

	<b>COUNCIL POLICY</b>	
	<b>Arts and Cultural Development</b>	
	POLICY NO	051
	DEPARTMENT	Community & Client Services
	PROGRAM	Community Lifestyles
ENDORSED BY COUNCIL	22 <sup>nd</sup> February 2017 - Folio 42514	

## 1.0 Scope

The Arts and Cultural Development Policy applies to all programs within Mackay Regional Council (MRC) operations that work with, or seek to develop, the capacity of the arts, cultural and heritage sector in the Mackay region.

## 2.0 Purpose

The purpose of this policy is to guide MRC and its employees in decision-making and/or program delivery that affects the development of the arts, cultural and heritage sector in the Mackay region.

## 3.0 Reference

- Mackay Regional Council Corporate Plan 2015-2020
- Mackay Regional Council Economic Development Strategy 2015-2020
- Queensland Arts and Cultural Investment Framework
- Arts Queensland Arts for all Queenslanders Strategy 2014-2018

## 4.0 Definitions

To assist in interpretation the following definitions shall apply:

**Art** refers to essentially creative aspects of culture and includes activities such as live music, theatre, literature, visual art, craft, film-making, design, dance, new media, architecture and popular culture.

**Council** shall mean the Mayor and Councillors of Mackay Regional Council.

**Culture** refers to the ways members of the community interact; particularly those interactions which influence how people experience being part of their community. Culture is about identity, history and a sense of place; the things which society considers to connect the past, present and future.

**MRC** shall mean Mackay Regional Council.

**Heritage** refers to the people, experiences, objects and environment (built and natural) that have contributed collectively to the community's understanding of the Mackay region.

## 5.0 Background

Arts and cultural activity benefits the whole community. It contributes greatly to the social, economic and cultural vibrancy of place, and engenders a sense of identity and belonging. Art and culture are vital to the Mackay region's livability and cultural expression. 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.

Mackay is a vibrant and culturally rich region that supports a diverse, robust and creative community and strives to make the arts collaborative, accessible and inclusive of all.

## 6.0 Policy Statement

The Arts and Cultural Development Policy provides a framework to guide Council in making timely decisions regarding financial and human resource investments for the development of all forms of arts, culture and heritage, as well as the broader cultural engagement and enrichment of community life.

Mackay Regional Council will endeavor to:

### Vibrant Places and Spaces

- Provide open, inviting, engaging and vibrant cultural facilities;
- Raise the profile of Council's unique art and heritage collections;
- Provide accessible community spaces for creating, rehearsing and showcasing;
- Present vibrant festivals and events which support local, creative capacity-building.

### Celebrate our Diversity & Enhance Community Pride

- Celebrate and recognise our diverse cultural community;
- Increase understanding and appreciation of Mackay's Indigenous culture and history;
- Build Mackay's reputation as a place of cultural and heritage significance and develop a confidently-expressed identity.

### Encourage Partnerships & Collaboration

- Increase communication and collaboration between internal cultural services;
- Develop relationships with neighbouring councils;
- Build and diversify the local economy by value-adding through arts and culture;
- Develop cultural tourism initiatives in partnership with Mackay Tourism;
- Investigate collaborative opportunities between the arts sector and local health service providers.

### Lifelong Learning

- Value, encourage and support Council and community volunteers;
- Support the professional development of local creatives to increase employment opportunities;
- Continue to support professional development opportunities for internal cultural staff;
- Encourage young audiences to engage with museums and heritage facilities.

### Enhance Advocacy & Promotion

- Evaluate and measure arts, culture and heritage activities;
- Promote the social, health and economic benefits of arts and culture;
- Embrace the use of technology to promote arts and cultural activities;
- Improve and provide adequate signage for cultural facilities.

## 7.0 Review of Policy

This policy will be reviewed when any of the following occur:

1. The related documents are amended or replaced.
2. Other circumstances as determined from time to time by a resolution of Council.

Notwithstanding the above, this policy is to be reviewed at intervals of no more than three (3) years.

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Version Control:

Version	Reason / Trigger	Change	Endorsed / Reviewed	Date
2	Review of Policy	Amendments to Policy	Council	22/02/2017