

HUME CITY COUNCIL
**ARTS &
CULTURAL
DEVELOPMENT
STRATEGY**

2009-2013



FSC logo

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Mayor's Foreword



The arts are a major opportunity through which Hume City Council builds proud communities and celebrates our distinct diversity. Council values the arts for their ability to deliver broad social, environmental and economic outcomes.

This Strategy has grown directly from recent State Government evaluation of the role of the arts in community settings. Its development was assisted by the Hume Arts Advisory Team (HAART). The strategy will ensure that the arts contribute to the development of strong and inclusive communities in Hume City. Ongoing evaluation of this Strategy will enable the impact of Council's support for the arts to be assessed.

The arts require facilities in which they can be practiced and developed. Public spaces are needed in which the arts can be shared and enjoyed. This Strategy will guide Council's planning work, with the aim of providing local opportunities for residents to participate in, and experience, the arts.

The range of arts and cultural case studies profiled in this Strategy highlight the unique and quality arts programs that take place in Hume City. These are projects of which Council and our community are justly proud and which increase the profile and liveability of our municipality.

In developing and delivering this Arts and Cultural Development Strategy, Council is aware of the value of collaboration. The cultural vibrancy of Hume City will be enriched through partnerships with arts and cultural community groups, local agencies, arts organisations, the private sector and other tiers of government.

Council eagerly looks forward to the planning work and new arts programs that will grow out of this Strategy, and contributing to the evidence of the impact the arts have on social cohesion and the strength of our communities.

CR JACK OGILVIE MAYOR

Executive summary

The value of the arts in Hume City lies in their contribution to building strong, distinctive and inclusive communities.

This Strategy is committed to the belief that participation in the arts promotes the wellbeing of Hume City. It aims to strategically develop culturally vibrant and meaningful communities through engagement with the arts.

There is growing evidence of the role the arts play as a catalyst for building strong communities. Evaluation of the arts in community settings has identified five key community strengthening outcomes from the arts:

- 1> Engagement of hard-to-reach populations;**
- 2> Community confidence, self-esteem and a sense of belonging;**
- 3> Exploration of community issues and aspirations;**
- 4> New skills, training and work opportunities;** and
- 5> Creation of unique artistic works and cultural expression.**

These five outcomes form the basis of this Strategy. It has been designed to ensure that the full range of community strengthening opportunities are achieved by Council's support of, and investment in, the arts and cultural development.

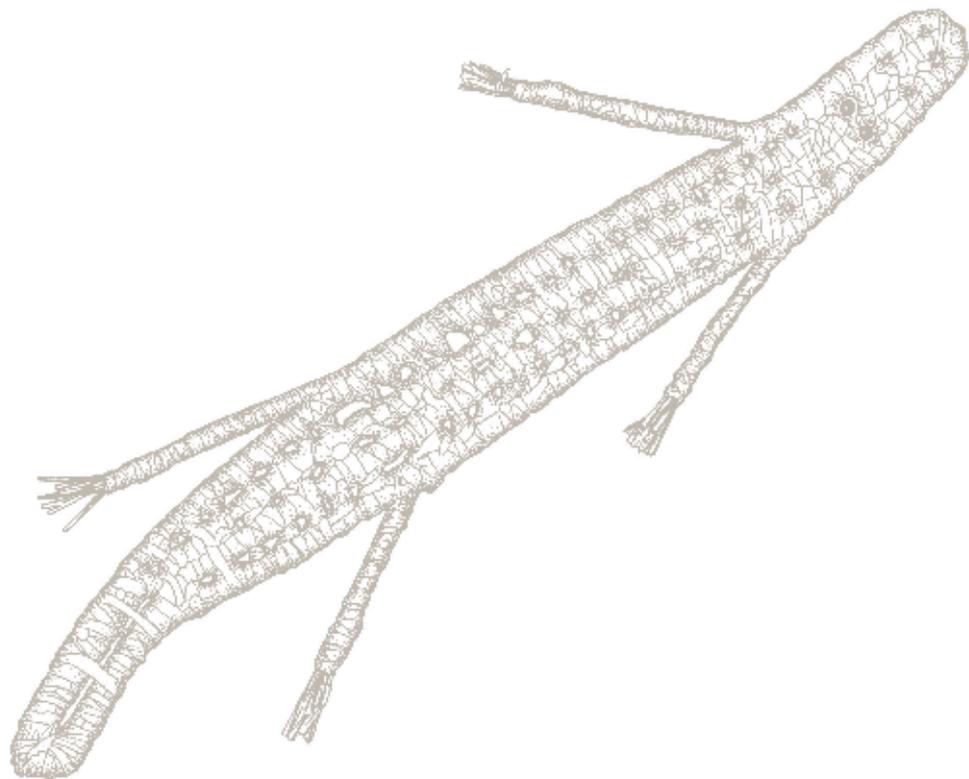
Research and consultation undertaken as part of the development of this Strategy indicates that arts participation rates vary across Hume City. The diversity of cultures, landscapes and histories found in each of Hume City's population centres—Broadmeadows, Craigieburn and Sunbury—shapes distinctive local art and cultural programs. While local participation rates may be lower than average, there is a strong indication that involvement in the arts—both as participants and audiences—is growing strongly.

Hume City is home to a number of artists and art organisations. However few local residents derive their primary income from the arts and their professional networks are locally based.

The *Hume City Council Plan 2009-2013* identifies five strategies for work in arts and cultural development. These are grouped under the Themes 'Community Wellbeing' and 'Appearance of the City and Environment'.

Within this Arts and Cultural Development Strategy, three goals have been identified to guide Council's work:

- 1> Social Justice and Inclusion**—enhanced through access to innovative arts and cultural activity
- 2> Places and Spaces**—that express and celebrate community cultural identity and enable innovative arts practice
- 3> Identity and Liveability**—increased through use of arts and culture to raise the profile of Hume City and drive investment and population growth



Progress towards these goals and the *Hume City Council Plan 2009-2013* will be achieved through a work program built around five interconnected strategies:

- 1> Resource and support community based art and cultural activity;**
- 2> Enable professional artists and arts companies to work in Hume City and engage with local communities;**
- 3> Build evidence of the community strengthening role of the arts;**
- 4> Facilitate the development of facilities that enable arts practice and cultural activity; and**
- 5> Secure funding and partnerships for innovative arts initiatives.**

Each Strategy has a Key Performance Indicator (KPI) that will be assessed annually to enable the progress of the Strategy to be monitored as it is implemented. Targets will be developed for these KPIs through evaluation of the impact of the Strategy in its early years.

An Implementation Plan will be developed to accompany this Strategy. The Implementation Plan will:

- > prioritise actions and develop timelines,
- > determine resource requirements,
- > note partnership opportunities, and
- > identify evaluation processes.

In addition, Outcome Measures have been developed to measure the impact and results of the Strategy over its four years. These measures have been developed to record achievement over time and involve benchmark data available before implementation of the Strategy begins.

> Strategy Framework

VISION	GOALS	COUNCIL PLAN 2009-2013 STRATEGIES	STRATEGIES <small>Measured annually through KPIs</small>	OUTCOMES <small>Measured after 4 years through outcome measures</small>
<p>To develop unique arts and cultural opportunities that build strong, inclusive and distinct communities through collaboration and partnership</p>	<p>Social Justice and Inclusion— enhanced through access to innovative arts and cultural activity</p>	<p>3.2.8 Increase the capacity of local service providers and community groups to deliver diverse and innovative arts & cultural programs</p>	<p>> Resource and support community based art and cultural activity</p>	<p>Engagement of hard-to-reach populations</p>
	<p>Places and Spaces— that express and celebrate community cultural identity and enable innovative arts practice</p>	<p>4.1.6 Adopt and implement a Public Arts Strategy for the municipality</p>	<p>> Enable professional artists and arts companies to work in Hume City and engage with local communities</p>	<p>Community confidence, self-esteem and a sense of belonging</p>
		<p>3.3.3 Facilitate arts and cultural activities in Hume that contribute to community strengthening and inclusion</p>	<p>> Build evidence of the community strengthening role of the arts</p>	<p>Explore community issues and aspirations</p>
		<p>3.3.8 Facilitate the development of facilities that enable arts practice and cultural activity</p>	<p>> Plan for the provision of professional and accessible arts and cultural facilities across the municipality</p>	<p>New skills and training and work opportunities</p>
	<p>Identity and Liveability— increased through use of arts and culture to raise the profile of Hume City and drive investment and population growth</p>	<p>3.3.2 Pursue partnerships with community groups, developers, the private sector and State and Federal Government to provide arts, leisure and recreation opportunities</p>	<p>> Secure funding and partnerships for innovative arts initiatives</p>	<p>Creation of new, unique artistic works and cultural expression</p>

Galgi-ngarrak Yirranboi Tree and the Weaving Lands basketry project



The *Galgi-ngarrak Yirranboi Tree* was created in 2003 through the *Weaving Lands* community basketry project. The sculpture was made from indigenous plant material using traditional and contemporary basketmaking techniques.

