

The background of the entire page is a photograph. On the left, a person in a white chicken costume with a red comb and wattle stands on a grassy field. To the right is a large, spherical mosaic sculpture covered in colorful tiles, depicting various figures. The scene is set at sunset, with a bright sun low on the horizon, creating a lens flare effect. The sky is a mix of orange, yellow, and blue. In the distance, some buildings and lights are visible across a body of water.

**Arts & Cultural Strategy**  
**Break O'Day Council**  
**Municipal Management Plan**

**June 2014**



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## 1. Executive Summary



## 1 Executive Summary

Art, Culture and Heritage play a significant role in expressing the character of the population of the Break O'Day Municipality. In recognising this important aspect of the community, Break O'Day Council has commissioned the preparation of this Arts and Cultural Strategy to seek to strengthen this identity of the community by identifying ways to better connect the community and coordinate cultural development.

This document identifies the Aims and Methodology of the Strategy (Part 2), and how the fostering of Arts and Cultural development fits within the existing local, regional, state and national contexts (Part 3).

Part 4 of this document defines Arts and Culture and identifies the types of arts and cultural activities and trends that exist, providing examples of these within the Break O'Day area. Part 5 provides an analysis of existing arts and cultural facilities and activities within the Municipality, including identification of demographic and economic considerations, and outcomes of the targeted surveys of the local arts sector and wider community consultation. Six key themes were identified, being Identity, Events, Facilities and Infrastructure, Management, Promotion, and Connections.

Further analysis of the Arts and Cultural sector within Break O'Day is provided in Part 6, summarising key trends, existing and potential funding opportunities, existing and potential venues for the creative activities within the local community, and opportunities and constraints for the development of arts and culture in the context of the six themes identified and for stimulating economic development in the Municipality.

Part 7 provides a Strategy, comprising the Key Aims, four strategy Themes (Management, Connections, Identity and Community Expression and Creativity), forming the basis for the Action Plan which is a list of 55 recommended action items. The Strategy reveals that a much greater level of coordination is required for the development of arts and culture in Break O'Day and a key recommendation is the employment of an Arts and Cultural Officer by Council, in addition to the elevation of arts and cultural activities and priorities within Council's Budget.



## 2. Introduction



## 2 Introduction

This Arts and Cultural Strategy has been developed in accordance with the Project Brief prepared by Break O'Day Council. The Aims and Methodology for the project are set out below.

### 2.1 Project Aims

The project aims of the Arts and Cultural Strategy are to:

- (a) Develop an Arts and Cultural Strategy that will connect and enhance the overall quality of life within the Break O'Day Municipality;*
- (b) Enable a coordinated approach to cultural development within the Municipality. It will also ensure the involvement of the community in the process;*
- (c) Develop connections across the settlement within the Municipality;*
- (d) Create a stronger sense of identity; and*
- (e) Build community cultural expression and creativity.*

### 2.2 Project Methodology

In accordance with the brief, the following methodology has been employed in preparing this Arts and Cultural Strategy:

- (a) Develop a greater understanding of trends in the local arts and cultural activity and industry;*
- (b) Identify community opinion on arts and cultural development and participation in the municipality;*
- (c) Identify existing and potential for venues for arts and cultural and activities, including such as events, festivals, artists in residence programs, community arts space;*
- (d) Review of existing relevant cultural strategies and policies (including community building goals within the Strategic Plan 2011-2015) regarding arts and culture in adjoining municipalities and Arts Tasmania programs and policies;*
- (e) Analyse current local conditions, infrastructure, opportunities, and constraints;*
- (f) Identify potential for stimulating economic development in the cultural sector;*
- (g) Identification of cultural development opportunities and constraints;*
- (h) Review the St Mary's Art, Cultural and Heritage Centre Business Plan and incorporate within the Arts and Cultural Strategy.*



### 3. Strategic Context



## 3 Strategic Context

The Arts and Cultural Strategy seeks to reflect Break O'Day's Strategic Plan, the Project Brief, and has been developed in accordance with the views of the community of the Municipality for the development of cultural life, expression and creativity. This section outlines the strategic documents that exist and how the Arts and Cultural Strategy relates to these local, regional and state policies and strategies. An outline of how the Arts and Cultural Strategy relates to the Municipal Management Plan, under preparation, is also provided in this Section.

### 3.1 The Break O' Day Strategic Plan 2011-2015

The Break O' Day Strategic Plan 2011-2015 guides the future directions of Break O'Day Council. It draws its research from community consultation which was conducted in 2011. This Strategic Plan identifies five (5) key goals to be addressed by Break O'Day Council which are:

1. Community Building
2. Environment and Planning
3. Leadership and Governance
4. Economic Development
5. Asset Management

While all of the above goals are relevant to the enhancement of community and culture within Break O'Day, the "Community Building Goal" is the main framework for the Arts and Cultural Strategy which includes the key strategy to "Build capacity to improve community spirit and enhance a sense of well-being". There are four important strategies, activities and measures of success related to this goal which are imperative to consider in the preparation of the Arts and Cultural Strategy, and are therefore reproduced in Table 1 below.

Table 1: Relevant Goals and Related Strategies from the Break O'Day Strategic Plan 2011-2015

Goal: "Community Building "Build Capacity to improve Community Spirit and Enhance a Sense of Well-being."

STRATEGY	ACTIVITIES	MEASURES OF SUCCESS
1. Promote and encourage Arts, Culture and heritage within our communities	<p>1. Support and encourage events and festivals for the Break O'Day area.</p> <p>2. Develop and implement an arts, cultural and heritage strategy (link the MMP) that would include-</p> <ul style="list-style-type: none"> <li>Investigate arts in residence program</li> <li>Investigate opportunities for a community arts space</li> <li>Facilitate annual photographic event</li> <li>Continue to support our history room</li> <li>Continue to strengthen partnerships with key stakeholders at local, state and federal levels.</li> </ul>	<ul style="list-style-type: none"> <li>Arts, Cultural and heritage strategy has been developed and implemented that will deliver connections across the settlements within our area, creating a strong sense of identity and building cultural expression and creativity.</li> <li>Cultural diversity within our community is accepted recognized and developed.</li> <li>Improved arts cultural and heritage facilities</li> </ul>
2. Utilise existing skills and resources within our community to enhance the wellbeing of our community.	<p>1. Identify areas of existing skills that can be utilised.</p> <p>2. Support new and existing organizations in enhancing the wellbeing of our community through well being programs and events.</p>	<ul style="list-style-type: none"> <li>Improved access and increased participation within our community.</li> <li>Improved social inclusion</li> <li>Recognition of community volunteers.</li> </ul>
3. Provide opportunities for being to come together and develop connections and networks.	<p>1. Support and encourage activities, events and festivals for the Break O Day area.</p> <p>2. Assist community groups in finding solutions for obtaining public liability insurance.</p> <p>3. Keep the community informed on council activities.</p> <p>4. Recognise achievements and successes in the community.</p>	<ul style="list-style-type: none"> <li>Improved Community Spirit, communication and enhanced sense of wellbeing.</li> <li>Cooperation between community groups is encouraged and enhanced.</li> <li>Existing number of community events is maintained or increased.</li> </ul>
4. Plan for and support access to quality services, facilities, health, education and information that meet the needs for all age groups and communities particularly , youth, people with disabilities and our ageing population.	<p>Development and implement a recreation and Open Space Strategy (link to MMP).</p> <p>Work with external agencies in facilitating events and activities.</p> <p>Advocate improved health, education and other government services within the scope of council s role and in conjunction with the community.</p> <p>Continue to strengthen partnerships with key stakeholders at local, state and federal levels.</p> <p>Explore community Transport options</p>	<ul style="list-style-type: none"> <li>Community needs have been identified and addressed considering the diversity of our municipality e.g. proposal for swimming pool and standard of health services available to meet community needs.</li> <li>Youth have a sense of belonging and feel enabled to participate in the community.</li> <li>People with disabilities and our ageing population feel enabled to participate in the community.</li> <li>Community transport options have been explored.</li> </ul>



Another key related Goal is 'Economic Development: To achieve Sustainable Economic Development', and related strategies to:

- "Develop and implement initiatives to attract people to live, works and invest in the Council area; and
- Develop and implement initiatives for appropriate tourism in the region."

### 3.2 National, State and Regional Context

The aims of the Break O'Day Arts and Cultural Strategy align with and compliment the following National, State, Regional policy frameworks:

- Australian Government's Cultural Plan (2013)
- Australia Council for the Arts Strategic Plan (2012)
- Arts Tasmania (Department of Environment, Heritage, Parks and the Arts)
- Regional Arts Tasmania

Refer to Appendix 1 for a summary of the vision and objectives and role of each of these organisations. Overall, the review of these documents and in particular for Tasmania identified the State's healthy, thriving and respected Arts sector, in particular Hobart, assisted by the development of the Museum of Old and New Art (MONA). However, this has been impacted by the more recent challenging economic climate of Tasmania, the associated effect on ticket sales to performing arts events and the ability of organisations to obtain sponsorship and support from business and the community. These circumstances, in addition to the changing and national policy environment, has required Arts Tasmania to reduce funding for programs and grants. It is therefore a particularly challenging time for arts organisations.

(Ref: [http://www.arts.tas.gov.au/\\_\\_data/assets/pdf\\_file/0016/81250/2014\\_Individuals\\_grants\\_newsletter.pdf](http://www.arts.tas.gov.au/__data/assets/pdf_file/0016/81250/2014_Individuals_grants_newsletter.pdf)).  
[http://www.arts.tas.gov.au/\\_\\_data/assets/pdf\\_file/0007/79189/2014\\_Organisations\\_grants\\_newsletter\\_V2.pdf](http://www.arts.tas.gov.au/__data/assets/pdf_file/0007/79189/2014_Organisations_grants_newsletter_V2.pdf)

### 3.3 Other Local, Regional and State Strategies

While Arts and Cultural activities and industries within Break O Day may have specific issues and related strategies, it is recognised that many are integrated with the tourism, economic development, historical and recreational outcomes of the Municipality. Key local and state government studies and information reviewed for this Strategy include:

- St Helens Tourism Precinct Plan, September 2007;
- Suncoast Regional Tourism Strategy;
- Break O Day Tourism Development Strategy 2012-2017;
- An Island Inspired - Consultation Response (Department of Environment, Heritage, Parks and the Arts, March 2008);
- Arts Tasmania and arts@work Funding and Development Opportunities (Department of Environment, Heritage, Parks and the Arts, 2013);

- Tasmanian Cultural Report (National Centre for culture and Recreation Statistics of the Australian Bureau of Statistics, March 2012;
- Various online resources by Arts Tasmania ([www.arts.tas.gov.au](http://www.arts.tas.gov.au)).

