



# Cultural Plan 2011-2015



< Families enjoying Queensland Art Gallery's 21st Century Kids on Tour activities at Artspace Mackay, January 2011.  
Photo: Alicia Stevenson

Mackay Regional Council is pleased to implement the 2011-2015 Cultural Plan, as it will help to provide a strong and vibrant direction for the community in regards to supporting cultural and artistic development.

Our region has a diverse and very active arts community, and as a Local Government, we are proud to play a role in developing and allocating resources that nurture and expand the arts and cultural experiences accessible to the community.

The Arts and Cultural Development Policy, supported by this plan will provide the essential framework to forge into the future as we embrace growth and continue to develop as a leading, liveable and sustainable region.

**Mayor Col Meng**  
July, 2011



# Mayor's message

*Art and culture are vital to the Mackay region's liveability and cultural expression and is an important part of the community.*

Creative communities recognise the importance of art and culture to a vibrant economy and community. Culture and cultural expression play a crucial role in reflecting and articulating community ideals, aspirations and identity. Local performances, festivals and celebrations are important ways of generating continuity and a sense of shared identity in communities, as well as providing recreational activities, and a sense of pride in the Mackay region.

Individual involvement in cultural events strengthens community networks by constructing a firm social fabric that values creativity, diversity and participation. It is acknowledged that art can create a sense of identity for the community and a unified vision for the region. Mackay is recognised as a city that fosters arts and culture, and Mackay Regional Council has made significant investment in cultural facilities and programs to ensure members of the community have a range of opportunities to engage in the arts.

## introduction

## definitions

*To assist in interpretation the following definitions shall apply:*

### Art

shall mean expression through creativity: including all forms of creative and artistic expression and activity, which includes, but not limited to, public art, sonic arts, visual arts, craft and design, photography and film, video, new media and digital art, writing, performing arts (music, theatre and circus), festivals, Indigenous art, multi cultural arts or creative industries.

### Culture

shall mean shared values determined by social, economic and environmental characteristics of a specific location or group. This includes, but not limited to, preservation of knowledge, stories, heritage and collections.

### Creative Communities

shall mean a growing, formative, flexible, cohesive, supportive and inclusive community that facilitates the creation of a safe and vibrant place to live.



# vision statement

**Forging our shared future:  
a cultural vision for the  
Mackay Region 2011- 2015.**

A shared community journey where our past is revered, our present is strengthened, and our future is forged through living creatively together in a bountiful and vital location.

# policy statement

**The Arts and Cultural Development Policy provides a framework for how council will support the development of the arts and cultural community into the future as the Mackay region embraces growth and maintains its status as a liveable community.**

## **Mackay Regional Council endeavours to:**

- > Ensure council's cultural services meet priority needs, are of high quality and are well received and accessed by residents and visitors to the region.
- > Ensure council's cultural services are coordinated, efficiently managed and delivered, and are well integrated and / or linked into other areas of council service delivery across the region.
- > Promote and facilitate community capacity building, leadership, networking and ongoing learning through arts and culture.
- > Continue to build and diversify the local economy by value adding through arts and culture.
- > Enhance the amenity, sense of safety and unique local identity of civic and open public spaces across greater Mackay.
- > Value, encourage and support council and community volunteers.

<Hiromi Tango and local collaborating artist Helen Pickering speak with community members during the Hiromi Hotel Mackay Collaborative Orchid House Residency, Global Grooves Multicultural Festival October 2009. Photo: Craig Walsh

The Hiromi Tango Artist in Residency series was made possible with assistance from the Regional Arts Development Fund (RADF), and Multicultural Assistance Program. The RADF is a Queensland Government and Mackay Regional Council partnership to support local arts and culture. The Multicultural Assistance Program is an initiative of the Queensland Government through Department of Communities, Multicultural Affairs Queensland.



# goals and strategies for action

## Goal 1

To ensure council's cultural services meet priority needs, are of high quality and are well received and accessed by residents and visitors to the region.

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| <b>Key Element 1</b> | Provide community and cultural venues that address priority needs, support the development and presentation of cultural products and experiences, and are well accessed and regarded by the community.  |
| <b>Key Element 2</b> | Provide cultural programs and services that meet priority needs, foster capacity building, creative participation and leadership skills, and are well accessed and supported by the community.  |
| <b>Key Element 3</b> | Host festivals and events which are well accessed and supported by the community, and which broaden community experience, involvement in and understanding of arts, culture and heritage.   |
| <b>Key Element 4</b> | Collect, document and present the history, stories and artefacts of Mackay's indigenous community, successive waves of migrant settlement (e.g. Maltese and Australian South Sea Islander), and contemporary culture.   |
| <b>Key Element 5</b> | Continue to build audiences for council's cultural facilities and programs, while also encouraging greater creative participation in cultural activities, as a catalyst for improving social cohesion, community cooperation, a greater sense of local identity and pride, and encouraging active engagement in civic life. |
| <b>Key Element 6</b> | Further develop the RADF committee and program as a key strategic instrument of council for community cultural development, building positive public awareness of council's cultural services, supporting local artists into professional practice, and pro-actively reviewing and shaping ongoing cultural policy.         |

< Sugar Cane Fire Queen giant puppet created by young people during RADF supported community workshops for use in the Lantern Parade, River Rock to Mountain Top Community Festival Opening Event, Pioneer Valley 2009. Photo: Tracey Johnson. The RADF is a Queensland Government and Mackay Regional Council partnership to support local arts and culture.