The *Galgi-ngarrak Yirranboi Tree* was named by local Gunung-Willam-Balluk Elder Norm Hunter, who has since joined the Spirits of his ancestors. The name means 'Backbone of Tomorrow'.

Under the guidance of sculptor Wendy Golden, a number of skilled local basketmakers worked with the local community to create this unique artwork. Work on the sculpture took place at local festivals, neighbourhood houses and shopping centres.

An exhibition documenting the project and highlighting the different ways in which cultures pass on traditional skills was displayed at the Hume Global Learning Centre and the Immigration Museum. The project was funded by VicHealth and Arts Victoria.





BoilOver inclusive performance ensemble

Council is working with Arts Access, Distinctive Options, Sunbury Community Health Centre, Sunbury Neighbourhood House and Boilerhouse Theatre Company to develop a VicHealth funded inclusive performance ensemble. BoilOver involves performers with diverse abilities, providing an inclusive, accessible and empowering environment in which to devise unique performance works.

The ensemble meets fortnightly to develop skills and rehearse performance works. The ensemble is working towards a performance that will be showcased at the annual *Awakenings* disability arts festival in Horsham.

The Artistic Director of the ensemble is Tamara Searle, a professional performer, theatre maker and educator who trained at The Australian Ballet School, The National Theatre Drama School, Chunky Move, VCA Centre for Ideas, and with numerous independent practitioners.





Glossary

Community enterprise

A community enterprise is a business with a specific objective to build social inclusion while striving to operate in a financially sustainable way. They increase the social and economic participation of people who would otherwise have difficulty getting into mainstream jobs.

Facilities

Arts and cultural facilities are technical spaces that enable communities to participate in, and experience, a range of visual and performing arts. They include wet/dry activity spaces, black box theatres, proscenium arch stages, gallery space. These facilities enable people to learn, practice and develop a range of artforms in a safe and appropriate environment. They also ensure audiences can experience quality performances and displays.

Hard-to-reach

'Hard-to-reach' is a term used to describe people and groups that are difficult to involve in the types of activities that most of us take for granted—jobs, education, access to services, volunteering and taking part in local decisions. These groups are usually the focus of social inclusion programs.

Recent evaluation of community participation in the arts (see the section *Why an Arts and Cultural Development Strategy* below) highlights the ability of the arts to engage 'hard-to-reach' groups, particularly young people, culturally and linguistically diverse communities, Indigenous communities, people with disabilities, the homeless or 'at risk'.

Place based programs

Across Victoria there are particular suburbs, neighbourhoods or areas where residents are more likely to experience poor outcomes in relation to employment, income, housing, crime, health and disability.

Place based programs are site specific community strengthening initiatives that target local effort in areas of highly concentrated disadvantage to tackle this situation. Examples of place based programs in Victoria include Neighbourhood Renewal (managed by the Department of Human Services) and Community Renewal (Department of Planning and Community Development).

Professional artist

This Strategy adopts a broad approach to professional arts and supports Arts Victoria's definition of a professional artist as a person with:

- > Specialist training in their field (not necessarily in academic institutions);
- > Recognition by their peers (professionals working in the art form area);
- > Commitment to devoting significant time to the artistic activity; and
- > History of professional public presentation.

Social Inclusion

Social inclusion aims to improve wellbeing—and in particular to address disadvantage—in ways that look beyond a simple lack of economic and material resources. Social inclusion improves opportunities and removes barriers by addressing a broad range of economic and social factors and increasing the capacity of both individuals and communities.



Defining arts and culture

A community such as Hume City—distinguished by its cultural and geographic diversity—provides opportunities for new and broader definitions of arts and culture.

This Strategy addresses art forms such as the visual arts (painting, sculpture, drawing and craft), performing arts (music, theatre, dance, circus skills) and literature. In addition, traditional forms of cultural practice, when combined with the skills of artists, can develop into unique and innovative programs and art practice. Emerging art forms, such as those using new media and new technology, provide further opportunities for engaging Hume’s diverse communities. This Strategy identifies the requirement for flexibility in its identification of arts and cultural practice and the need to support new and innovative arts and cultural practices within Hume City.

In particular, this Strategy aims to increase opportunities for residents—irrespective of their arts experience—to collaborate with artists who are skilled in working in community settings. Artists that are accomplished in working with communities:

- > **Are acknowledged for their artistic skills in their artform area;**
- > **Have the interpersonal skills to develop collaborative art projects that engage a range of participants;**
- > **Use the arts to explore local issues, topics, events and identity in depth and from new perspectives;** and
- > **Develop performances and artworks that have an impact on a wide audience.**

This Strategy also addresses the spectrum of participation in the arts, from being a member of an audience, through being part of a small community based arts organisation to having a career in professional arts practice. The range of points at which an individual can participate in the arts is illustrated below:

LEVEL OF PARTICIPATION →





Get Made youth art project

In 2005 Council collaborated with the Young Ambassador Program at the National Gallery of Victoria, Hume Whittlesea Local Learning Network, Kangan Batman TAFE and local secondary schools to run the *Get Made* youth art project. Based at Council's Youth Central facility in Broadmeadows, *Get Made* was an innovative youth-to-youth program aimed at re-connecting young people with learning via a practical print making, fashion and textile program. The program included:

- > practical workshops in stencil art, badge making, printmaking, jewellery, zine making, sewing and clothes embellishment; and
- > visits to the National Gallery of Victoria for tours of temporary exhibitions, the permanent collection and behind the scenes.

Participants received credits for Fashion and Retail units from Kangan Batman TAFE. The NGV Young Ambassadors used the project to undertake a Certificate IV in Assessment and Workplace Training.

Melbourne University's Centre for Public Policy evaluated the program and found it had successfully re-engaged young people with school and learning by improving their relationship with peers and teachers and clarifying educational goals.



Why an arts and cultural development strategy?

There is growing evidence of the role the arts play as a catalyst for building strong communities. Evaluation of the arts in community settings, undertaken by Arts Victoria and the Department for Victorian Communities in 2006 (Arts Victoria & Department for Victorian Communities, 2006, *Strengthening Local Communities: Arts in Community Settings*) has identified that the arts:

- 1> Engage hard-to-reach populations;
- 2> Build community confidence, self-esteem and a sense of belonging;
- 3> Explore community issues and aspirations;
- 4> Provide new skills, training and work opportunities; and
- 5> Create new, unique artistic works and cultural expression.

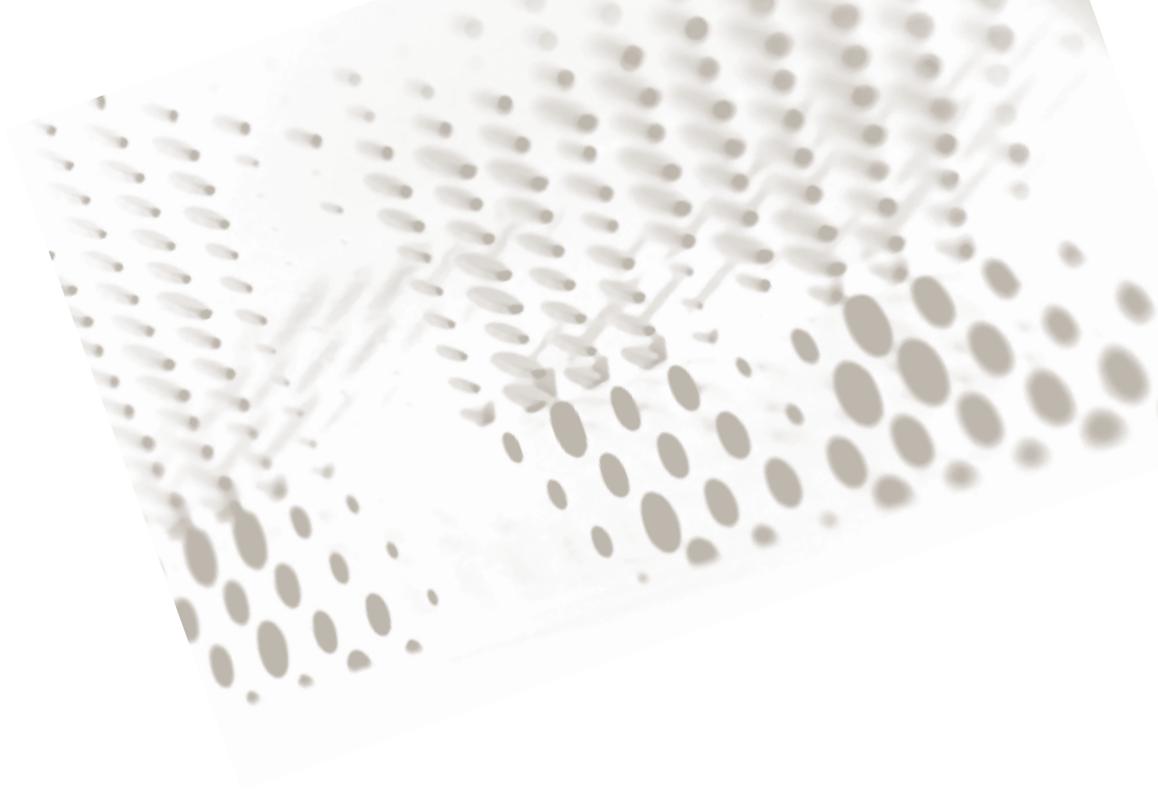
These outcomes form the basis of this document. The Strategy has been designed to ensure that the full range of community strengthening outcomes are achieved through Council's support of, and investment in, the arts and cultural development.