A summary of the key content of the above list is provided at Appendix 2. A range of other contemporary Arts and Cultural Strategies for other local government areas within Australia were reviewed with respect to trends in the sector (also referenced at Appendix 2). In addition, the Strategic Plans and any other relevant studies of surrounding Municipalities were reviewed (Dorset, West Tamar, Northern Midlands), however limited existing specific strategies or actions are in place that offer potential for regional linkages/approaches for Break O'Day.

All documents reviewed recognise the importance of a local area's unique cultural attributes and the need to foster and encourage the cultural life of the community through valued goals and outcomes.

### 3.4 The Break O'Day Municipal Plan

In September 2012 TCG Planning, together with its specialist consultant team, was engaged by Break O'Day Council to prepare Council's Municipal Management Plan (MMP), which includes the preparation and integration of a number of reports, plans and strategies. The aim of the Plan is to ensure that future development in the Municipality is undertaken in a strategic and integrated manner. The Plan will establish priorities for works over a 10 year period in order to provide appropriate infrastructure for residents and visitors to the area; promote ongoing tourism while acknowledging and protecting the values of the natural environment; improve the physical appearance and functionality and livability of the towns; and encourage economic growth and future prosperity of the Municipality. The MMP will be a comprehensive strategic planning document that will provide an action plan identifying what needs to be undertaken to achieve the identified priorities.

The MMP will also consolidate a number of studies which have previously been prepared by Council or which are under preparation. Many of the specialist background documents that will inform the MMP will be prepared and/or coordinated by TCG Planning together with the specialist project team. The following is a list of the components of the MMP Project:

- Tourism Development Strategy
- Community Safety Plan
- Stormwater Management Plan (for Binalong Bay, St Helens, St Mary's, Scamander, Beaumaris and immediate surrounds).
- Economic Development Strategy
- Airstrip Redevelopment Feasibility Study
- Responding to Climate Change
- Civic Centre Feasibility Study
- Community Infrastructure and Design Guidelines



- Coastal Plan (Vegetation Management Plan, Coast Park Concept Plan)
- Urban Design Framework and Traffic Management Strategy for St Marys
- Urban Design Framework and Traffic Management Strategy for St Helens
- Recreation and Open Space Development Plan
- Arts and Cultural Strategy
- Land Use and Development Strategy
- Municipal Management Plan.

Key outcomes of this Arts and Cultural Study will be incorporated into the final MMP for delivery/implementation by Break O'Day Municipal Council.



## 4. The Arts and Cultural Sector

## 4 The Arts and Cultural Sector and the Break O'Day Community

### 4.1 What is 'Arts and Culture'?

The Arts contribute to our culture, promote economic growth and are important in promoting identity and our brand.

*Arts and culture can be used to understand community context, celebrate community character, and ultimately create, reinforce or enhance a sense of place (American Planning Association).*

Helping a community begin to understand its historical, cultural, economic and social context is an essential foundation for developing and building a sense of place. This is particularly important in relation to enhancing Break O'Day's character and sense of identity. The arts can embrace a range of forms and formats, such as performance, theatre, visual arts and music. Culture is recognised as having three dimensions. These include:

1. **Values** - Our sense of place, our values and our identity
2. **Material** - The material products of creative processes.
3. **Process** - our engagement and participation in creative processes.

*(Source: Wentworth Shire Council Arts and Cultural Plan 2010-2014, p6)*

### 4.2 Arts and Cultural Activities and Trends

A review of the range of arts and cultural activities and industries was undertaken to identify the forms that arts and culture can be expressed in a community. The following is a list of the main sectors of arts and cultural participation and engagement:

- Drama, Performance, Theatre and Dance
- Music (Classical, Popular, Contemporary)
- Visual Arts (including photography), Crafts and Design
- Writing and Literature
- Collections and Cultural Heritage
- Festivals
- Film, Digital Media and Technology
- Community Art and Public Art
- Youth Art
- Tourism Art

A brief summary/description of the artistic and cultural activities and trends expressed in a community is provide below. Where relevant, observations of each of the expressive forms within the Break O'Day community are discussed.

### **Drama and Performance, Theatre, Dance.**

This involves the musical or dramatic form of artistic expression usually presented before an audience. Also described as the "performing arts", this art form can encompass local theatre and dance classes and performances, through to visiting performances by national and international touring companies. It has become apparent that the Break O' Day community would benefit in having more local attractions such as performances come to the areas of St Helens and St Marys. There has also been interest in developing more drama and performance programs for young adolescents. There appears to be a lack of opportunities available for this age group.

### **Music (Classical, Popular, Contemporary)**

The meaning and appreciation of music can vary between different social and cultural groups. Music is an art form that embraces both sound and silence in a form of expression that takes the listener on journey. Classical music in particular has been emerging as people are becoming more interested in learning to sing or play a musical instrument.

### **The Visual Arts, Crafts and Design**

The arts and crafts trend usually requires a person to embrace a particular skill in order to produce crafts. The visual arts and crafts sector is realizing the benefits of collaboration and partnership and the opportunities it provides for both their audiences and their markets. There is a strong community of local artists that practice within the Break O Day region. Therefore, it is important to help provide support and opportunities for them to showcase their works in exhibitions spaces.

Indigenous art is an important part of Australia's identity and culture and can also help to provide cultural awareness and culture appreciation.

Design can come in the forms of textiles through fashion, quilting and graphic design prints. There is a vibrant sector of quilting and textile based workshops and groups available within the region. There are some local community groups that create works that are donated to charity.

### **Writing and Literature**

The unique aspect about creative writing is that it is very versatile and can appeal to many different types of people through different genres. The most popular of the trends is creative writing through the form of narratives. The advent of the Internet now provides creative writers with many opportunities, no matter where the location, including instant access to information on the craft of writing, research opportunities, social networking, and electronic publishing.



### **Collections and Cultural Heritage**

Collections and heritage assist in preserving and restoring culture within society. Heritage significance items can also help to restore identities. The communication of the past and the present is also a way that helps people understand their place within a society. Museums and galleries help to share knowledge and to present and promote the arts through cultural heritage.

In the St Mary's area a history and heritage museum has just recently opened that showcases model cameras and antiquities. It has been commented by the operator Ian Summers that he soon wishes to incorporate model plans in his museum.

### **Creative Communities**

Creative communities involve the engagement of arts and culture into everyday lives. It can be suggested that each different region has its own unique form of expression and creative and cultural development. Creative communities apply creative thinking to local issues helping make the community more aware of issues.

### **Festivals**

Festivals have been seen to contribute significantly to arts development in local areas. They also help to strengthen the link between the arts and the tourism sector through innovation. Festivals can also be a vital part of the cultural experience as they can involve aspects of entertainment such as music, dance and performance, arts and crafts and food. The Bay of Fires Arts Festival and the Ten Days on the Island are local examples of how effective festivals are in improving participation within communities with artistic and cultural experiences and uniting different cultures and demographics.

### **New Media/Technology Film**

New media is a modern art form which has been emerging over the years. Most technologies described as new media are digital often having characteristics of being interactive. This can include but is not limited to the internet, video games and movies.

The "*Ten Days on the Island*" festival incorporates a film festival specially designed for the youth of Break O' Day called "*Little Big Shots*". It showcases a variety of films ranging from animations to short films that are suggested to help aspire and arouse creativity and curiosity. This film festival was founded in 2004 and spans internationally as well. It incorporates two programs for two age groups ranging from children 2-12 years old and 6-16 years old. In addition, the Break O' Day film society is an active community group.

### **Youth Arts**

Art organizations in particular help provide children and young adults with specialized programs, activities, events and workshops to encourage them to get involved and stay involved in the arts. Youth arts are a popular way to allow the younger generation to express themselves.

There appears to be a need for more programs for the youth of Break O' Day. Break O' Day could benefit from cooperation with schools in the local area. Workshops and fundraising initiatives are a good way to get parents and their children involved.

### **Art Tourism**

Art tourism encompasses cultural experiences through the participation in events such as festivals that enrich people's lives. Art tourism and the way it is advertised to the public is very important as it dictates what people are going to come to the area. The Australian Bureau of Statistics found that there had been an increase in attendance in art galleries and museums (3.2%) in a comparison between 2005-2006 and 2009-2010.

The St Helens and St Marys region have a range of smaller galleries such as the Gallery Parnella and the Suncoast Gallery. Although, these townships would benefit by having a larger facility were they could showcase more bodies of works in a larger setting and incorporate areas where visiting artists could create works and interact with the general public and visitors who come in to the space. This interaction and witnessing of the art making process would create a more personalized feel to the works.

### **Urban Design/Place making and Community Art/ Public Art**

The terms 'urban design' and 'place making' are strongly interconnected. Urban design is the process of designing and shaping towns and cities. It differs from the process of architecture because it focuses on streetscapes and the overall layout of town's whilst architecture focuses on individual buildings. In addition, 'place making' is used to attract people to areas through the incorporation of aesthetically pleasing sites and structures such as waterfronts, parks and plazas. These places provide areas for which people can feel a sense of identity.

There has been increasing appreciation and acknowledgement that architecture and artworks within the public realm can enrich the human experience. Public art allows the viewer to participate and appreciate art in a public landscape. Community art can be linked to the interaction and involvement of the community in the art making process.

The Break O 'Day area would benefit in having more unique structures and sites that give an identity to the townships, and could also attract visitors to the area. An example of this is the murals which are well known to the township of Sheffield in northern Tasmania. The Break O'Day Municipality has some existing public art features, however there is opportunity to develop this further by increasing and integrating public art and placemaking processes, particularly in the townships of St Helens and St Marys. Personalised tiles and path works are also examples of urban design features that can connect the "people to the place."