# Goal 2

To ensure council's cultural services are coordinated, efficiently managed and delivered, and are well integrated and/or linked into other areas of council service delivery and across the region.

- Key Element 1** Increase communication and collaborative planning and program delivery between council's cultural services and other internal departments, as well as with key community and government partners.
- Key Element 2** Initiate new joint marketing and promotion strategies across cultural and other key service areas of council.
- Key Element 3** Coordinate fundraising and earned income initiatives across cultural services and other key service areas within council.
- Key Element 4** Improve documentation processes and tracking of both qualitative and quantitative outcomes of council's cultural initiatives.
- Key Element 5** Facilitate continuous skills development and encourage a "learning" culture among council staff and community volunteers providing advisory support to council via related committees. (also relates to Goal 6)
- Key Element 6** Build the corporate profile of council's cultural services and promote departmental expertise, "IP", community networks and relationships as potential resources to other council departments.
- Key Element 7** To initiate and maintain equitable and collaborative relationships and goodwill between all cultural development partners in neighbouring councils towards mutual support and greater program integration.

< Dance group Tropical Groove perform at the 2008 Global Grooves in the Gardens event, Mackay Regional Botanic Gardens. Photo: Leyla Afianto



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## Goal 3

To promote and facilitate community capacity building, leadership, networking and ongoing learning through arts and culture.

### Key Element 1

Provide and facilitate the delivery of cultural information, directories, referral services and training, aimed at fostering self-help skills development, networking and improved communication within the community.

### Key Element 2

Encourage and support increased community access to and usage of information technology as a key communication and capacity building tool. (This links to 1.2)

### Key Element 3

Further develop the strategic role of the Arts Development Officer position as a key driver of cultural capacity building, creative community engagement and the development of local arts practice and related business.

## Goal 4

To continue to build and diversify the local economy by value-adding through arts and culture.

### Key Element 1

Build upon past and recent investments and further develop Mackay's reputation as a regional, state and national leader in numerous established and emerging areas of cultural development.

### Key Element 2

Encourage and support both pro-am and successful businesses and entrepreneurial initiatives within the arts, heritage and cultural fields.

< Wearable art necklaces by local artist Leonie Wood, on sale at Artspace Mackay Gift Shop, Gordon Street, Mackay. Photo: Alicia Stevenson



## Goal 5

To enhance the amenity, sense of safety and unique local identity of civic and open public spaces across greater Mackay.

### Key Element 1

To establish and implement a clear and coherent vision for public art and civic beautification, that reflects and enhances the unique character, assets and heritage of Mackay city and other town centres within the council area.

### Key Element 2

Create outdoor environments that promote positive community interaction, support a healthy lifestyle, foster a sense of local identity and place, and encourage inter-generational exchange.

### Key Element 3

Ensure the preservation, understanding and enjoyment of heritage buildings and monuments.

## Goal 6

To value, encourage and support council and community volunteers.

### Key Element 1

Seek out best practice models of volunteer recruitment and management and provide (or facilitate the provision of) related training for council staff and the community.

### Key Element 2

Further develop and/or introduce new strategies for acknowledging and encouraging all cultural volunteers (including volunteer members of committees and boards).

### Key Element 3

Provide opportunities for ongoing skills development, networking and social inclusion among council volunteers.



Local performance artist Tony Moore describes in Australian Sign Language (Auslan) his perception of home. He and other Mackay Residents shared their stories as they were projected onto the HOME screen during a collaborative launch of the Hiromi Hotel Mackay Art Farm and Digital Odyssey HOME Projects, Riverside House Mackay CBD, 2010. Photo: Craig Walsh



### For further information:

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*Front Cover:* Hiromi Tango works with collaborating local artist Jenny De Thomasis on the HOME Screen during the Hiromi Hotel Mackay Art Farm in collaboration with Digital Odyssey HOME Project, Riverside House Mackay CBD, 2010. Photo: Donna Robinson

The Hiromi Hotel Mackay Art Farm was made possible with assistance from the Regional Arts Development Fund (RADF), and the Building Supportive Communities program. The RADF is a Queensland Government and Mackay Regional Council partnership to support local arts and culture. Building Supportive Communities is an initiative of the Queensland Government through Disability and Community Care Services. Craig Walsh Digital Odyssey is a national touring project presented by the Museum of Contemporary Art in Association with the Artist.