The design of Council's arts and cultural programs will also be influenced by this evaluation. A creative and well scoped art project should aim to deliver against most, if not all, of these five community strengthening outcomes.

The following projects managed or supported by Council show how these outcomes can be achieved (see the case studies that illustrate this Strategy for more detail):

OUTCOME 1	EXAMPLE >	EVIDENCE >
Engagement of hard-to-reach populations	> <i>Get Made</i> youth art project provided opportunities for young people at risk of disengaging	> Evaluation of the program by Melbourne University's Centre for Public Policy found that it had successfully reengaged young people with school and learning by improving their relationships with peers and teachers and clarifying their educational goals.

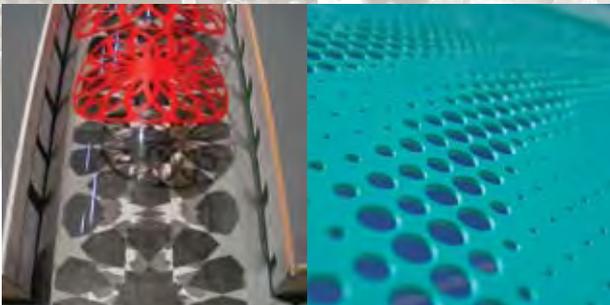
OUTCOME 2	EXAMPLE >	EVIDENCE >
Development of confidence, pride and a sense of belonging	> The <i>Hume Winter Music Festival</i> provided the first Hume-wide celebration. A range of cultural groups, artists and local business collaborated in presenting a program of events held in cultural centres and heritage buildings across Hume City	> Now in its sixth year the Festival has grown to include 61 events that showcase the richness and diversity of Hume City.



OUTCOME 3	EXAMPLE >	EVIDENCE >
Understanding of community issues and aspirations	> The <i>Linking Indigenous Women</i> project engaged Indigenous and Assyrian Chaldean women, as both cultures have experience dispossession of land and the loss of culture and identity. The project built connections between these two groups using basketmaking, dance, cooking, storytelling and the visual arts.	> The project supported research showing that conflict between communities stems from a lack of knowledge of each others customs, beliefs, origins and values.

OUTCOME 4	EXAMPLE >	EVIDENCE >
Skill development and new work opportunities	> Community Jobs Program—Jobs and Training run as part of the public art project at Dallas Shopping Centre. This project employed 12 local artists from a range of cultural backgrounds in community consultation and identification of public art concepts for upgrade of the shopping centre. Participants also undertook study as part of RMIT’s Diploma of Public Art.	> On completion of this project 58% of participants applied for further study in the arts and 25% moved directly into work in the arts industry.

OUTCOME 5	EXAMPLE >	EVIDENCE >
Creation of new and diverse artistic work and cultural experiences	> The <i>Galgi-ngarrak Yirranboi Tree</i> sculpture produced through the <i>Weaving Lands</i> basketry project. Under the direction of artist Wendy Golden the Hume City community created a unique sculpture that celebrated the Indigenous environment, our municipality’s cultural diversity and the rapid growth of our region.	> This project was part of the launch of the Hume Global Learning Centre. In acknowledgement of the quality of the work and innovative nature of the project, the sculpture and exhibition toured to the Immigration Museum and Royal Melbourne Botanic Gardens.



Dallas Shopping Centre Community Jobs and Training public art project



Dallas Shopping Centre has been upgraded as part of Council's *Better Living in Dallas and Broadmeadows: A plan for urban renewal*. This Plan takes a broad and holistic approach to the mechanisms of urban renewal, acknowledging that physical renewal needs to be integrated with initiatives that deal with a range of community health and well-being issues.

In 2004, as part of the redevelopment of the shopping centre, Council ran a public art Community Jobs Program—Jobs and Training, funded through State Government and VicHealth. The program employed and trained twelve local artists from a range of cultural backgrounds to undertake community consultation and identify opportunities for public art at the shopping centre. Participants in the program received credit towards a Diploma in Public Art from RMIT University.

A public art proposal by local Afghan artist Aslam Akram was shortlisted by Council and the artwork *Breeze* was installed at the entrance to the shopping centre in 2006.



Linking Indigenous Women project

The *Linking Indigenous Women* project in 2008 was a community building initiative aimed at bringing together a group of Aboriginal and Assyrian Chaldean Women through a series of workshops. The project was a response to concerns about increasing levels of violence between Aboriginal and migrant youth in the municipality. Participants in the project shared skills in basketmaking, dance, storytelling and the visual arts.

The Assyrian Chaldean community was involved in this pilot project as they are the indigenous people of their own country, once known as Mesopotamia. Assyrian people share with Aboriginal people experiences of dispossession of land and the loss of culture and identity.

The project succeeded in implementing a number of actions within two of Council's *Social Justice Action Plans: Aboriginal and Torres Strait Islanders; and One City, Many Cultures*. These outcomes addressed recognition, respect and laying the way for a foundation of cross cultural understanding.





Links to other Council strategies

Council's Arts and Cultural Development Strategy contributes to the *Hume City Plan 2030* and *Hume City Council Plan 2009-2013*.

The Council Plan includes a range of strategies relevant to arts and culture. These are grouped under the Themes 'Community Wellbeing' and 'Appearance of the City and Environment'. Council Plan links are highlighted for each of the strategies in this document.

This Strategy has also been developed with reference to a number of other Council strategies/ plans (current or under development):

- > *Social Justice Charter and Action Plans*
- > *Youth Services Strategy,*
- > *Learning Together 2 Strategy,*
- > *Economic Development Strategy,*
- > *Hume Leisure Strategy 2006-2010,*
- > *Hume Marketing Strategy,*
- > *Community Safety Strategy, and*
- > *Tourism Strategy 2006-2010.*

The need to plan for arts and cultural facilities is noted not only in this Strategy but also emerging directions from the *Hume City Performing Arts and Cultural Centre Feasibility Study*.





About Hume City

The first inhabitants of the area known today as Hume City were the Gunung-Willam-Balluk of the Wurundjeri people, who lived in an area north of Melbourne. Today Hume City has the third largest Indigenous population in metropolitan Melbourne.

Hume City is one of Melbourne's key gateway cities, located 15 kilometres north of the centre of Melbourne, providing a vital transport network that leads north, west and east around Australia. Hume is 504 square kilometres in area and includes large tracts of rural land, new residential development, urban and suburban areas, and areas set aside for business and industry. Hume is bordered by and includes many major roads and freeways, including the Hume Highway at its eastern border and the Calder Freeway on its western border.

Hume City is a large, rapidly growing municipality with diverse communities, landscapes and cultural histories. The current population of 162,260 is projected to grow to 242,605 by 2030. Hume City has a rich cultural diversity, with a vibrant mix of 140 nationalities and 130 languages other than English spoken by residents. Over 29.2% of residents were born overseas, in countries such as Turkey, United Kingdom, Italy, Iraq, Lebanon, Malta, Vietnam, Philippines and Sri Lanka. It has very high rates of population growth and large numbers of families with children. Hume City has the largest population of 10-25 year olds of Melbourne's metropolitan/ rural interface Councils. Paradoxically it is also experiencing rapid growth in the 65+ age group.

Hume City is one of Melbourne's five designated growth areas, with major residential

development planned around Greenvale, Roxburgh Park, Craigieburn and Craigieburn West. Changes proposed through Melbourne @ 5 million will strengthen this planning policy and create further growth around Sunbury. Melbourne @ 5 million has also resulted in Broadmeadows being elevated from a Transit City to one of six Central Activity Districts (CADs) across Melbourne—a move to redesign Melbourne as a multi-centre city. As the highest order activity centre, CADs will be developed to have the greatest variety of uses and functions and the most intense concentration of development. As a CAD, Broadmeadows will be the focus for state government investment, to lever additional private sector investment.

Hume is also an Interface Council, lying on the boundary of metropolitan Melbourne and rural Victoria, sharing aspects of both urban and rural communities. Interface Councils are characterised by dispersed population centres and large tracts of rural land.

According to the SEIFA index of relative socio-disadvantage, Hume City is the fourth most disadvantaged municipality in Victoria, while Broadmeadows is the most disadvantaged SLA (Statistical Local Area). As a result, Hume City is the focus of a range of federal, state and community programs that seek to increase the capacity and wellbeing of local communities. For example, Hume City is the site of major state government place-based programs—Neighbourhood Renewal in Broadmeadows and Community Renewal in Craigieburn. These programs aim to revitalise communities that are the focus of major urban renewal projects or challenged by rapid growth.