## 5. Community, Arts and Culture within the Break O'Day Municipality

## 5 Community, Arts and Culture Within Break O'Day Municipality

### 5.1 Demographic and Economic Factors and Considerations

When planning the provision and improvement of artistic and cultural services and facilities to the community, it is important to understand the demographics and economic situation of the Municipality. The Economic Development Strategy prepared by MCA (August, 2013) for the Municipal Management Plan Project identified the following key facts and issues on the demographics, employment and economic sectors of the Break O'Day community that are of relevance to the preparation of an Arts and Cultural Strategy. The MCA report was based on recent (2011) Census data and provides the following "community snapshot":

- The population is relatively small, at around 6000 persons;
- The population is focused in the coastal locations (76% of residents, 45% within St Helens/Steiglitz, and 12% within Scamander), with the other main centre being St Marys (13%).
- 38% of existing dwellings are holidays homes and the population of Break O'Day more than doubles during the peak holiday seasons (December/January and Easter) and many businesses rely on this peak and the shoulder tourism period.;
- The population is ageing and, with an increase in persons aged 55 and over from 31% to 41% in the ten years from 2001 to 2011. There has been a trend of persons aged 25-44 years and children under 14 years (reflecting mainly families) leaving the area primarily related to education requirements and limited full time jobs in the region.
- Population projections indicate an increase in the population by 1115 persons by 2030.
- Overall, Break O'Day is not a high income area. In 2010, 43% of the population aged over 15 years (2322) was in receipt of government payments (including Aged Pension, 19%; Disability Support Pension, 9%; and Newstart Allowance, 7%). This pattern reflects a combination of retirement living and unemployment.
- The industry base of the area has narrowed, and jobs in the region are primarily driven by servicing the local population and the tourism market, although this has experienced a slowdown. In 2011 there were a total of 1682 jobs located in Break O'Day, and most of these jobs were services. Almost 60% were in-person service jobs – of these 10% were in education and training; 12% in accommodation and food services and only 0.7% in arts and recreation services (equating to 18 persons – 14 in St Helens and 4 in St Marys).
- Of the Arts and Recreation Services, 3 businesses had a turnover of \$25K to less than \$50K and 3 businesses had a turnover of \$200K to less than \$500K.
- Tourism is a major sector of the economy and a major focus is required to increasing visitor numbers, return visits and length of stay. This requires a regional approach.



- Importantly, the Arts and Recreation Sector businesses in Break O Day are heavily reliant on tourism.
- The Economic Development Strategy identifies the following related strategies:
  - Recognize the importance of place – to attract residents, businesses and visitors;
  - Develop a place brand for Break O'Day;
  - Partnering: with local business through the Chamber of Commerce and regional cooperation with adjacent Councils; strategic support for programs from the Tasmanian Government; workforce skills programs need to involve local businesses, employment services providers and government agencies (Skills Tasmania; TasTAFE).

The above 'community and economy snapshot' needs to be taken into consideration to achieve the overarching strategic goal for the Arts and Cultural Strategy to *"build capacity to improve community spirit and enhance a sense of well-being"* by *"promoting and encouraging Arts, Culture and heritage within our communities"* (as identified in the Council's Strategic Plan).

The Strategy will need to consider the participation of the many older and low income (including unemployed) residents within the Municipality, including accessibility to facilities (eg. transportation), affordability of events and activities and the importance of the social inclusion and well-being benefits to these and all other members of the community.

The needs of the local residents, in addition to the attraction of visitors to the area (both in peak and non-peak times) needs to be balanced and coordinated so that the Arts and Cultural activities can also contribute to the economy of Break O'Day in a sustainable way.

## 5.2 Arts and Cultural Activity in the Break O'Day Municipality

Of the arts and cultural sectors discussed in Section 4 of this document, the Visual Arts and Festivals are the most prevalent activities within the Break O'Day Municipality, however there are active groups in other sectors. Although not exhaustive, the following table lists the main existing arts and cultural activities and facilities within Break O'Day.

**Table 2: Summary of Existing Arts and Cultural Activities and Facilities within Break O'Day**

<b>Events and Festivals</b>	
▪ Break O Day Regional Arts Market	▪ Car Show
▪ Carols by Candlelight	▪ Wrapped in St Mary's
▪ Break O'Day Regional Arts Christmas Market	▪ Photographic Competition (St Helens)
▪ Ten Days on the Island	▪ Bay of Fires Celebration
▪ Soup for cancer	▪ Trivia nights
▪ Christmas Luncheon for career support group	▪ St Marys and St Helens Christmas Parade
▪ International Women's Day gathering	▪ Break O' Day Regional Arts Exhibition
▪ Antique car show	▪ Fingal Valley Festival
▪ Concerts by local and visiting performers	▪ Various fishing competitions
▪ Light the Night	▪ Wood chopping at Regatta
▪ Relay for Life	▪ Book Launches
▪ Australia Day	▪ St Helens Rotary Regatta
▪ Tasmanian Symphony Orchestra	▪ Arts Market and Bay of Fires Arts Market
<b>Cultural Groups</b>	
▪ Break O Day Film Society	▪ St Helens Community Garden
▪ Friends at Four Mile Creek	▪ Break O'Day Regional Arts
▪ Suncoast Jazz Club and Singers	
<b>Libraries</b>	
▪ St Mary's Library	▪ St Helens Library
<b>Community Facilities (for use by Community Groups, individuals and for Cultural Activities)</b>	
▪ The Portland Memorial Hall	▪ St Helens Neighbourhood House
▪ St Helens Neighbourhood House	▪ St Marys Town Hall
<b>History and Heritage</b>	
▪ St Mary's Museum Station (Cranks & Tinkers)	▪ St Helens History Room
<b>Educational Facilities</b>	
▪ St Mary's District High School	▪ St Helens District High school
<b>Galleries and Performance Spaces</b>	
▪ The Suncoast Gallery- St Helens (run by the St Helens ArtCraft Group)	▪ The Gallery Parnella- St Helens
▪ Crossroads Wine Bar and Cafe, St Helens	▪ Gone Rustic, St Marys
<b>Tourism Facilities</b>	
▪ St Helens Visitor Information Centre	▪ White Sands ((including conference centre and theatre)
▪ Tidal Waters	
<b>Parks and Reserves</b>	
▪ Foreshore Park, St Helens	

### 5.3 Community Consultation and Engagement Process

The consultation process for the Break O Day Arts and Cultural Strategy involved:

- (a) Targeted telephone surveys with Break O'Day-based arts and cultural groups. Eighteen (18) telephone interviews were undertaken which targeted key stakeholders such as Artist Groups, Music Groups, special event groups and gallery owners. The targeted telephone interviews undertaken generated useful feedback and proved to be valuable to ascertain the current conditions and futures desires for the region. A list of individuals who participated in the targeted surveys is provided at **Appendix 3**.
- (b) Consideration of feedback from "drop-in" sessions held in November 2012 and February 2013 and August 2013;
- (c) A review of the 51 written responses to the MMP community survey. There were four (4) specific questions within this survey with targeted questions relating to arts and culture. The results of this survey indicated that 79 % of respondents had attended an arts and cultural event within the last 2 years, and only 29% of respondents believed that the municipality has sufficient community events. Other questions asked were "What activities do you attend?" and "What opportunities do you see for the enhancement of the community's cultural expression?"
- (d) Consideration of three (3) individual written responses to within the MMP consultation process specific to matters relating to arts and culture. Additional email correspondence from two (2) individuals was also forwarded to the authors upon receipt by Break O'Day Council staff.
- (e) A review of Break O'Day Strategic Plan Review responses (2010), which provided a good range and number of responses in relation to this issue.

The key themes and issues which were identified in relation to arts and culture within Break O Day Municipality are summarised in the next section.

### 5.4 Community Opinion – Issues, Themes and Trends

A wide range of issues and suggestions were raised from the consultation process and document review which resulted in distinct "themes" or categories of the arts and cultural sector within the Break O'Day Municipality: "identity", "events", "facilities/infrastructure", "connections", "management" and "promotion". These themes present both opportunities and constraints, and clear opinions on arts and cultural development and participation. The quality and quantity of responses to the survey questions and individual submissions received were impressive, and were invaluable in developing the way forward for Arts and Culture within the Break O'Day Municipality. Examples of some submissions received are provided below under each of the theme headings, and also later in Section 5.5.

### Theme 1: Identify

- Enhance the arts and cultural strengths that are present within Break O' Day.
- Need something that individualizes the area - e.g. football match at Fingal, with different locations for different activities e.g. school activities/open gardens.
- Develop a main attraction for the towns eg. glass blowing, historical timber figures 'Peoples Poles' (like those at Geelong) etc. Look for specialized individuals/groups that may be interested.



Image: Mural, Corner Main and Storey Streets, St Marys (Photo: TCG Planning)



## Theme 2: Events

- Hold a festival at the sporting complex.
- More events required – eg. proposed Mardi Gras being organized by the Chamber of Commerce for November 2014; regular monthly events, properly promoted interstate.
- Farmers event held in hall on Australia Day.
- Enhancement of the Bay of Fires Art Prize to encompass all types of media such as textiles, media and sculpture.
- Develop and enhance potential of existing festivals. Individualize festivals for the St Helens and St Mary's Area especially within the quieter/colder months during winter (eg. a jazz festival).
- Textiles is a big trend within the Break O Day region. Investigate the potential of having a textiles event more frequently such as an arts and crafts show to allow people to sell their work or raise money for groups.
- Have a film festival and more frequent films.
- Hold circus events.
- More visiting shows and concerts in general are needed.
- More theatre events are needed.
- International connection festival – eg. international students from universities in Hobart/Launceston; Chinese visitors (ancestors on Gold Fields).
- "100 Mile Dinners", support local produce and arts and crafts.
- Historical tourism and events (Fingal Valley, reenactment picnics at "The Glen", Jane Austin Festival).
- Revive small agricultural shows.
- Cycling festival/event – up and down St Marys and Elephant Pass
- Include Scamander "Sculpture by the Sea".
- Australia Day Regatta is a much-loved event (especially the wood-chopping).
- Need more discos and dances for youth.



Image: "Wrapped In Tasmania" website image (<http://wrappedinstmarystas.com/>)

### Theme 3: Facilities and Infrastructure

- Not many galleries and exhibition opportunities available within Break O'Day.
- Utilise a range of facilities, eg. schools and open gardens.
- Many raised the issue of the need for expansion and redevelopment of existing infrastructure to create larger gallery spaces, including opportunities for larger public art space facilities (supported by Council – Suncoast Gallery is too small and is not large enough to showcase art works).
- Incorporation of coffee making facilities to encourage loitering and interaction within gallery spaces.
- Utilization of the neighborhood house for a variety of different community based groups. The renovation could involve a sound proof room to allow musicians to develop their skills.
- Enquire about bringing back the Break O'Day cinema.
- Encourage businesses to be open on the weekends. If most businesses were open on the weekends it might encourage more visitors.
- Portland Hall as a potential gallery space - hold an annual exhibition at Portland Hall.
- Look at the Portland Hall as a potential space to allow each community group to have their own permanent space within the building. Include individual storage capabilities to allow groups such as the stitching and quilting group to keep their materials and machines there.
- The "gloomy" atmosphere of the Portland Memorial Hall was noted, (as was its potential). The lack of Council Public Liability Insurance and need to fill in the risk management forms for use of the hall by groups is a deterrent.
- Infrastructure is ageing and in need of upgrading/repair.
- Provide an Aboriginal Centre.
- Depict history of St Helens along coastal walk to Lions Park.
- A larger space is needed for the history museum (former St Marys railway station) in order for it to start showcasing larger models such as planes and cars/transport.
- Walking track from St Marys to Mt Nicholas or St Marys to Fingal with points of history along the way.
- Create an area into a small working historical village with onsite crafts people showing their talents.
- Uncomfortable seating.
- Utilise vacant town shops.



