



Break O'Day  
COUNCIL

# Arts and Cultural Strategy

## Break O'Day Municipality



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## Introduction

The Arts & Cultural Strategy for the Break O'Day Municipality aims to create a vibrant, inclusive, and diverse cultural environment that enhances community well-being and economic prosperity. The strategy focuses on six key objectives: supporting local artists, increasing accessibility to arts, preserving heritage, fostering collaboration, improving infrastructure, and boosting cultural tourism.

Key strategic areas include providing funding and professional development for artists, promoting inclusive cultural programs, investing in public spaces, celebrating First Nations heritage, and positioning arts as an economic driver. Implementation will involve partnerships with artists, businesses, and community groups, with periodic reviews to measure success.

This strategy reaffirms the commitment to a thriving cultural landscape that benefits all residents and visitors.

### 1. Vision

Our vision is to foster a vibrant, inclusive, and diverse arts and cultural landscape that celebrates creativity, empowers local artists, strengthens community identity, and enhances the well-being and economic prosperity of our residents and visitors.

### 2. Objectives

- Support and promote local artists, cultural practitioners, and creative industries.
- Enhance access to arts and cultural experiences for all community members.
- Preserve and celebrate local heritage, traditions, and stories.
- Foster collaboration between artists, businesses, community groups, and educational institutions.
- Improve cultural infrastructure and public spaces to encourage artistic expression.
- Strengthen cultural tourism and creative economy opportunities.

### 3. Key Strategic Areas

#### a) Supporting Local Artists and Creative Industries

- Provide funding, grants, and professional development opportunities for artists and cultural organisations.
- Facilitate artist residencies, mentorship programs, and networking opportunities.
- Encourage collaboration between artists and local businesses to promote creative enterprise.
- Develop an artist-in-residence program to embed creative professionals in community projects.
- Establish a local arts registry to enhance visibility and opportunities for artists.

#### b) Enhancing Community Engagement with Arts and Culture

- Develop inclusive and accessible cultural programs that cater to diverse community groups.
- Organise public events, exhibitions, and performances in local spaces.
- Support community-led arts initiatives and festivals.

- Encourage youth engagement in arts and cultural activities.
- Implement arts education initiatives in partnership with local schools and community groups.
- Provide subsidies or incentives for participation in arts programs for underrepresented groups.

### c) Cultural Infrastructure and Public Spaces

- Invest in the development and maintenance of cultural facilities.
- Integrate public art into urban planning and community spaces.
- Provide affordable and accessible spaces for artists and cultural practitioners to work and showcase their creations.
- Establish cultural precincts with dedicated spaces for performance, exhibitions, and workshops.
- Enhance digital infrastructure to support online access to cultural content and virtual exhibitions.

### d) Honouring Heritage and First Nations Culture

- Partner with Aboriginal and Torres Strait Islander communities to celebrate and promote First Nations culture and heritage.
- Incorporate Indigenous perspectives in public art, storytelling, and cultural programs.
- Preserve and promote local historical sites, traditions, and archives.
- Develop educational programs on Indigenous history and culture in collaboration with local elders and historians.
- Support Indigenous-led arts and cultural enterprises.

### e) Economic Development and Cultural Tourism

- Position arts and culture as a driver of economic growth and tourism.
- Develop and promote cultural trails, arts precincts, and heritage attractions.
- Support creative industries, including film, music, design, and digital arts, as key economic contributors.
- Establish an annual cultural tourism festival to attract visitors and showcase local talent.
- Provide business development resources and training for creative entrepreneurs.
- Strengthen partnerships with regional, state, and national tourism bodies to enhance cultural tourism initiatives.

## 4. Implementation & Partnerships

This strategy will be implemented through collaboration with key stakeholders, including local artists, cultural organisations, businesses, educational institutions, and government agencies. A dedicated Arts & Cultural Advisory Group, supported by an overarching umbrella group, will be responsible for guiding the execution and evaluation of the strategy, ensuring community needs and priorities are met. The umbrella group will provide governance, strategic oversight, and coordination to ensure that the strategy's objectives are effectively delivered.

## 5. 4. Monitoring and Evaluation

The strategy will be reviewed periodically to assess its impact and effectiveness. Key performance indicators (KPIs) will include:

- Participation rates in arts and cultural activities.
- Number of supported artists and creative projects.
- Community satisfaction and engagement levels.
- Growth of cultural tourism and creative industries.
- Number of new partnerships and collaborations established.
- Economic impact assessments of cultural initiatives.

## 6. 5. Conclusion

The Break O'Day Municipality Arts & Cultural Strategy reflects the commitment to fostering creativity, cultural identity, and community well-being. By investing in the arts, we are building a more connected, dynamic, and prosperous community for the future. Through continued collaboration, innovation, and support, we will ensure that arts and culture remain an integral part of our region's identity and development, enriching the lives of residents and visitors for generations to come.