ARTWORK BY N LEE

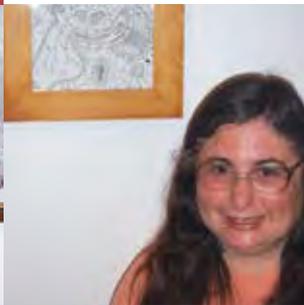
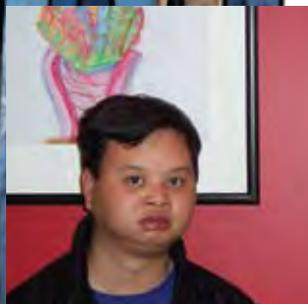


Contact art exhibition

Contact was a collaborative exhibition showcasing the work of emerging artists across Hume City. The exhibition profiled the work of 17 local artists and provided opportunities for networking and professional development.

Contact involved the collaboration of three disability and mental health services in Hume City—Broadmeadows Disability Service, Distinctive Options, Brite Industries and Finchley Support Services. A professional curator—Aliey Ball—was engaged to curate the exhibition and mentor artists involved in the project. Aliey is a professional artist who has worked extensively in a community context.

Held in the Hume Global Learning Centre, the exhibition exposed the work of these artists to a wider audience. The exhibition was also part of Council's celebrations for the 2008 International Day of People with Disabilities.



Arts and cultural development in Hume City

Background

Hume City Council has a history of developing unique arts and cultural projects that engage diverse communities and celebrate the distinctiveness of our municipality. This Strategy is illustrated with recent arts and cultural projects delivered by Council and the Hume City community. These case studies highlight the range of art practices, community engagement techniques and community strengthening outcomes that can be achieved through the arts.

Council's work in arts and culture is supported by HAART (Hume Arts Advisory Team). This Advisory Committee was established in 2006 to provide strategic direction and advice to Council in relation to the development of arts and cultural policy, programs, facilities and services. HAART members are appointed by Council and represent a range of art forms and cultural practices as well as the cultural and geographic diversity of Hume City.

Hume City has a comparatively low level of participation in the arts and culture. The 2007 Community Indicators Victoria survey (funded by VicHealth and hosted by the McCaughey Centre at the University of Melbourne) asked residents if they had participated in arts or cultural activity during the last month. This research identified that 40.6% of Hume City residents participate in the arts and culture, compared to 46.5% for the northern and western metropolitan region and 46.6% for the state.

Strategy research and consultation

A range of consultation and research activities were undertaken for the development of this Strategy, including:

- > Telephone survey of 500 residents from across the municipality;
- > Postal survey of the 70 artists and arts organisations listed on Council's Artist Register;
- > Evaluation of recent arts and cultural projects; and
- > Arts and Cultural Workshop involving local arts organisations, key agencies and members of HAART.

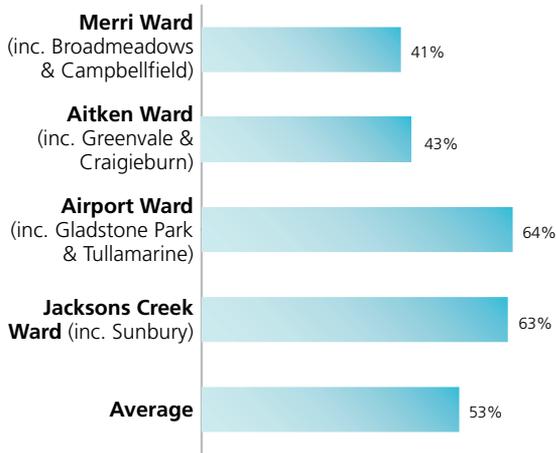
Arts participation and attendance

Consultation undertaken for the development of this Strategy investigated local participation in the arts (i.e. hands on, practical engagement in the arts) well as the extent to which local residents are an audience for the arts (i.e. attend concerts, performances and exhibitions).

Council's 2009 arts and cultural telephone survey asked residents about their involvement in arts and cultural activity over the last 12 months (a broader question than that asked in the Community Indicators Victoria Survey—see above). The results found that arts participation rates vary dramatically across the municipality:



Arts Participation Rates

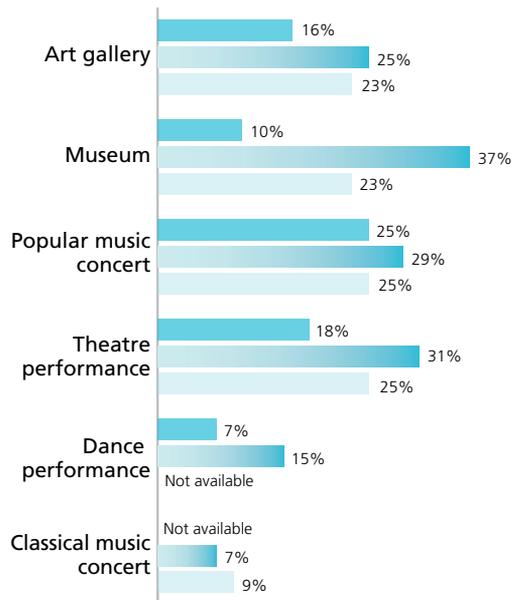


Council's research indicates that 53% of residents participate in the arts and culture (up from 48% in the 2002 arts and culture survey). Not surprisingly arts participation rates across Hume City correlate to the Australian Bureau of Statistics (ABS) SEIFA rankings of socio disadvantage.

According to the 2009 resident telephone survey, the key art and cultural activities residents participate in are: painting/ drawing (31% of residents), playing a musical instrument (29%), craft (29%) and dance (23%).

This research also indicates that Hume City residents are frequent audiences for arts and cultural events, with a strong growth in local arts attendance across all artforms. The telephone survey asked residents what arts events they had attended during the last 12 months. Comparison of local arts audiences with ABS data (Australian Bureau of Statistics, *Attendance at Selected Cultural Venues and Events, 2005-06*, catalogue no 4114.0) also indicates that Hume City residents have higher than average rates of attendance at art galleries, museums, popular music concerts and the theatre.

Arts attendance rates



- Hume City 2002 survey
- Hume City 2009 survey
- ABS national data 2005/06

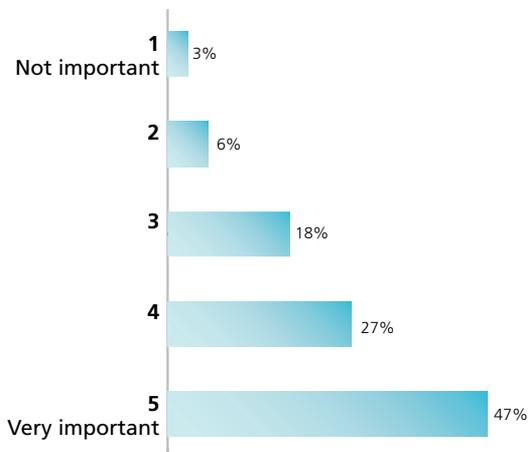


Local residents understand and value the arts for their community strengthening role. Participation in the arts is seen to provide:

- > enjoyment and relaxation;
- > understanding of cultural diversity;
- > opportunities for learning and skill development;
- > growth and development of children and young people; and
- > community building and social connection.

Hume City communities support Council's role in providing opportunities for arts participation in the municipality. The importance of Council providing support for local arts and cultural activity was rated as 'Very Important' (47%) or 'Important' (27%) by residents.

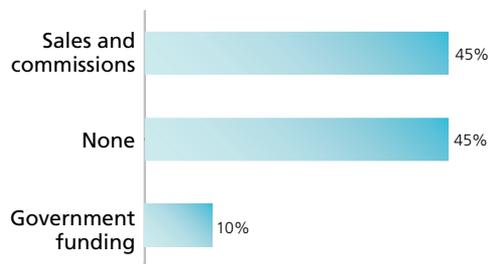
Importance of Council support for arts and culture



Professional artists in Hume City

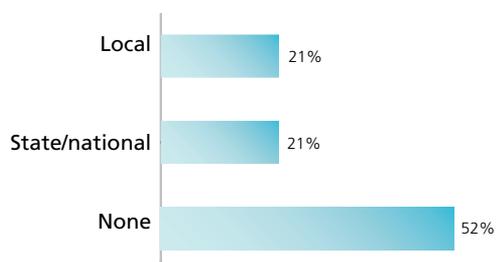
A survey of the artists and arts organisations listed on Council's Artist Database found that their art practice was the primary source of income for only 10% of artists. However 45% of local artists and arts organisations receive some level of income through box office, sales or commissions.

Sources of funding for arts activity



A majority of local artists (52%) are not involved in professional art networks or a member of a professional arts organisations. Of the remainder, 21% are involved in local professional networks and 21% are involved in state/ national networks.