*Images: Exterior and Interior of Gallery Parnella, St Helens (Jo Thorold c/- Georgie Armstrong)*

#### Theme 4: Management

- Create a Council committee to meet and greet residents (BOD Stitchers, Garden Club, and Bus Trips).
- Employment of an art curator to manage the larger gallery spaces and gallery exhibitions and events.
- Employment of an arts/cultural officer hired to carry on the responsibility and who is adequately trained, (administrative and promotional support).
- Develop programs to help support and encourage young artists wishing to develop their skills such as an artist mentoring program.
- Secure various sponsorship agreements to achieve funding goals.
- High levels of unemployment within the Break O Day area is a limitation.
- Break O Day Council is by itself - it may be better to amalgamate with other councils instead of being such a small one alone.
- Council takes a long time to implement any actions.
- Lack of appropriate funding and advertising of facilities.
- The opinion that Council is not proactive in embracing the arts and cultural sector within Break O'Day.
- Provide a "welcome pack" to Break O Day, aimed at small and large performance groups which includes all information which visiting groups would require (accommodation, audience profile, details of venues – stage floor plan/dimensions and lighting facilities etc).
- Funding, funding, funding!
- Challenges of weather conditions.

#### Theme 5: Promotion

- Council should have a broader focus on how it promotes the Break O 'Day area.
- The area lacks in opportunities for the youth.
- Develop strategies to improve local community awareness eg. a greater level of advertising.
- Develop more opportunities to encourage and promote different organizations and activities as attractions, such as the youth community dance and drama group in St Mary's, Develop more opportunities for the younger generation especially for younger teenagers, to encourage more socialization.
- Promote unique historical and cultural significance for each town (eg. Cornwall miner's heritage; Gary: last stronghold of Tasmanian Tiger; Falmouth – health retreat/holiday destination; Bay of Fires: Aboriginal heritage).'
- Funds for marketing of the area as a region of diverse cultural activities seeking new performances and events.
- Council tends to promote the coastal experience not so much the hinterland.
- A community notice board in town (St Helens).

## Theme 6: Connections

- Develop opportunities to enhance community connections between townships.
- Develop linkages with other museums in the area to encourage tourists to visit attractions that meet the needs of their interests - the incorporation of an arts trail which pinpoints each event/ restaurant or gallery on a map for tourists to follow.
- Develop more education opportunities for the younger demographic- incorporate local schools via a partnership in this strategy. Need events for the under 20 age bracket.
- Develop more opportunities for cultural learning and cultural experiences to promote the embracement of other cultures.
- Develop and implement appropriate transportation options such as a community bus.
- Need to encourage more networking between trends/mediums. Networking events where local artists, musicians and businesses are involved in arts and culture and other businesses can come together.
- Some new comers to the community don't feel like it's a welcoming environment - the different townships are still segregated.
- The Break O Day region needs to embrace and welcome new people to the area.
- People feeling isolated and not part of the community.



Image: 'Christmas Snowflakes Activity 2012' at Gone Rustic, St Marys.  
Photograph by Rita Summers



## 5.5 Community Survey Question and Examples of Responses

**“What opportunities do you see for the enhancement of the community’s cultural expression and participation within the Break O’ Day Municipality (including performing, visual and literary arts, crafts/design, digital/media, festivals, events and cultural heritage)?”**

- “Indigenous heritage must be recognised and preserved especially Bay of Fires.
- Concerts depicting historical events etc.
- Recognise and preserve Convict sites.
- Sculpture Park (eg at David Clement Memorial Park).
- Museums/sites recognising agriculture and mining heritage.
- Festivals eg. Jane Austin Festival; Annual Convict Connection Day at Fingal Valley.
- Art/photo competitions etc.”

**P and B Rubenach, Gray**

“We are very fortunate to have a committed arts branch in Break O’ Day (affiliated with Tasmania Regional Arts), which brings a number of arts activities and exhibitions to our area. This group does a great job with limited (dwindling) budgets and personnel. Our tourism group (Greater Esk Tourism) is also proactive and has initiated and supported a number of events and proposals. We have a number of galleries in the region too, and a youth community dance and drama group in St Marys. More could be done to encourage and promote these organisations and activities as attractions-not all our visitors want to go to the beach... People want more than one focus when they visit as tourists, and it is not a good idea to ‘put all our eggs in one basket’ i.e. promote only our coastal areas. Many also want to participate in arts and culture, heritage, and nature and ‘foodie’ experiences.”

**Rita Summers, Gone Rustic Studio and Gallery, St Mary's**

“In attracting cultural productions to St Helens, St Marys and other towns throughout Break O’ Day, there are some things I would find very handy:

1. A ‘Welcome Pack’ to Break O’ Day, aimed at performance groups large and small, with details of population, audience profiles, all venues, services, accommodation, local arts organisations - every bit of information a visiting tour manager or performer could want, there at their fingertips. With a phone/email directory, for instance- ‘50 numbers you might need to call’ .... All the stuff to do with clear and concise communication.
2. As part of the above, detailed floor plans and photographs of major venues including Portland Memorial Hall St Helens, St Marys Hall and galleries, hotels and resort. We are often asked for stage dimensions and floor plans should include these.

3. As part of an Arts and Cultural Strategy, decent amount of funding for regular marketing activities to widely promote Break O' Day as a region of diverse cultural activities that is constantly looking for new performances and events."

**John McCallum, Production Organiser, Ocean Communications**

"Occasions such as *Wrapped in St Marys* and the car show and other events are wonderful, and a real asset to the town, but they are of only a few days duration. I believe we need something of a more permanent nature to provide an ongoing attraction, similar to what the wall murals have done for Sheffield.

My idea is to have, through town, a sequence of simple, lightly carved and painted figures reflecting the history of St Marys and the Valley, similar to the ones that are such a hit along the Geelong waterfront – see photos below. Perhaps could be "People from the Past", representing miners, timber workers, farmers, cheese makers, inn-keepers and so on. Some could represent actual, named individuals (ancestors of current locals?) and others general historical types."



**Diana Foster, St Marys**



## 6. Break O' Day Arts and Cultural Sector: Analysis and Recommendations

## 6 Break O'Day Arts and Cultural Sector: Analysis and Recommendations

### 6.1 Trends in the Local Arts and Cultural Activity and Industry

As identified previously in Section 5, the key trends within the local arts and cultural sector relate to the much-loved regular festivals and community events (Australia Day, Christmas Activities, Car Show, the Bi-Annual Ten Days on the Island etc), with the highest local participation being in the more 'traditional' art forms of visual arts and crafts, especially textiles (both privately and in organised group class activity). Also, there is strong visitation and attendance by locals and tourists to local visual art galleries and exhibitions (eg. Suncoast Gallery, Gallery Parnella, Annual Bay of Fires Art Exhibition). Attendance at (relatively infrequent) visiting musical concerts (such as the Tasmanian Symphony Orchestra) are appreciated by local residents. Participation in literary appreciation activities (eg book clubs) at the local libraries, and interest by locals and tourists in the local history room and the St Marys Railway Museum is also recognised.

Industry in the Break O Day Municipality is limited, noting that the 2011 Census data identified only six (6) businesses identified in the "Arts and Recreation Sector" (McA, 2012). Businesses in the Arts sector rely heavily on (and in some cases will be included within) the tourism sector, in addition to the education sector. While not supported by data, it is likely that the overwhelming proportion of participation in the arts and cultural sector would be by unpaid volunteers and by very small scale sole businesses (eg. art, dance classes and the like).

### 6.2 Funding

#### 6.2.1 Existing Funding Contributions from Break O'Day Council

Break O Day City Council currently contributes funds for art and cultural activities. Chris Hughes, Council's Manager Community Services advised that Council's annual funding provision is approximately \$40,000. These funds are considered individually for each event upon request and as agreed/supported by Council and predominantly small amounts (ie. less than \$2000) and relate to the waiving of hire fees for its halls, heating costs for halls etc. Included within this amount is the main funding contribution by Council of approximately \$15,000 to the region's premier art event, being the Bay of Fires Art Prize and Art Market, and includes \$10,000 prize money.

A review of the Council Budget documents available online for the past few years does not itemise individual contributions to events and facilities related to arts and cultural activities, nor does it have a specific budget area dedicated to Arts and Cultural programs, events and activities. It is recommended that future Council Budget estimates more clearly identify funding contributions for arts and cultural activities.

### 6.2.2 National, State and Regional Funding

A range of funding and other assistance opportunities are available for artists and cultural groups from national, state and regional arts organisations (predominantly government departments). The funding sources are numerous and varied and include regional funding programs, artist in residence programs and other initiatives, such as professional development for artists, gallery curation and start up grants and low interest loans. The range of opportunities are too numerous to list in this report, however it is noted that these funding and assistance programs are open to application for artists and cultural groups and organisations throughout the country, state and region (as applicable) and are highly competitive.

The key organisations that offer funding and other assistance to individual artist and cultural groups are listed below:

Australian Government: Ministry of the Arts (<http://arts.gov.au/funding/opportunities>);

Tasmanian Government: Arts Tasmania (<http://www.arts.tas.gov.au/funding>);

Regional Funding: Tasmanian Regional Arts (<http://www.tasregionalarts.org.au/funding/>);

Tasmanian Community Fund ([http://www.tascomfund.org/about\\_our\\_grants/apply\\_for\\_a\\_grant](http://www.tascomfund.org/about_our_grants/apply_for_a_grant)).

### 6.3 Other Funding Sources

Other funding sources available to individuals and groups include:

- Specific philanthropic organisations (through foundations, scholarships and trusts),
- community partnerships (in the arts and non-arts sectors, predominantly from health, welfare, justice, education, local government and philanthropic sectors and can be facilitated by specific groups such as Creative Partnerships Australia: <https://www.creativepartnershipsaustralia.org.au/>)
- Artist Association Groups (eg. National Association of Visual Arts, <https://www.visualarts.net.au/>);
- Crowdfunding: Crowdfunding is funding methodology that involved raising funds for a project or cause (usually called a campaign) through an internet platform. The typical model sees a number of people commit small amounts (usually called pledges) to the overall amount sought. These pledges are only processed when the campaign meets its target amount. Crowdfunding has been used to support activities in the arts as well as other areas such as disaster relief, citizen journalism, political activity, startup capital funding, software development and scientific research (Source: <http://www.australiacouncil.gov.au/grants/other-funding-sources>).

