embed arts into the everyday community and encourage participation and engagement through activities that help the community to share and celebrate their stories, preserve local heritage and foster a sense of collective optimism.

Action	Sample Initiatives
<p><b>Develop opportunities for participation in arts and cultural activities to improve creative skills, support better health and wellbeing and to increase social connectedness.</b></p>	<ul style="list-style-type: none"> <li>• Partner with key social, welfare and/or educational organisation to delivery community cultural development project that addresses key social issue for the region. E.G. Poster campaign about domestic violence or street art competition to engage at risk young people.</li> <li>• Develop quarterly workshop program across all cultural venues that incorporates a range of artforms including singing, visual arts, dancing and digital media etc.</li> <li>• Develop creative aging program in conjunction with aged care providers that incorporates cross-generational skill sharing and story-telling – incorporated into existing initiatives at the library and</li> </ul>
<p><b>Present a high quality coordinated annual festival and events program.</b></p>	<ul style="list-style-type: none"> <li>• Develop a hallmark Festival for Port Pirie based on community needs and market drivers</li> <li>• Continue to implement current joint strategy with neighbouring Councils</li> <li>• Develop Small Halls Program in surrounding towns and villages to connect the community with arts and cultural activities. This could see content from the Port Pirie based cultural facilities toured through the smaller townships and/or the development of local programs in conjunction with local community members.</li> </ul>
<p><b>Encourage the sharing and documenting of local stories from the past and present</b></p>	<ul style="list-style-type: none"> <li>• Establish an annual Port Pirie storytelling residency that sees an artist develop works in collaboration with the community, that are based on local stories from both past and present.</li> </ul>

## 5. RESOURCING

The resourcing of Port Pirie Regional Council's arts and cultural programs requires diverse and innovative approaches by Council but the investment in these types of activities provide considerable value both on an economic level and on a with the following recommendations provided as a guide.

### **Appointment of a full time Arts and Cultural Facilitator**

This role will focus on realising the vision detailed in this document in collaboration with other stakeholders in the community. Further consultation with the community will be required to identify the key priorities for local residents and the Council and a schedule developed to ensure the aspirations of the program are appropriately scheduled over the next few years.

### **Resource cultural programs**

Simply putting an officer in place is not enough! There needs to be some investment in programs and activities including residencies, forums, community art initiatives. Naturally efforts should be made to leverage whatever funds Council can provide to attract further investment from other stakeholders, but great cultural development requires a combination of expertise and knowledge with people and resources. Simply having someone in a role is not enough, they need to be able to program activities.

### **Resource Cultural Facilities**

Whilst there is potential to combine the Arts and Cultural Facilitator Role with the Gallery Director's role, long term this may not be a viable option and consideration needs to be given to the ambition of the vision detailed in the plan as well as the responsibility of managing a Gallery. Resourcing the

cultural facilities with the appropriate staffing and programming budgets is essential – particularly if the aim is to build them as visitor attractions in their own right.

### **Funding, Funding, Funding**

Funding takes time and effort but investment in attracting funding broadly from a variety of sources is imperative for regional cultural development programs. Some consideration needs to be given to the time and effort required to foster strong funding opportunities but should be seen as an investment into attracting further funds. A community foundation, sponsorship opportunities and looking at diverse funding sources as well as generating income are all important aspects. Arts South Australia, the Australia Council for the Arts, Department of Communications and the Arts, Country Arts SA are obvious sources for funding but other sources across health, education and youth as well as private and philanthropic bodies should be in the mix. Keeping in mind that innovation is king when it comes to funding – they are all competitively assessed so the projects need to stand out from the crowd.

### **Evaluate and measure**

Understanding the return on investment is imperative from a resourcing perspective. There are a range of models out there that guide evaluation and impact assessment and it is important to do build it into the plan from the beginning. The

measurement of value should also cross into a range of areas – not just economic value but also social and cultural value also. Arts can have value on a range of levels and whilst the returns might not be immediate or financially based they are still valuable and should be assessed for their direct and indirect income potential (multiplier effect), for their benefit for health, wellbeing and for long-term innovation. From road maintenance and sport and recreation development to libraries and volunteer support, Councils undertake a range of activities that do not provide direct income, but they are still considered valuable and worthwhile.

### **Build Capacity**

Developing the skills of others in the community to lead, develop and foster arts and cultural activities is an important strategy for Council. Working collaboratively with others not only reduces Council's resource burden but also encourages ownership and opens up potentially new funding sources.

### **Cross Council Approach**

Arts and cultural activities are better resourced and stand a much greater chance of success if they are supported from a cross-organisational perspective. Works and Engineering, Tourism, Community Services, Planning all have a role to play in the culture of the community and the responsibility to achieve the overall cultural vision should be incorporated across a range of Council services and initiatives.

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