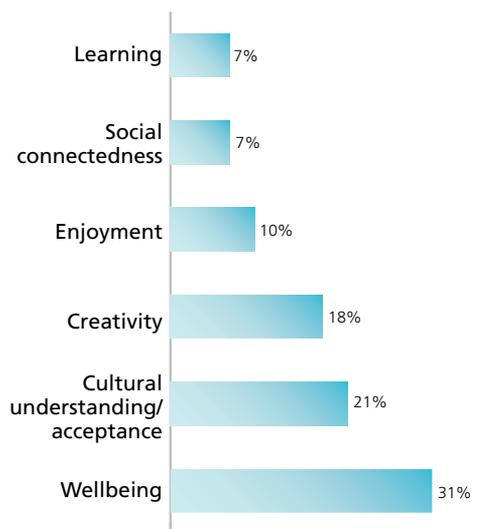
Membership of professional arts networks





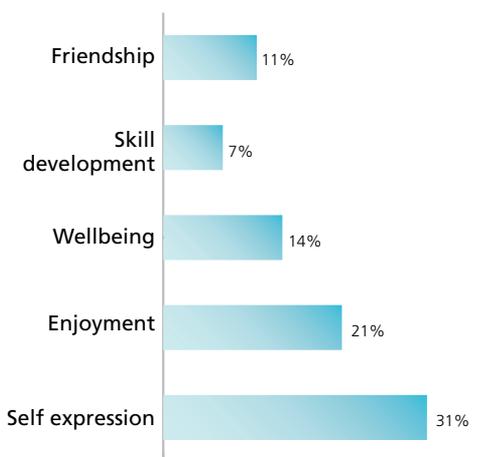
Artists in Hume City value the arts for self-expression, enjoyment and personal wellbeing.

Art is important because...



Local artists believe that the community value of the arts comes from its contribution to wellbeing, understanding of cultural diversity and creativity.

Community benefits from arts participation





Vision

Our aspiration for arts and culture

To develop unique arts and cultural opportunities that build strong, inclusive and distinct communities through collaboration and partnership.

Our Vision focuses on the community strengthening role of arts and culture. It acknowledges the role of the arts in increasing social capital and dealing with social exclusion.

It also acknowledges the role of the arts in building a strong cultural identity and the contribution this makes to the liveability of an area.

The arts are seen to provide these valuable opportunities not only for Council but also our partners, external agencies and the community as a whole.





Children's Week art display

In 2009 Hume City Council marked National Children's Week with displays of children's artwork across Hume City. Children's Week is a national event recognising the talents, skills, achievements and rights of young people. It is based on the articles expressed in the United Nations Convention on the Right of the Child, highlighting play, wellbeing and protection.

To celebrate the talents, skills, achievements and rights of our young people, Hume City Council produced a series of exhibitions of children's artwork based on the theme 'A Caring World Shares'. These exhibitions were developed in conjunction with a range of children service providers and provide a fabulous insight into the creativity and diversity of our young people.





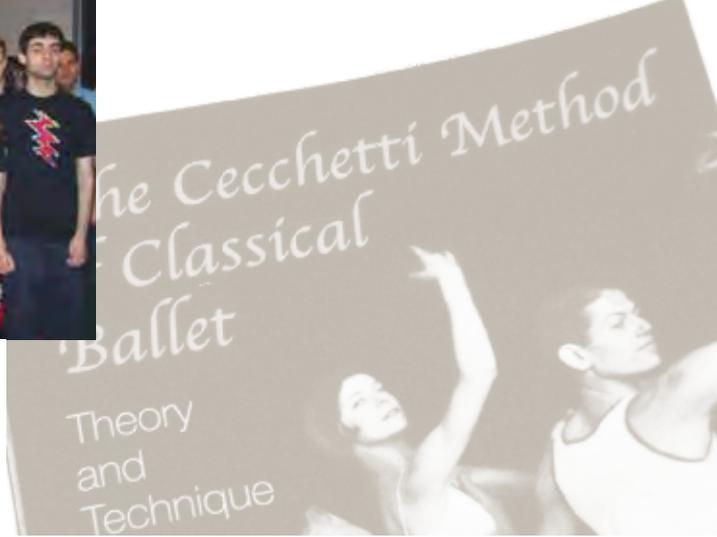
Hume Performing Arts Program

The Hume Performing Arts Program was started over 30 years ago by a Council community development worker in the Campbellfield area. Thousands of young people from toddlers to twenty somethings have participated in the Program, along with adults and children with special needs.

Recent evaluation of the Program has found that it has had a significant impact on its participants, teachers and parents. The Hume Performing Arts Program was found to have:

- > Had a positive impact on the physical wellbeing, confidence, pride and sense of belonging of participants;
- > Attracted and retained participants and build social connection;
- > Provided career choices and built interest in the arts and culture; and
- > Successfully dealt with issues relating to access and social inclusion.





Goals

Where we want to be

> Goal 1

Social Justice and Inclusion—enhanced through access to innovative arts and cultural activity

This Strategy advocates the use of arts and culture as part of Council's work to promote social justice and social inclusion. It aims to ensure equitable access to the arts and promotes more intensive support for those facing social exclusion to participate in arts and culture. The arts are a mechanism for supporting the key aims of the social inclusion agenda—to increase social, civil and economic participation.

Hume City Council has a strong commitment to social inclusion. In 2001 Council became the first local government in Australia to adopt a *Social Justice Charter*. Arts and culture can support implementation of the eight *Action Plans: Young People; People with Disabilities; Aboriginal and Torres Strait Islanders; Community Empowerment; Once City, Many Cultures; Affordable Housing; Alcohol, Other Drugs and Gambling; and Poverty*.

A key value of the arts within a community strengthening context is their value in engaging 'hard-to-reach' groups. The arts have been found to be particularly effective at engaging:

- > Indigenous communities,
- > Young people,
- > Culturally diverse communities,
- > People with a disability, and
- > Homeless or 'at risk'.

This Strategy encourages and supports the use of the arts in a range of community engagement activities undertaken by Council and other agencies within Hume City.

Similarly the arts contribute significantly to community wellbeing. VicHealth's key determinants of mental health—social inclusion;

freedom from discrimination and violence; and access to economic resources—are all supported through innovative arts and cultural activity.

This Strategy aims to increase access to mainstream arts opportunities, as well encourage the active participation of communities in arts and creative practice. The key under-represented audiences in the arts— young people, CALD communities and outer metropolitan communities (Arts Victoria, 2003, *Creative Capacity +*)—feature in Hume City's social profile.

The role of the arts in promoting and celebrating diversity is particularly valuable in a municipality as diverse as Hume City. Cultural expression enables us to respect and embrace diversity, establish identity and engage with society.

The contribution the arts make to skill development and work and employment opportunities sits firmly within this goal. Work and economic participation are key factors of inclusion and community wellbeing. The cultural industries provide specific engagement and learning opportunities. Strong cultural growth has direct economic potential through tourism and the development of new and expanded industries. The arts teach us to be innovative—a skill which is becoming central to our jobs and lives—by increasing our capacity to link diverse ideas and experiences.



> Goal 2 Places and Spaces—that express and celebrate community cultural identity and enable innovative arts practice



The Gunung-Willam-Balluk of the Wurundjeri peoples are the traditional custodians of this area. For many centuries Elders and family members of the Gunung-Willam-Balluk have performed age old ceremonies of celebration, initiation and renewal on this land. This Strategy acknowledges their living culture and unique role in the life of this region.

Environments which integrate innovative cultural practice are vibrant and dynamic. They offer landscapes, urban design and public artworks that celebrate the distinctive character of their community. They also provide facilities and infrastructure that enable events and activity which highlight community participation in the arts.

Professional arts and cultural facilities—such as theatres and galleries—are technical spaces that enable communities to participate in a range of visual and performing arts. They are essential to the development and presentation of arts activity. Theatres and performance venues are designed to make sure that works of theatre, dance and music can be seen and heard. Art galleries and exhibitions spaces ensure that artworks and heritage items can be viewed and properly preserved. Studios and workshops enable hazardous materials to be safely handled. Physical activity spaces ensure that dance and circus skills can be safely learnt and rehearsed. Without these specialised facilities, cultural activity cannot occur and the growth and development of creative industries is constrained.

The look and feel of public and civic spaces shapes our cultural identity. Urban spaces and precincts—including shopping centres, public buildings, train stations, civic precincts and streetscapes—should be designed as both attractive physical spaces and places which stimulate vibrant communities. Council's *Tackling Poverty Together* report, released in 2004, gives respect and recognition as the first theme in its framework for action. Participants in this Inquiry described the built environment as reflecting the care and respect others have for them. Creatively designed spaces embrace cultural diversity, reflect pride in our communities, ensure people feel safe and contribute to economic vibrancy.

Creative planning of public spaces will celebrate and strengthen Hume City's diverse communities, landscapes and cultural histories. Redesign and increased visual amenity of older communities is a key function of urban regeneration. Planning for growth areas needs to identify a community's distinct character, respecting remnant landscapes and achieve a balance between new design and a sense of heritage.





Hume Triptych by Mia Schoen

To launch the new Hume City Council Office in 2007, professional local artist Mia Schoen was commissioned to create the *Hume Triptych*, representing Hume City's three principle population centres—Broadmeadows, Craigieburn and Sunbury. As well as being a professional musician, Mia is a graduate from the Victorian College of the Arts (VCA), completing her BFA honours in 2005. At the VCA she won a number of prizes, including the Wallara Travelling Scholarship which enabled her to travel to the USA to study new housing estates, a recurring theme in her work.