### 6.4 Funding Futures for Break O'Day

Existing funding for Arts and Cultural activities and events by Council is extremely limited, when compared to the percentage of overall budget expenditure. Clearly, if Council seek to better achieve its "Community Building" Goal and associated Strategies relating to the promotion and encouragement of art and culture in the Municipality, it needs to better structure management and increase expenditure to achieve this aim.



Furthermore, to assist in the increased profile and level of engagement of artists and community cultural activities within the Municipality, attempts to seek additional available funding should be made via the available sources identified in this Section. Applications for grants and funding is resource-intensive, however is necessary to "be in the running" for this highly competitive area of cultural development in the locality. Preparation of quality funding applications (ie. following training in community and government grants, which is widely available) should be encouraged by Council and artistic and community groups in the locality.

### 6.3 Existing Venues

The main existing venues for arts and cultural activities are listed in Table 2 (Section 5.2). The consultation undertaken with the community and industry contacts consistently identified that the existing private gallery (and St Marys Museum) spaces were not large enough, the library facilities also required additional display areas, while some existing public and private spaces were identified as being underutilised (eg. Portland Hall in St Helens and many empty shops within the town centres of St Helens and St Marys).

It was also well recognised in the consultation that there were excellent spaces for performances (eg. acoustic quality of the St Mary's Town Hall). Other performance spaces and infrastructure should be upgraded to enable increased cultural activity and user comfort - ranging from the need for a sound-proof room for music rehearsal and recording, and permanent space for craft machinery/tools/resources, to more comfortable audience seating and refreshment facilities.

A local events promoter/organiser suggested the preparation of "welcome pack" for existing venues within the Break O'Day Municipality (floor plans, available facilities and the like) for potential performance and exhibiting individuals and groups, and it is recommended that this be undertaken. It is also recommended that, as part of this process, a detailed inventory of each existing venue be undertaken by an appropriate person within the industry to identify strengths and opportunities for improvements to each space to for exhibitions and performances. For venues not under ownership by Council, this would be undertaken in cooperation with existing owner-operators and/or tenants.

The community consultation highlighted a need for a cinema within the Break O'Day Municipality. While the population base may not be viable for the development of a purpose-built cinema building, potential use and/or refurbishment of an existing building for regular use as a cinema should also be investigated.

## 6.4 Potential Venues

### 6.4.1 Potential Key Infrastructure Projects - Long Term

Recently Council has developed a Strategic Projects priority list detailing projects that Council sees as most needed to move the region forward. This includes the establishment of a St Marys Arts, Culture and Heritage Precinct, and redevelopment of St Helens Sport and Recreation Ground. In addition, a recent land purchase by Council for the potential relocation of the St Helens District Hospital provide excellent opportunities for improved venues for cultural facilities in the townships of St Helens and St Marys. While these depend on significant infrastructure funding and are long term, if successful, should be considered as long term opportunities for additional facilities.

Existing St Helens Hospital Site: On 22 October 2013 Council resolved to purchase a site within the St Helens Town boundary for the relocation of the existing St Helens District Hospital centrally located at the corners of Cecelia, Circassian and Bowen Streets (subject to Health Department Health and Human Services). While the existing hospital site has constraints (flood-prone, greywater inundation, security and building maintenance issues for use as a hospital), there is opportunity for this site (including some or all of the buildings) to be utilised for arts-related activities.

Establishment of a St Marys Arts, Culture and Heritage Precinct: In 2011 Council purchased the Railway Station located on the Esk Main Road with a view to establishing an Art, Cultural and Heritage and open space precinct at the western gateway to St Marys. The existing building is currently utilised as a railway and car museum leased by a local operator and is becoming a much loved facility by locals and visitors. Council recently issued a Briefing Document (including costings) to seek support for funding for its vision of developing the site's potential as an Arts, Culture and Heritage Precinct with the aim. This project would significantly enhance the infrastructure for the development of the arts, cultural and heritage activities within the municipality and the project is wholeheartedly supported as a key project outcome for this Strategy. Refer to Section 6.7 of this document for further discussion.

### 6.4.2 Use of Vacant Retail and Commercial Premises - Short Term

There are a number of townships within the Municipality of Break O'Day where vacant retail and commercial premises exist, some being vacant for some time. With a stagnant economy in the Municipality (and State-wide in general), realistically, there may be limited future ongoing uses for these vacant properties. It is well documented that vacant and decaying properties in commercial areas gives a poor appearance, one of lacking activity and economic health. This is not an image that the Municipality would wish to portray, particularly as it seeks increased tourism activity and visitation to the region.

As the Municipality seeks to elevate its expression of art and culture as an important aspect of the population's character, there is opportunity to better showcase this through utilisation of vacant retail/commercial premises in the town centres for creative activities and businesses until a permanent tenant is found. This outcome would provide revitalisation of town centres in terms of visual, economic and

cultural benefits as demonstrated in other centres throughout Australia (refer Case Study in text box below: 'Renew Newcastle').

Use of vacant shops could be inexpensively utilised by creative artists as workshop/studio spaces and provide gallery space to showcase their work. Alternatively, the shopfronts windows could be passively decorated as gallery spaces, adding life and colour to the streetscape.

This initiative could be coordinated and managed centrally (for example by Council staff), and/or could be promoted and encouraged by Council for others within the artistic community to facilitate themselves with land owners. There are a number of existing resources (eg Renew Newcastle and 'Empty Spaces' websites) which set out ways in which local communities can emulate these initiatives to revitalise town centres while using otherwise empty shops to incubate short term use by artists, creative projects and community projects. (<http://renewnewcastle.org/about/copy-the-model>; <http://emptyspaces.culturemap.org.au/>).

#### **Case Study: Renew Newcastle (NSW) - City Revitalisation through creative use of empty space**

*Renew Newcastle is a not for profit company limited by guarantee. Renew Newcastle has been established to find short and medium term uses for buildings in Newcastle's CBD that are currently vacant, disused, or awaiting redevelopment. Renew Newcastle aims to find artists, cultural projects and community groups to use and maintain these buildings until they become commercially viable or are redeveloped. Renew Newcastle is not set up to manage long term uses, own properties or permanently develop sites but to generate activity in buildings until that future long term activity happens. Renew Newcastle was founded to help solve the problem of Newcastle's empty CBD. While the long term prospects for the redevelopment of Newcastle's CBD are good, in the meantime many sites are boarded up, falling apart, vandalised or decaying because there is no short term for use them and no one taking responsibility for them. Renew Newcastle has been set up to clean up these buildings and get the city active and used again. (<http://renewnewcastle.org/about>)*

## 6.5 Current Local Conditions and Infrastructure - Opportunities, and Constraints for the Development of Arts and Culture

The review of existing arts and cultural sector and activities, demographics and economic profile and community consultation revealed a number of opportunities and constraints within the Break O Day Municipality, summarised in Table 4 below.

Table 4: Arts and Culture in Break O'Day - Opportunities and Constraints	
Opportunities	Constraints/Challenges
<b>Location, Demographic and Economic Factors</b>	
<ul style="list-style-type: none"> <li>▪ Scenic coastal and country locality, popular for visitors</li> </ul>	<ul style="list-style-type: none"> <li>▪ Low population, many holiday homes vacant for much of the year</li> </ul>
<ul style="list-style-type: none"> <li>▪ Relatively mild Tasmanian climate</li> </ul>	<ul style="list-style-type: none"> <li>▪ Reliance on holiday periods for visitation and business</li> </ul>
<ul style="list-style-type: none"> <li>▪ Aging population provides a larger base of potentially creatively engaged and volunteering retiree population</li> </ul>	<ul style="list-style-type: none"> <li>▪ Aging population, reducing population diversity</li> </ul>
<ul style="list-style-type: none"> <li>▪ Opportunity to increase economic activity via tourism and creative industries - mutually beneficial industries</li> </ul>	<ul style="list-style-type: none"> <li>▪ High unemployment, not a high income area to pay for expensive events</li> </ul>
<ul style="list-style-type: none"> <li>▪ Partnerships with learning programs for creative projects for unemployed and underemployed.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Relative isolation from population centres and mainland. Lack of transport between population centres.</li> </ul>
<ul style="list-style-type: none"> <li>▪ Development of key attractions to increase length of visitation</li> </ul>	<ul style="list-style-type: none"> <li>▪ Visitors tend to "pass through" Break O Day Municipality.</li> </ul>
<b>Existing Events and Facilities</b>	
<ul style="list-style-type: none"> <li>▪ Existing festivals and events are well patronised and supported - Desire for more events by the local community</li> </ul>	<ul style="list-style-type: none"> <li>▪ Low population base and limited tourism/visitation times need to be balanced with optimum event timing. Avoid "Festival overload"</li> </ul>
<ul style="list-style-type: none"> <li>▪ Hold an event in quieter months (eg. winter) to increase visitors during that time)</li> </ul>	<ul style="list-style-type: none"> <li>▪ High cost of expanding, repairing and upgrading facilities</li> </ul>
<ul style="list-style-type: none"> <li>▪ Expand existing events</li> </ul>	<ul style="list-style-type: none"> <li>▪ Need for storage space</li> </ul>
<ul style="list-style-type: none"> <li>▪ Improve existing facilities to make more suitable and improve experience (low cost: coffee machines, more comfortable seating)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Public liability/risk management requirements are a deterrent to groups using the hall spaces</li> </ul>
<ul style="list-style-type: none"> <li>▪ Vacant retail and commercial space in townships that could be utilised for creative arts space and workshops</li> </ul>	<ul style="list-style-type: none"> <li>▪ Expand opening hours (weekends)</li> </ul>
<ul style="list-style-type: none"> <li>▪ Interpretive historical coastal walk</li> </ul>	

Management, Promotion and Connections	
<ul style="list-style-type: none"> <li>Improved coordination of events/activities and cultural community and broader community</li> </ul>	<ul style="list-style-type: none"> <li>Resourcing (time and cost) associated with coordination and marketing, and fund sourcing</li> </ul>
<ul style="list-style-type: none"> <li>Need to apply for available funding and grant opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Resources associated with transportation and connecting distant townships</li> </ul>
<ul style="list-style-type: none"> <li>Better network creative groups</li> </ul>	<ul style="list-style-type: none"> <li>Not enough volunteers</li> </ul>
<ul style="list-style-type: none"> <li>Connect schools and wider community</li> </ul>	

## 6.6 Potential for stimulating economic development in the cultural sector

While Break O'Day's distance from larger population urban centres (eg Hobart) limit its potential for being a "hub" for a larger scale cultural-creative community, its attractive natural environment and relative affordability has the potential for developing a permanent resident artistic and cultural community, and celebrating this by hosting high quality events and activities for locals and visitors to become engaged in.