Mia wrote of the *Hume Triptych*:

"These paintings suggest Hume as a place where people have come to establish homes and raise families, where people work, and business activity is thriving; and where some land—at present—is essentially untouched and open, allowing sweeping views of tens of kilometres breath."

The paintings are of three diverse parts of Hume; on the left, Craigieburn with the distant City of Melbourne south on the horizon; Broadmeadows in the centre, with the council building itself on the horizon; and Sunbury looking north and outwards to reinforce Hume's 'gateway city' status. The horizon line and strong lines created by road and paths in the pictures, create linking linear elements between the three images, although all three have individual integrity."



Hume Winter Music Festival

Established in 2003, the Hume Winter Music Festival was the first Hume-wide community celebration. Acknowledging Hume City's diversity the Festival focuses on world music and dance. In the first year of the Festival, participants took part in a major event training program to increase their skills and capacity to deliver events that were part of the Festival program.

In 2009 the Hume Winter Music Festival showcased over 61 events, over 4 weeks at, a range of venues across the city. The events were either run by Council, the venues themselves under the banner of the Hume Winter Music Festival or by community groups in partnership with Council as a result of funding the community groups received from Council.





> Goal 3

Identity and Liveability— increased through use of the arts and culture to raise the profile of Hume City and drive investment and population growth

Arts and cultural activity shapes Hume City's cultural identity. Cultural identity is the shared identity of a group or community, defined by common interest, geography or cultural background. Strong communities have a distinct and vibrant cultural identity.

Cultural identity is important for people's sense of self and how they relate to others. A strong cultural identity contributes to people's wellbeing. It makes people feel they belong and gives them a sense of security. It also provides access to social networks, which provide support and shared values and aspirations. An established cultural identity has also been linked to positive outcomes in areas such as health and education.

A community where people participate in cultural activity has greater potential for connection, caring and social development. Communities that embrace diversity, creative expression and cultural activity are richer, stronger and more able to deal with social challenges.

Liveability is a broad concept which includes a combination of the social, cultural, economic and environmental attributes of a place. The liveability of a location is a powerful driver for investment and population growth, attracting both residents and business.

Liveability similarly reflects the wellbeing of a community and represents that many characteristics that make a location a place where people want to live. Factors that contribute to liveability include:

- > community infrastructure,
- > education and lifelong learning,
- > volunteering and civic participation,
- > community safety and wellbeing,
- > social connectedness and community celebrations, and
- > cosmopolitan and multicultural lifestyles.

Cultural activity and participation in the arts are a component of all these factors.

The notion of liveability underpins place based approaches to community building. Place making is a feature of the work of Council—including planning for new communities in growth areas, as well as the regeneration and redevelopment of older communities.

The challenge for liveability is renewal—ensuring individual and cultural identity is able to evolve and accommodate change and growth. The arts, which can be used to explore complex issues and aspirations, can tackle this challenge.



Strategies

The work to be done

Increase the capacity of local service providers and community groups to deliver diverse and innovative arts and cultural programs.

Hume City Council Plan 2009-2013 Strategy 3.2.8

> **Strategy 1** Resource and support community based art and cultural activity

Key Performance Indicator:

> **Increase in the number of artists and arts organisations listed on Council's Artist Register**

Actions

- 1> Continue to develop the capacity of HAART (Hume Arts Advisory Team) to provide strategic arts and cultural advice to Council and represent the local arts community.
- 2> Develop a specific arts marketing and promotion plan that supports the programming work of Council and local arts organisations.
- 3> Update the Hume City Artist Register and enhance its role in providing advice and information to local artists and art groups.
- 4> Seek opportunities to incorporate arts and cultural projects into the range of festivals and events held in Hume City.
- 5> Develop a training and networking program for local artists and cultural groups within Hume City that strengthens local links to state, national and international arts practitioners and communities.
- 6> Increase the support and opportunities available to young people and students within Hume City wanting to pursue professional study and careers in the arts e.g. university pathways programs, Kool Schools, artists-in-schools programs, VCE Top Arts initiatives.
- 7> Develop an Arts Encouragement program that enables young people and artists in Hume City to achieve excellence in their artistic endeavours.



Craigieburn Art Group

The Craigieburn Art Group was established in 1988 by local residents who shared a passion for painting and drawing. The group meets weekly in the hall at St Thomas' Uniting Church in Craigieburn.

The Craigieburn Art Group paint and draw together, sharing skills and techniques as well as their appreciation of art. Some members are very experienced while others are learning skills for the first time. Members work with different media, including oils, water colours and pastels. Some members have even moved into computer generated artwork. The art group draws participants from across Melbourne's northern region.

Each year, as part of the Craigieburn Community Festival, the Craigieburn Arts Group hold a major art show at the Craigieburn Leisure Centre. This enables members to profile their skills, sell artworks and raise funds for other local groups such as the CFA and the SES. In February/March of 2010 the Craigieburn Art Group will hold its Twentieth Annual Exhibition.





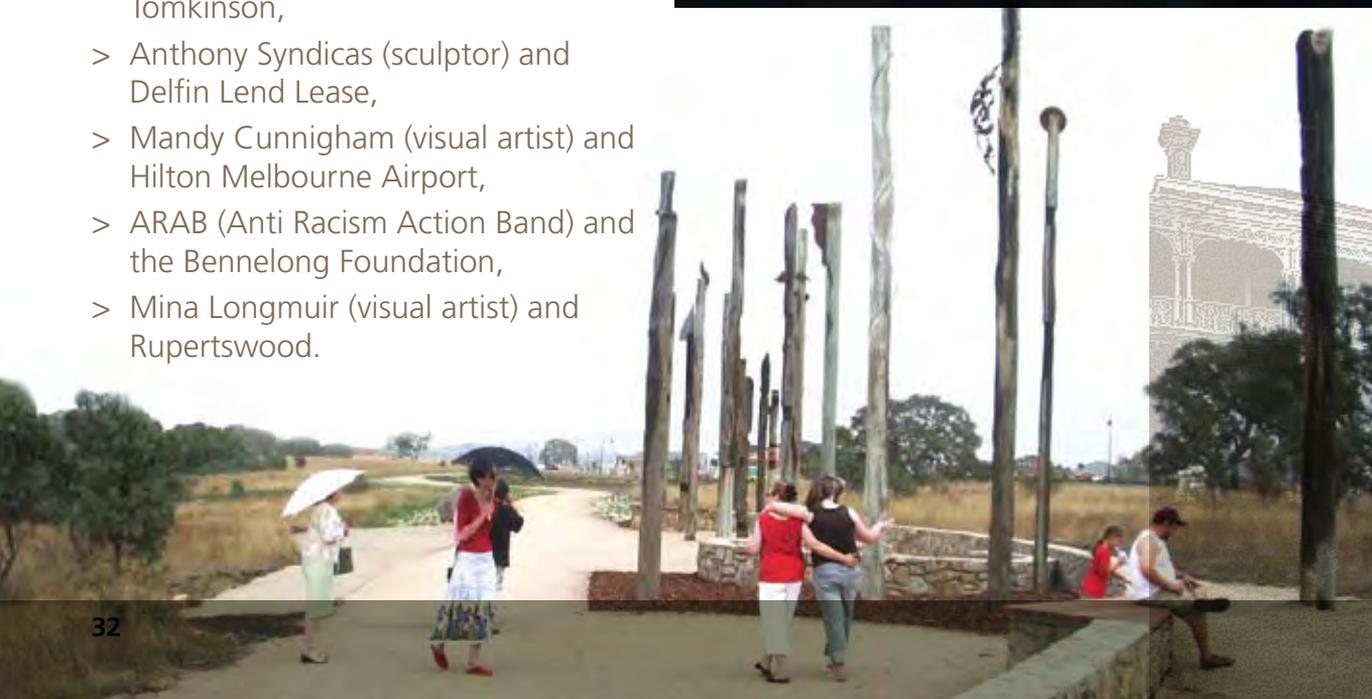
Arts and Business Partnerships in Hume City

In 2006 Council collaborated with ABAF (Australia Business Arts Foundation) to support local artists and cultural groups to build partnerships with the private sector.

Through an extensive skill development program artists prepared a business case for their art practice and developed the skills needed to make professional approaches to business. At the same time, businesses are introduced to the unique talents and creativity that characterise the arts sector.

Partnerships built through this project included:

- > Raga Dolls Salon Orchestra and Tomkinson,
- > Anthony Syndicas (sculptor) and Delfin Lend Lease,
- > Mandy Cunnigham (visual artist) and Hilton Melbourne Airport,
- > ARAB (Anti Racism Action Band) and the Bennelong Foundation,
- > Mina Longmuir (visual artist) and Rupertswood.





Adopt and implement a Public Art Strategy for the municipality.

Hume City Council Plan 2009-2013 Strategy 4.1.6

> **Strategy 2** Enable professional artists and art companies to work in Hume City

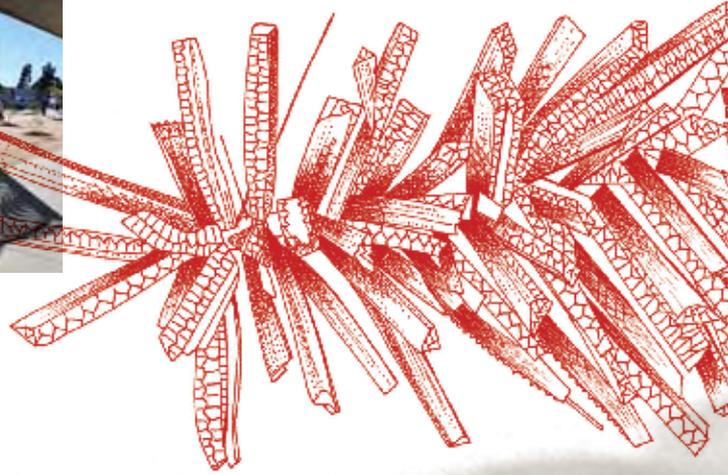
Key Performance Indicator:

- > **Increase in the number of professional artists/ arts organisations resident in Hume City or actively engaging with communities in Hume City**

Actions

- 1> Facilitate an ongoing program of arts projects that involve professional artists and arts companies working in Hume City. While aiming to increase participation in the arts across the municipality, these programs will focus on the engagement of 'hard-to-reach' communities and links to place based programs.
- 2> Assist professional artists and arts companies relevant to Hume City to secure multi-year core funding and support to enable them to reside and work in the municipality.
- 3> Consider the provision of office space suited to the needs of resident art companies as part of planning processes for future arts and cultural facilities.
- 4> Promote and validate new art forms and cultural practice through arts festivals and demonstration projects, with the aim of engaging artists and the broader community in defining arts and cultural practice within Hume City.
- 5> Seek opportunities to incorporate innovative arts programs into programs supported by the Hume Global Learning Village (e.g. the Broadmeadows Schools Regeneration project) and evaluate these projects in order to build evidence of the role of arts in learning.
- 6> Maintain the Hume City Permanent Municipal Art Collection and seek opportunities to acquire artworks that strengthen this Collection.





Facilitate arts and cultural activities in Hume that contribute to community strengthening and inclusion.

Hume City Council Plan 2009-2013 Strategy 3.3.3

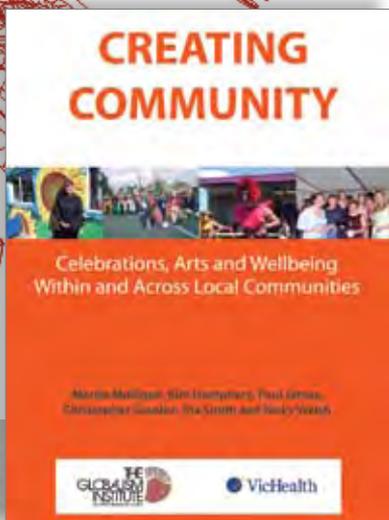
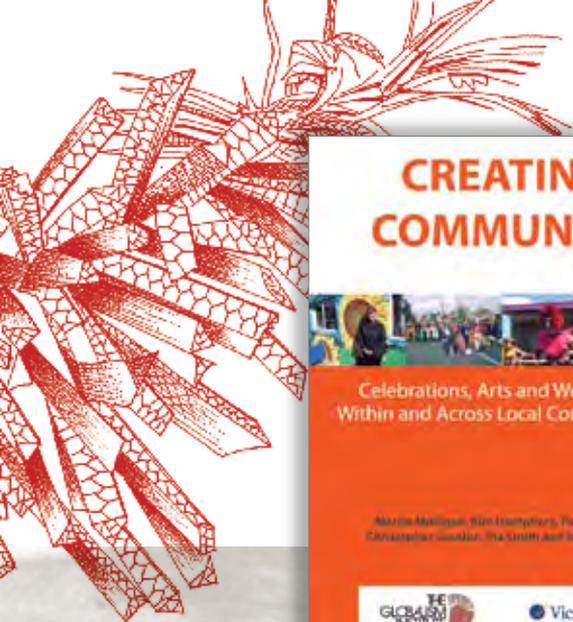
> Strategy 3 Build evidence of the community strengthening role of the arts

Key Performance Indicator:

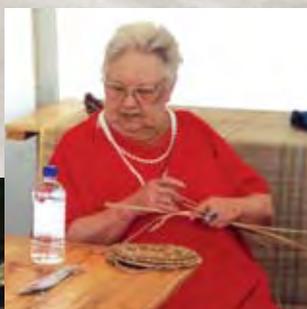
> **Increase in the number of arts initiatives in Hume City funded through grants from community development and wellbeing programs.**

Actions

- 1> Incorporate demonstration arts projects into key place-based initiatives, e.g. Activity Centres, Neighbourhood Renewal, Community Renewal, Growth Area Planning.
- 2> Participate in state-wide and national initiatives that highlight and strengthen the role of local government, Interface Councils and Growth Area Councils in arts and cultural development e.g. conferences, research projects and best practice projects.
- 3> Evaluate and document all arts and cultural initiatives undertaken by Council, and ensure that this research is promoted across Council, as well as to external agencies, in order to build the evidence base of the community strengthening value of the arts.
- 4> Use the documentation of arts and cultural projects to build an image library that is used extensively in the branding and promotion of Hume City as well as Council's corporate publications/ website.
- 5> Develop local case studies that highlight the value of the arts and culture as a tool for community consultation and engagement.
- 6> Identify and support a demonstration project that explores the potential for art and cultural activity to be funded and supported within a Community Enterprise model.



Creating Communities: Celebrations, arts and wellbeing within and across local communities



In 2006 the Globalism Institute at RMIT was contracted by VicHealth to investigate the links between community art and cultural development and the wellbeing of communities. Broadmeadows was one of four research sites selected for this study.

This research—which included evaluation of a number of Hume City Council initiatives—found that art practices and community celebrations achieve the following outcomes:

- > Ability to interpret the world and personal experiences,
- > Reduce differences and social isolation,
- > Foster dialogue rather than conflict,
- > Create new optimism,
- > Give visibility and voice to those who are rarely heard,
- > Provide people with a stronger sense of purpose,
- > Foster a greater sense of belonging, and
- > Help local communities to better understand and appreciate their local environment.



Boilerhouse Community Art Centre

Council's Community Grants Scheme provides funding for the volunteer staffing and management of Sunbury's Boilerhouse Community Arts Centre. Run by the Sunbury Community Arts Network (SCAN), this dedicated arts facility, located on Jackson's Hill is part of the Victoria University Sunbury Campus. Since taking over management of the Boilerhouse Community Art Centre in 1995, SCAN estimates it has invested over 52,000 hours into the restoration, management, operation and programming of the facility and values this volunteer contribution at over \$1.2 million.

The Boilerhouse provides flexible performance space, professional art gallery, studio space and sprung wooden floor for dance and physical activity groups. It is the home to a range of visual and performing arts groups, including:

- > Classique School of Dance,
- > Boilerhouse Theatre Company,
- > Insight Arts,
- > Phoenix Macedon Ranges Arts and Crafts,
- > Macedon Ranges Potters,
- > Outside the Square,
- > Sunbury Potters,
- > Buttlejork,
- > Sunbury Art Society, and
- > Independent artists.





Facilitate the development of facilities that enable arts practice and cultural activity.

Hume City Council Plan 2009-2013 Strategy 3.3.8

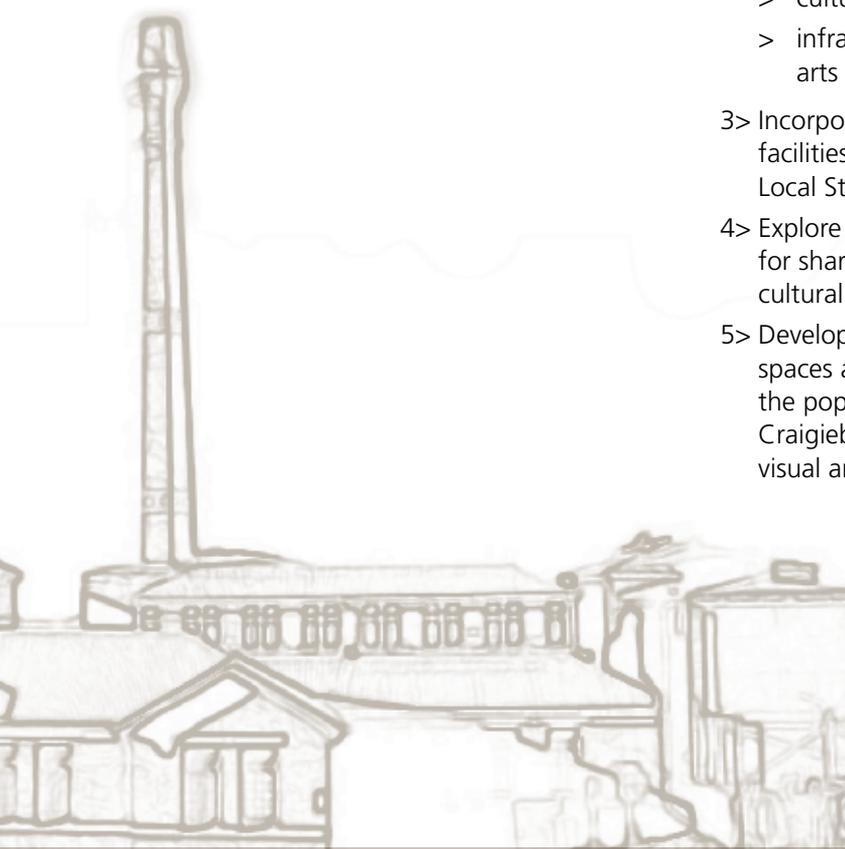
> **Strategy 4** Facilitate the development of facilities that enable arts practice and cultural activity