As identified in the Economic Development Strategy (McA, 2013), Break O'Day is experiencing decline in certain traditional industries and increasing the economic activity in the Municipality will be achieved by:

1. *Growing the region through encouraging sustainable population growth in the economy;*
2. *Generating ongoing sustainable jobs through growing the economy, building on existing industries (particularly the tourism market) and encouraging new activities;*
3. *Building skills and a productive workforce;*
4. *Reinforcing the role of St Helens as a regional service centre; and*
5. *Improving the livability of towns and villages through recognising the importance of place and improving infrastructure and connectivity.*

Development of the arts and cultural sector fits well within the above strategy focus and is well-placed to compliment the strategy - indeed art, culture and heritage are an important part of the Municipality's character. In this regard, there is significant potential for the increased cultural-creative activity to positively impact on the economy of Break O'Day.

However, for this to succeed there will need to be a strong vision and commitment by Council and the broader community. The following actions will need to be implemented if the cultural and creative sector is to succeed in stimulate economic development in the Region:

- make artistic, creative, and cultural activity a "way of life" and of "being" in Break O Day;
- implement all of the recommended actions within this Strategy and regularly monitor success. Some examples of actions include:



- be a great host of events and conferences, particularly relating to the arts and culture - promote it and maintain relationships with attendees so they return;
- support advancement of the artistic sector, including specialised industry clusters, individuals, small businesses and networks;
- budgeting for the provision of grants to local artists and cultural groups;
- attract more arts education courses at the existing training facilities and connect with the local schools and pre-schools;
- incorporate art and design into community-based development projects (eg. playgrounds, signage, footpaths) and expect high quality design for private developments;
- support use of vacant privately owned retail shops and commercial spaces for use by artists; undertake an inventory of existing Council assets and undertake improvements to make them more usable for cultural groups and performers;
- promote cultural heritage tourism (eg. art and food trail).

*"The arts and culture have the potential to offer numerous benefits to state (and local) economies. Through the creative industries, states (and local governments) have an opportunity to create jobs, attract investments, generate tax revenues, and stimulate local economies through tourism and consumer purchases. In addition, creative industries are contributing to the contemporary workforce, making creative contributions to industries' products and services, and infusing culture into community development."* Source: *Using Arts and Culture to Stimulate State Economic Development* (National Governors Association, 2009) <http://www.nga.org/files/live/sites/NGA/files/pdf/0901ARTSANDECONOMY.PDF>

## 6.7 Review of Proposed St Mary's Art, Cultural and Heritage Centre Precinct

Council recently issued a Briefing Document to seek support for funding for its vision of developing the former St Marys Railway Station site (acquired by Council in 2011) to be developed as an Arts, Culture and Heritage Precinct. This project would significantly enhance the infrastructure for the development to support of the arts, cultural and heritage activities within the municipality and reflects community aspirations and builds a sense of pride and identity for the area.

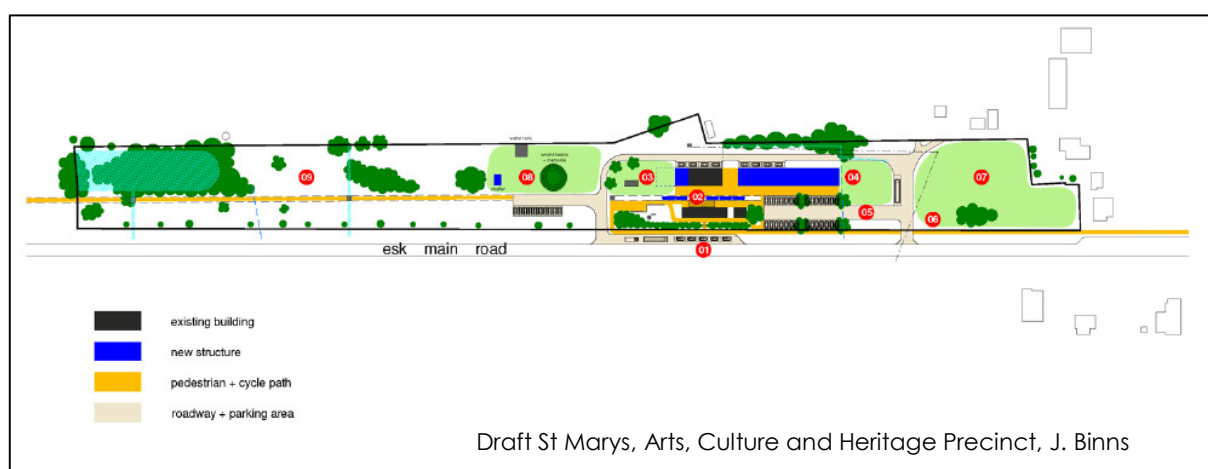
The outcomes sought by the Council by this project are:

- *That creativity is developed and nurtured;*
- *That our community participates, appreciates and celebrates diversity;*
- *That creative leisure and learning is enjoyed and accessible to everyone;*
- *That past and present heritage collections and stories are collected, managed and preserved for future generations;*
- *That creative business ventures thrive and return wealth to our community.*

A cost estimate of the total project was provided (approximately \$8 million), which would include works within existing Railway Station, purchase of railway carriages, work within existing woodcraft building, defining car parks and roads, new building for the "Cranks & Tinkerers Museum", footpaths, outdoor event space and picnic spaces, design, construction costs, fees & charges.

A draft proposed St Marys Arts, Culture and Heritage Precinct draft proposed Masterplan (prepared by Jennifer Binns for Break O Day Council dated January 2012) is provided in the figure below.

The support of this project by Council and community is encouraged, and efforts by the community to seek the necessary funding is also strongly encouraged.





## 7. Arts and Cultural Strategy Action Plan

## 7 Arts and Cultural Strategy and Action Plan

### 7.1 Vision, Goals and Aims

There is a common **vision** state-wide and locally that all communities be *artistically vibrant places with rich and varied creative opportunities*. Communities where the arts are collaborative, accessible and inclusive to all" (www.arts.tas.gov.au). Specifically, the Break O'Day Council identifies in its Strategic Plan 2011-2015 the 'Community Building' **goal** of "building capacity to improve community spirit and enhance a sense of well-being." This is reflected in the specific **aims** of this Arts and Cultural Strategy for the Municipality of Break O'Day, being to:

- Promote and encourage arts, culture and heritage within the community;
- Connect and enhance the overall quality of life of residents and visitors;
- Develop connections across the settlement within the Municipality;
- Create a stronger sense of identity; and
- Build community cultural expression and creativity.

### 7.2 Achieving the Aims of the Strategy

In developing this Strategy, the following four (4) themes for action have been identified through community involvement, to ensure a coordinated approach for artistic and cultural life within the Municipality:

1. **Management:** Ways to make arts and culture easier to practice, participate and provide in Break O'Day.
2. **Connections:** Ways to develop strong community connections within the Municipality.
3. **Identity:** Ways to create a stronger sense of identity.
4. **Community expression and creativity:** Ways to assist in the community's communication of ideas and celebration of cultural identity.

The above themes for action are linked to each Strategy Action within the Strategy Action Plan Table (Table 5). As many of these overlap, some actions are encompassed by more than one theme tables. The successful implementation of this Strategy will require the employment of an Arts and Cultural Officer by Council, who would be responsible for coordinating and actioning the majority of the 55 recommended items to achieve Council's vision (unless otherwise indicated). The resource implications for this position would be in the order of \$80,000 per annum which would comprise wages of this officer. Additional resources would be dependent on the funding availability within Council's Budget following prioritisation of the actions. It is recommended that the Strategy is reviewed annually, or bi-annually, to monitor implementation and resource availability.

## 7.3 Strategy Action Plan

Table 5: Break O'Day Arts and Cultural Strategy Action Plan	
Management and Venues	
Item No.	Action
<b>People</b>	
1.	Establish an Arts and Cultural Committee comprising representatives of the area's cultural community and key community groups. The committee will be charged with meeting the objectives of this strategy, increasing participation (by locals and visitors) and increasing economic activity.
2.	Council to employ a full time Arts and Cultural Officer (ACO) to carry out the recommendations of this strategy.
3.	Potentially employ a part time youth Arts officer to help coordinate the programs for the younger demographic
4.	Coordinate and promote a program of upcoming exhibitions of private galleries for locals and visitors.
<b>Spaces</b>	
5.	Conduct an inventory of existing resources within the Municipality (public and privately-owned) including the availability of PA systems, screens, boards for hanging art works, data projectors. etc. Identify suitability, shortcomings and required improvements (including factors such as atmosphere, access and low, medium and high upgrade requirements).
6.	Research potential for larger art galleries and spaces to help meet the needs of local artists within the Break O Day region. (allow these spaces to have adequate storage facilities).
7.	Review the current management of halls to make them more flexible for the use of creative activities. Identify deterring factors for use by groups such as public liability insurance and risk management issues.
8.	Investigate opportunities for local community groups to have their own rooms/ spaces with adequate storage facilities.
9.	Continue to hold an annual and various temporary exhibitions at Portland Hall, St Helens
10.	Utilise schools and colleges as spaces to hold events to engage the youth and their families and the wider community
11.	Develop opportunities for galleries to have coffee making facilities to help encourage visitors/s tourists to stay longer at these facilities
12.	Promote use of vacant shops by creative artists as workshop/studio spaces and provide gallery space to showcase their work as per 'Renew Newcastle' and 'Empty Spaces' processes. Work with local real estate agents to facilitate.
13.	Identify possible red tape for artists and cultural activities and work with the relevant Council divisions to streamline processes and provide clear procedures and guidelines to the cultural community
14.	Develop and implement a Council-initiated proposal for pop-up art to increase the use of public space and provide affordable opportunities for short term projects. Promote and encourage the creative communities to do the same.
<b>Funding &amp; Promotion</b>	
15.	Develop a secure sponsorship arrangement to achieve funding goals.
16.	Further investigate, develop and implement an Arts Grants Program to support local arts and cultural activity. The fund could include: One off project funding Artists in residency program. Mentorships for emerging artists.