Key Performance Indicator:

- > **Increase in the number of spaces and venues available for arts activities**

Actions

- 1> Plan the implementation of recommendations arising from Council's Feasibility Study into the need for a Regional Performing Arts and Cultural Centre within Hume City.
- 2> Develop an implementation program for Council's social inclusion model for the provision of arts and cultural facilities, with the aim of securing community access to arts and cultural spaces across the municipality. Ensure this program considers:
 - > models for multi art facilities,
 - > cultural hubs,
 - > infrastructure needs of resident artists and arts companies.
- 3> Incorporate planning for arts and cultural facilities into Precinct Structure Plans and Local Structure Plans.
- 4> Explore opportunities and new models for shared school and community art and cultural facilities.
- 5> Develop and curate a network of exhibition spaces across Hume City—particularly within the population centres Broadmeadows, Craigieburn and Sunbury—that present visual art and cultural heritage programs.



Pursue partnerships with community groups, developers, the private sector and State and Federal Government to provide arts, leisure and recreation opportunities.

Hume City Council Plan 2009-2013 Strategy 3.3.2

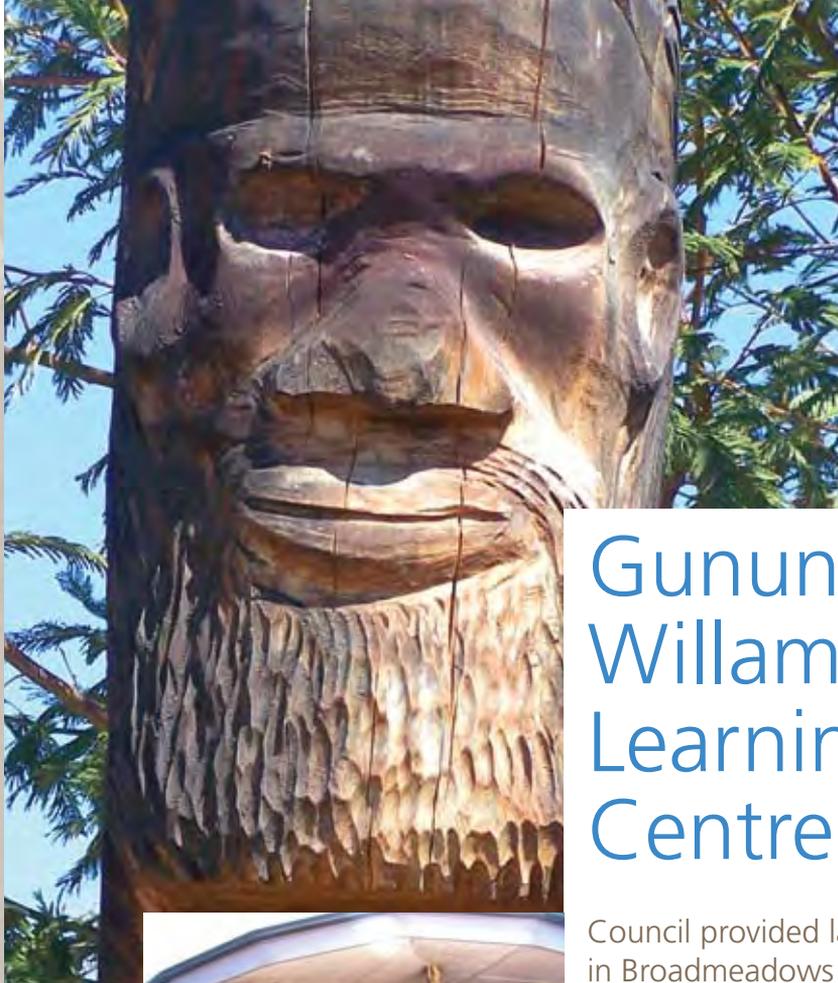
> **Strategy 5** Secure funding and partnerships for innovative arts initiatives

Key Performance Indicator:

- > **Increase in the level of external funding and support secured for arts and cultural programs in Hume City**

Actions

- 1> Seek and facilitate funding from all levels of government and a range of philanthropic sources, to support unique and innovative arts projects involving professional artists and art companies working in collaboration with Hume City communities.
- 2> Collaborate with the arts agencies and major arts companies on programs targeting under-represented audiences in the arts e.g. *Test Drive the Arts*.
- 3> Incorporate opportunities into all major arts projects for participants to receive accredited training. Partner with local RTOs (Registered Training Organisations), TAFE (Tertiary and Further Education) and Higher Education providers who are able to assess and award accredited training.
- 4> Develop partnerships with local organisations to deliver key arts and cultural initiatives eg Dianella Community Health, Sunbury Community Health, schools, neighbourhood houses, migrant resource centres, local faith organisations, arts and cultural groups.
- 5> Support local business innovation and diversification through creative partnerships with artists, particularly arts and cultural activity that supports the establishment of knowledge industries in Hume City.



Gunung-Willam-Balluk Learning Centre

Council provided land on the Town Park in Broadmeadows for Kangan Batman TAFE to develop the Gunung-Willam-Balluk Learning Centre.

Designed by architect Greg Burgess, every aspect of the centre, inside and out, reflects Indigenous cultures from across Victoria, with a special focus on the local Gunung-Willam-Balluk People. The building has been named after the traditional landowners, (Gunung-Willam-Balluk clan) who lived in the area prior to European occupation. The magnificent carved story poles (totems) that form the entrance to the building are the work of Robert (Robbie) Jungarai Watts.

A highlight of the Centre is its unique Indigenous landscape and an outdoor auditorium for performing arts.



Outcomes and measures

Testing our success

This Strategy is designed to achieve a range of community strengthening outcomes over its four year timeframe. The focus of this work is to ensure that the Hume City community achieves the full range of community strengthening benefits from participation in the arts and culture. These outcomes will be measured at the end of the Strategy.

before implementation begins, in order to understand the specific impact of the Strategy. These measures are designed to be assessed at the end of the Strategy's four years.

Our success will also be tested through the Annual Implementation Plan that will guide work on the actions contained in this Strategy.

To assess the impact of the Strategy a specific measure has been identified for each outcome. These measures have been selected according to the most relevant data available to Council

OUTCOME 1	MEASURE >	MEASUREMENT TOOL >
Engagement of hard-to-reach populations	> Increase in arts and cultural participation rates across Hume City, particularly in locations that have a higher relative socio-disadvantage rating.	> 2013 Arts and Culture resident telephone survey.

OUTCOME 2	MEASURE >	MEASUREMENT TOOLS >
Community confidence, self-esteem and a sense of belonging	> Improved level of satisfaction with feeling part of the community between participants in local arts and cultural projects compared to the general community.	> General community assessed through Community Indicators Victoria survey question: 'How satisfied are you with feeling part of the community?' Satisfaction levels reported through evaluation of participants in local arts and cultural programs.



OUTCOME 3	MEASURE >	MEASUREMENT TOOLS >
<p>Understanding of community issues and aspirations</p>	<p>> Improved community engagement satisfaction levels between residents involved with arts based community engagement process compared to the general community.</p>	<p>> Council's community engagement satisfaction surveys. Satisfaction levels reported through evaluation of participants in local arts and cultural programs.</p> <p>Satisfaction levels reported through evaluation of participants in arts based engagement activities.</p>
OUTCOME 4	MEASURE >	MEASUREMENT TOOL >
<p>New skills and training and work opportunities</p>	<p>> Increase in participants undertaking 'Creative Art's and 'Society and Culture' education programs.</p>	<p>> HGLV (Hume Global Learning Village) Hume Resident Learning Survey.</p>
OUTCOME 5	MEASURE >	MEASUREMENT TOOL >
<p>Creation of new, unique artistic works and cultural expression</p>	<p>> Increase in the number of local artists and arts organisations that secure funding (sales, commissions, box office, grants) for their work.</p>	<p>> 2013 survey of artists and arts organisations.</p>



HumeLink

Hume City Council's
multilingual telephone information service.
General enquiries: Telephone 9205 2200

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