17.	Ongoing research of and apply for available grants and philanthropic opportunities on behalf of the Council for identified cultural projects.
18.	Develop strategies to improve local community awareness and promotion.
19.	Develop and distribute a regular arts and community events calendar (e. "what's on?" website and noticeboard)
20.	Develop better advertising and marketing opportunities to help promote the arts and cultural sector.
<b>Connections</b>	
<b>Item No.</b>	<b>Action</b>
21.	Forward a copy of this Strategy and Lobby Arts Organisations (Regional, State, National) to host a conference on creative arts and culture to put Break O Day on the cultural map and foster connections and relationships with these organisations.
22.	Facilitate a series of workshops to increase awareness for local artists and art businesses to advertise and promote events, funding sources, networking, business skills and event management. Workshops could be quarterly with an annual cultural forum event with guest speakers. Invitation to other cultural and business groups in the region to fosters relationships.
23.	Create more educational/learning opportunities for the younger generations by developing partnerships with schools and pre-schools. In particular, for the engagement of teenagers.
24.	Review the existing available educational opportunities for creative activity in the locality (both formal tertiary education and local community groups): Promote and encourage involvement; Identify any gaps and potential demand; Lobby for increased courses.
25.	Develop a database of local visual and performing artists to provide opportunities for value adding e.g. live local entertainment at wineries and galleries, local artwork in cafes.
26.	Launch a campaign to recognize and celebrate local artists through the development of programs within the arts centre.
27.	Include creative industries and groups as part of business networking and business events.
28.	Develop an annual Artists in Residence program (identify suitable accommodation and facilities, costing and terms eg. final exhibition).
29.	Develop an artist mentoring program.
30.	Investigate the viability of council forming a partnership with bus operators to create a community events bus service for major events.
31.	Investigate the options for the provision of childcare and transport at community workshops and events to enable greater participation.
32.	Utilise the community bus for regular activities for residents of the townships.
33.	Develop a Break O'Day morning tea/afternoon tea which helps bring different arts and cultural groups together.
34.	Encourage businesses to be open on the weekends to encourage activity.
35.	Develop an arts/ culture/food trail map/ brochure which allows visitors and tourist to find neighboring galleries/restaurants/ museums which meet their individual interests Create an annual art trail event that locates artist studios, wineries, galleries and heritage sites,.
36.	Develop marketing material on BOD's cultural assets and promote within Tourism Industry to include within its material and brochures.
37.	Develop linkages with other museums in the Region and State to encourage tourists to visit attractions that meet the needs of their interests.

38.	Create a positive climate for arts enterprises to flourish through the creation of strategic partnerships, particularly with local businesses.
<b>Identity</b>	
<b>Item No.</b>	<b>Action</b>
39.	Implement and require a "creative township" approach to planning and policy direction and, including city planning, recreation and urban/built form outcomes that reflects the identity of the area.
40.	Develop community arts projects that raise awareness or develop community empathy/understanding for the needs of diverse groups. For example, engage school children in the design of a new playground.
41.	Identify opportunities for and sites for pop-up arts, street art galleries or murals and public art and infrastructure in accordance with the Break O Day Community Infrastructure Guidelines.
42.	Investigate the establishment of a Break O'Day twilight market that encompasses local arts, crafts, food produce and music. Investigation to include the development of a business plan, management strategy and access all weather facilities.
43.	Target a specific sector within the arts and culture sector and foster and promote it. For example, Break O Day has a strong textile art presence. Aim to become the best and be known as the textile art cluster of Australia, and the world! There are limitless opportunities if the passion and skill in the region is present, and could similarly include other specialisations such as film, digital technology, environmental art, "handmade" art etc
44.	Support Local: Purchase locally produced art or artisan craft as official awards prizes
45.	Develop and Art in Libraries program
<b>Community Expression and Creativity</b>	
<b>Item No.</b>	<b>Action</b>
46.	Develop existing specialised festivals and events which help make the different townships unique (eg. Wrapped in St Marys and the Bay of Fires Art Market and Prize). Investigate other opportunities for additional event and festivals, being careful to preserve and enhance the quality and success of the existing events and not result in "event overload/fatigue."
47.	Look into re-introducing a music event such as the jazz festival, and/or more regular music events in identified appropriate venues in the Municipality.
48.	Develop an ongoing music program of music concerts that utilize a variety of spaces/places around the municipality.
49.	Develop opportunities to allow local artists to practice in local galleries and make their works to show the art making process to visitors/tourists to personalise this experience.
50.	Develop more opportunities to encourage and promote different organizations and activities as attractions such as the youth community dance and drama group in St Mary's,
51.	Further develop artist's workshops and master classes.
52.	Investigate the viability (via the St Helens Film group) of a venue for and management of a regular cinema/film night of recent films.
53.	Develop a priority list of community art and cultural projects and actively pursue ways to implement them, via grants, donations and community/private partnerships etc
54.	Acquire and showcase local artists works within Council buildings and in public spaces.
55.	Continue to support the annual photographic competition (St Helens and the Wrapped In St Marys Festival).

## Appendix 1: National, State and Regional Arts and Culture Policy - Document Review

The following reviewed documents provide some of the key features of the National, State and Regional Policy and Government Department publications that provide the overall policy context for Arts and Culture in the Break O'Day Municipality. The information provided below is a summary derived from a broad review of these documents, and is predominantly information sourced on the relevant websites, and is by no means exhaustive.

### **Creative Australia National Cultural Policy (Australian Government, 2013)**

Creative Australia celebrates Australia's strong, diverse and inclusive culture. It describes the essential role arts and culture play in the life of every Australian and how creativity is central to Australia's economic and social success: a creative nation is a productive nation.

Creative Australia aims to ensure that the cultural sector-incorporating all aspects of arts, cultural heritage and the creative industries-has the skills, resources, and resilience to play an active role in Australia's future. Creative Australia reflects the diversity of modern Australia and outlines a vision for the arts, cultural heritage and creative industries that draws from the past with an ambition for the future.

Creative Australia has five equally important and linked goals at its core:

1. Recognise, respect and celebrate the centrality of Aboriginal and Torres Strait Islander cultures to uniqueness of Australian identity.
2. Ensure that government support reflects the diversity of Australia and that all citizens, wherever they live, whatever their background or circumstances, have a right to shape our cultural identity and its expression.
3. Support excellence and the special role of artist and their creative collaborators as the source of original work and ideas, including telling Australian stories.
4. Strengthen the capacity of the cultural sector to contribute to national life, community wellbeing and the economy.
5. Ensure Australian creativity thrives in the digitally enabled 21<sup>st</sup> century, by supporting innovation, the development of new creative content, knowledge and creative industries.

These goals are realised by pathways for action under three key themes:

1. Modernise funding and support.
2. Creative expression and the role of the artist.
3. Connect to national life for a social and economic dividend.

### **Strategic Plan (Australia Council for the Arts, 2012)**

Strategic Plan: The Australia Council for the Arts is the Australian Government's arts funding and advisory body. This strategic plan outlines the Council's mission, vision, values, goals and strategies.

Mission: The Australia Council supports the creation, presentation and appreciation of distinctive cultural works by providing assistance to the Australian artists and making their works accessible to the public.

Vision: The Australia Council envisages a future where:

- The arts are a vital part of Australia's culture, and that all Australians experience the arts through education and their communities, with life-long and inspiring engagement.
- Artists are appreciated for how they tell our stories, respond to the challenges of our time, and continually find new ways to create.
- Collaboration, creativity and innovation characterise the sector, and that Australian arts thrive and are recognised as distinct, excellent and influential throughout the nation and internationally.
- The arts are the bedrock of a creative economy and are seen as a key contributor to Australia's prosperity. Thanks to strong and consistent support from governments at all levels, the private sector and individuals, great art can be enjoyed by everyone.

### **Arts Tasmania**

Arts Tasmania is the government agency responsible for policy and planning for arts and culture in Tasmania. It is part of the Department of Economic Development, Tourism and the Arts.

Arts Tasmania encompasses both the departmental functions of the state arts agency and secretariat functions for the Tasmanian Arts Advisory board in its peer assessment and policy development roles. Its vision is for a robust, diverse, vibrant arts sector in Tasmania which is valued by Tasmanians and which is nationally and internationally recognised. Further information about the vision and its implementation is contained in the Arts Tasmania vision Statement.

One of Arts Tasmania's core responsibilities each year is to administer grants and loans distributed under the Tasmanian Arts Advisory Board Act 1975.

### **Tasmanian Regional Arts**

Tasmanian Regional Arts (TRA) is Tasmania's peak body for regional and community arts & cultural development (CACD) activity in the State. Its role is to excite and inspire regional Tasmanian communities. Located in the State's North West and with offices in Launceston and Hobart, TRA provides advice, support, funding, advocacy and project management expertise across all art forms and communities.

TRA membership is open to all Tasmanians. It has a network of community run, volunteer driven branches which supports local arts and cultural development activities as well as assisting the delivery of several regional and state wide projects as well as those initiated by other organisations. TRA's membership extends to a number of affiliated arts organisations and corporate members resulting in nearly 50 organisations forming the TRA network.

TRA operates with many partners in delivering its projects and services. In 2012 TRA was supported by the Australia Council through Community Partnerships and Dance Boards. The Office for the Arts provides programs and management funds that allow TRA to deliver the Regional Arts Fund in Tasmania. Local government through Launceston and Latrobe Councils provide in kind support for our office accommodation, with the Salamanca Arts Centre providing assistance to allow TRA to maintain its Hobart Office.

TRA's resources do not all come from government: they are financially supported through a range of sponsors, philanthropic trusts and other funding programs. They also make use of significant in kind contributions from a wide range of arts and non-arts partners working in fields such as education, health, the environment, economic development and social inclusion.

TRA plays a role in supporting the national regional arts advocacy agenda through its strategic involvement with Regional Arts Australia.

TRA carries Deductible Gift Recipient Status from the Australian Tax Office and is on the Register of Cultural Organisations. *(Source: Annual Report 2012)*



## Appendix 2: Review and Summary of Other Relevant Documents

The following documents were also reviewed to provide a background to arts and cultural research and policies relating to the development of arts and culture within the Break O'Day Municipality. The documents reviewed are a "snapshot" of the policy and research context and the list is by no means exhaustive.

### **National Centre for Culture and Recreation Statistics of the Australian Bureau of Statistics (ABS) (March 2012), *Culture Report 2012 Tasmania***

This report was prepared by the National Centre for culture and Recreation Statistics of the Australian Bureau of Statistics (ABS). This report is especially useful because statistics and a summary of the data relevant to the cultural sector within Tasmania.

Below are a list of statistics that can be seen to be useful in attaining a picture of the attendance and participation in cultural events in the state of Tasmania and give a snapshot of cultural event/activity participation statewide.

#### Cultural Attendance and Participation

1. In Tasmania 84% of people attended cultural venues and events in the last 12 months prior to the interview in 2009-10.
2. 90% of young people (15- 24 years) in Tasmania attended a cultural event in 12 months prior to the interview in 2009-10.
3. In Tasmania 5 594 people had a cultural occupation as their main job in the week prior to the 2006 census.
4. In Tasmania 94,900 people were involved in a culture or leisure activity in 2007.
5. 13% of Indigenous people living in Tasmania participated in at least one indigenous creative arts activity in 2008.
6. Tasmania's household expenditure on cultural goods and services was \$381m in 2009-10, averaging %35.76 a week.
7. Tasmanian museums and art galleries had an income of \$29.6m in 2007-08.
8. One quarter (25%) of persons in Tasmania had attended a popular music concert in 2009-10.

Indigenous participation in the arts : According to the 2008 ABS National Aboriginal and Torres Strait Islander Social Survey (NATSISS), 4% (12,351) of Australia's estimated Indigenous population aged 15 years and over lived in Tasmania (ABS 2009b).

People born overseas and the arts: In 2009-10, 16% of people aged 15 years and over in Tasmania were born overseas (62,972), compared with 28% nationally.

People with a disability and the arts: The 2009 SDAC found that 23% of people living in Tasmania had a disability which restricted their everyday activities (ABS 2010b).

People 60 years and older in the arts : The 2009 SDAC found that 21% of people living in Tasmania were aged 60 years and over (ABS 2010b).

Children, young people and the arts: In the 12 months to April 2009, 28% (18,200) of children aged 5-14 years in Tasmania were involved in at least one of four selected organised activities (playing a musical instrument, singing, dancing, or drama) outside of school hours.

### **Minister for Environment, Parks, Heritage and the Arts (March 2008), *An Island Inspired- Consultation Response***

This consultation strategy aimed to strengthen the viability of Tasmania's dynamic arts companies. It also focused on celebrating Tasmania's unique identity and showcasing Tasmanian art locally, nationally and around the world.

It recognized artistic programs that were already happening such as:

- An island Inspired Assistance to Organizations 2008 Grant Program. – This program was specially designed to help meet the objective of the consultation strategy of enhancing growth within organizations.
- *An Island Inspired* special industry Showcasing Grants - This grant was targeted towards innovative craft, design and architecture. The objectives that this grant was aimed at were driving the economy and helping to enhance artistic skills and talents.
- Increased funding to Organizations - in the 2007 Assistance Program an additional \$344,372 was delivered in art grants. This funding was aimed specifically towards regional arts support.
- Expansion of the Roving Curator Program- An additional \$30,410 was allocated to help support and enable this full time position.
- Increased funding to individuals- In 2007 an additional \$130,000 was delivered in art grants.

#### New funding initiatives that were generated in response to the consultation process:

- Infrastructure fund – A combined capital works/information communication technology grants fund of \$125,000 per year was established for organizations.
- Premier Arts Fund
- Cultural Exchange fund.
- Aboriginal Arts Fund

#### Other programs and initiatives to help deliver the vision and goals:

- Island inspired minister awards
- Distinguished Tasmanian artist award
- Island inspired cultural leader award
- Dombrovskis Award for artistic innovation
- Minister Youth Arts Award

### **Department of Economic Development, Tourism and the Arts, *The Tasmanian Government Arts Scheme Handbook***

The Tasmanian Arts scheme was the first of its kind to be established in Australia in 1979. This scheme demonstrated an understanding of how art works can enrich public spaces and buildings. This scheme assisted in a vital public interface between the states professional artistic community and the general

public. Today, this scheme has helped to provide artists with new opportunities to create and supply artworks to diverse communities and audiences through the medium of public art.

### **Arts Tasmania Aboriginal Arts Advisory Community (2009), Respecting Cultures – Working with the Tasmanian Aboriginal Community and Aboriginal Artists**

The Tasmanian Aboriginal community is developing its involvement within the arts industry and is becoming actively involved in the protection of its culture and art forms. To help continue to support this positive initiative Australian governments, both state and federal have developed protocol guides to assist in the development of Aboriginal and Torres Strait islander cultural arts. *"Respecting Cultures"* provides a unique and specialized approach for the people of Tasmania. In addition, it has become an important tool in managing the ethical use of Tasmanian arts and culture. In saying this, it is not only designed to not only protect Aboriginal cultural expressions but to also assist people who support and practice integrity in arts and culture.

### **St Helens Tourism Precinct Plan- September 2007**

The St Helens Tourism Precinct Plan assisted in providing a framework for strengthening the St Helens Precinct as a sustainable tourism hub, improving visitor experiences and opportunities and increasing the economic, environmental, and community benefits of tourism. The St Helens precinct and the North East Region generally have been considered a *'potential'* or emerging tourism cluster (pg 1). The St Helens Tourism Precinct Plans aim was to *"Maximize the economic and community benefits of tourism visitation to the north east and to grow and add depth to the visitor experience."*

Council in conjunction with tourism Tasmania engaged consultants *"Inspiring Place"* to prepare a tourism development plan for the St Helens Precinct. The preparation of the plan responds to recognition that the area is strategically positioned to cater for nature based and food and wine tourism, due to the proximity of intact coastal areas such as the Bay of Fires.

### **Suncoast Regional Tourism Strategy**

The Suncoast region of Tasmania embraces the Break O'Day and Glamorgan/Spring Bay Municipalities. The Suncoast region stretches along the states east coast from Eddy Stone in the north east to the township of Buckland in the southeast. It has been commented that the attractiveness of Tasmania as a holiday destination is decreasing with the rise of shorter duration holidays, improved state road links and changing travel patterns. It has been thought that the region has no *"must see"* attraction that makes it unique. The purpose of this plan was to provide a focus for the sun coast region for the next 5 years. Community consultation was a key process in the development of this tourism strategy as the views of the community were fundamental.

### **Break O Day Tourism Development Strategy 2012-2017**

This plan proposes similar goals and objectives that the Break O'Day Arts and Cultural Plan wishes to follow. The goal of the BOD Tourism Development Strategy is to provide a coordinated, collaborative and

sustainable approach to tourism that maximises the economic, social, cultural and environmental benefits whilst maintaining the uniqueness of people and place. There are clear overlaps with tourism and the development of arts and culture within the Municipality.

**Adjoining Municipalities- Strategic Plans**

- Dorset City Council Strategic Plan 2008-2012
- West Tamar's Strategic Plan 2009-2014
- Northern Midlands City Council Strategic Plan 2007-2017

## Appendix 3: Targeted Survey Respondents

- Beth and John Berridge, Butterfly Silks, St Helens
- Barbara Mellar, Stiches and Quilting, St Helens
- Lila Meliesia, Musician/composer
- Elaine, Purple Possum, St Mary's
- Natalia Dean, Natalia Dean Original Art, St Helens
- Mike Walsh, Friends at Four Mile Creek
- Ian Summers, Museum, St Mary's
- Rita Summers, Gone Rustic Studio and Gallery, St Mary's
- Steve Gale, Crossroads Wine Bar and Café
- Jo Thorold, Gallery Parnella, St Helens
- Chris Draffin, Bay of Fires Art Prize, St Helens
- Lorraine Biggs, artist
- Joy Mitchell, Break O' Day Film Society
- Andrew Gyenge, Joy Rides and Aerial Photography
- Bill Manning, Friends and Four Mile Creek Group
- Rebecca Gibbon, Teacher
- Treasurer, Suncoast Gallery
- Knut Mueller, Spiral Creations Jewellery
- F Andrews, St Marys Library
- Library Technicians, St Helens Library

## Acknowledgements

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### Image Acknowledgments

Thank you in particular to Jo Thorold from Gallery Parnella (c/- Georgie Armstrong) and Rita Summers from Gone Rustic Studio and Gallery for providing photographic images provided in this Strategy. Individual photographic acknowledgements are listed below. Other image sources are provided within the document.

Title Page: Jamie Henderson (Break O'Day Photographic Competition Entrant 2012)

Part 1 Cover Page: Left: Alan Young "The Eski and the Octopus" winner 2012 Bay of Fires Arts Prize, courtesy Georgie Armstrong; Middle: Interior, Gone Rustic Studio. Photo courtesy Rita Summers. Right: Untitled, Gallery Parnella artwork: courtesy Georgie Armstrong

Part 2 Cover Page: Left and Middle: Interior, Gallery Parnella. Right: Exterior Gallery Parnella, St Helens. courtesy Georgie Armstrong

Part 3 Cover Page: Left: St Marys Public Mural. Photo: TCG Planning. Middle: Former Escape Gallery/Cafe, St Marys. Photo: TCG Planning. Right: 'Christmas Snowflakes Activity 2012' at Gone Rustic, St Marys. Courtesy Rita Summers

Part 4 Cover Page: Interior, Gone Rustic Studio. Photo courtesy Rita Summers; Middle: Exterior, Cafe Building, St Marys. Photo: TCG Planning. Right Exterior, St Marys Library. Photo: TCG Planning

Part 5 Cover Page: Left, Interior, Gallery Parnella, courtesy Georgie Armstrong. Middle: Street Signs, St Marys. Photo: TCG Planning. Right: Exterior Gallery Parnella, St Helens. courtesy Georgie Armstrong

Part 6 Cover Page: Left "Apron for a Driad" Courtesy Rita Summers, Gone Rustic Gallery, St Marys. Middle: Basket, Right: Wrapped in St Marys street art Source: website image (<http://wrappedinstmarystas.com/>)

Part 7 Cover Page: Left: Textile quilting display, Gone Rustic Studio and Gallery, Courtesy Rita Summers. Middle: Exterior, Gone Rustic Studio and Gallery, Source: [www.gonerustic.com](http://www.gonerustic.com). Right: Opening Night, Bay of Fires Arts Prize, Source: <http://www.bayoffiresartprize.com.au/the-2013-prize.html>.



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- Tasmanian Government: Arts Tasmania (<http://www.arts.tas.gov.au/funding>)
- Regional Funding: Tasmanian Regional Arts (<http://www.tasregionalarts.org.au/funding/>);
- Tasmanian Community Fund: [http://www.tascomfund.org/about\\_our\\_grants/apply\\_for\\_a\\_grant](http://www.tascomfund.org/about_our_grants/apply_for_a_grant)
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### **North-East Regional Policies and Strategies**

- Break O' Day Strategic Plan 2011-2015
- Dorset City Council Strategic Plan 2008-2012
- West Tamar's Strategic Plan 2009-2014
- Northern Midlands City Council Strategic Plan 2007-2017
- St Helens Tourism Precinct Plan, September 2007;
- Suncoast Regional Tourism Strategy;
- Break O Day Tourism Development Strategy 2012-2017;
- Economic Development Strategy prepared by MCA (August, 2013)

### **Local Government Arts and Cultural Strategies**

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- *City of Yarra, Victoria, Yarra City Council Arts and Cultural Strategy 2011-2015,*
- City of Stonnington, Arts and Cultural Strategy 2011-2015
- Bayside City Council Library, Arts and Culture Draft Strategy 2012-2017
- Manningham Arts and Cultural Strategy 2009-2013
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