Vision For The Region

This Arts and Cultural Plan guides the direction of the Cassowary Coast Regional Council and communities in building a vibrant, creative and innovative community for the next three years.
Cassowary Coast Regional Council acknowledges the traditional Aboriginal clan groups and language of our region who are the custodians and first people of this country. Council recognises Traditional Owners’ particular relationships and responsibilities with country and culture, and the contributions Traditional Owner communities bring to celebrating and building on the uniqueness and vitality of our region.

We acknowledge and respect your cultural heritage. We value, celebrate and support your aspirations, beliefs and continuing relationship to rainforest, river and sea. We honour and respect your elders past and present.

Council acknowledge other Aboriginal and Torres Strait Islander people who call the Cassowary Coast home and commit to maintaining and building respectful partnerships and relationships with the indigenous community to enhance successful and positive creative opportunities and outcomes for our community.
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Culture ... Community ...........................................Inside back cover
(Culture is) all of the customs and activities which constitute lifestyle; sense of identity and heritage of a particular group of people; means by which the community’s identity is expressed or interpreted, by which it is acknowledged. Culture includes history, heritage, language, symbols, images, ideas, values, way of life and aspirations. It is expressed through anthropology, religion, the natural and built environment, science and technology, the humanities and social sciences, the arts, media, sporting and recreational activity. It is, in fact, the core of human activity.

The largest growing resource for Queensland arts and culture is people – as supporters, volunteers, audiences, participants, consumers, makers, creators, keepers and distributors of arts and culture. We value the entertainment that arts provide, the meaning they can bring to our lives, the power which they engage us as individuals and bring us together as communities. Arts lovers, arts consumers, arts producers and arts participants are all over the state maintaining heritage, creating new works, visiting libraries, cinemas and museums, putting on show and attending classes.

‘We are all consumers of the Arts’.

1 LGAQ Qld 1994, Cultural Development Strategy
2 Arts Qld 2014, Arts for all Queenslanders Strategy 2014-2018

Bagu on the foreshore Cardwell
Artists Charlotte Beeron and Eileen Tep, Project Manager Girringun Aboriginal Art Centre, 2013. Funded provided by CCRC under the Community Development & Recover Package.
The residents of the Cassowary Coast region enjoy a special place of cultural, social, economic and environmental significance, founded on the unique climate, geography and biodiversity of World Heritage coastal reefs and wet tropics rainforest habitats.

Recognised as a place where two World Heritage areas meet, its wet tropical coastal abundance and biodiversity of land and sea is matched by the broad cultural diversity of its peoples, from the first Australians, to wave after wave of migration. It is as if the biodiversity of the environment has itself been a potent model for incorporating variety into all human activities – in agricultural cropping and tropical fruits and flowers, in business niches, and in different lifestyles, languages and culture. Within the region’s borders, even each township and dispersed hamlet has its own history and story to tell and to celebrate. The landscape is a place of stories too – both old and new.

The broader liveability factors are fully articulated as aspirations in the liveable Cassowary Coast Whole of Community Plan 2020, and embedded as a guiding document in the updated CCRC Corporate Plan 2014-2017. These plans outline how the community’s vision will be achieved through active collaboration, participation, equity, socio-ecological health and well being, and good governance. These values and way of working together are precisely what makes for a creative and innovative, active and engaged community.

It is the purpose of this Arts and Cultural Plan to articulate Council’s role in creating these conditions and in supporting, sustaining and building on the growth that follows. This document has been developed in consultation with Community, Councillors, Council Officers and the Cassowary Coast Regional RADF committee.

Identified were key policy areas necessary to revitalise arts and cultural activity in the region. Both the community and the Council are realistic about the limited resources available at this time. Faced with this challenge they are determined to find creative ways to resource the personnel, projects, events and facilities that they recognise are essential to their quality of life in this vibrant community. While arts and cultural activities are recognised as key economic drivers, the richest resource is the unexplored potential in the community skill base and existing facilities.
The Cassowary Coast region includes towns, rural and coastal communities that cover an area of approximately 4,700km².

As at the 30th June 2012 the estimated population of the region was 28,993 persons. 13.3% of the population were born overseas and 42.5% speak a language other than English in the home, in comparison with the State average of 20.5% and 36%.

The 4 major population centres are Innisfail with approx. 8,800 residents, 2,500 in Tully, 1400 in Cardwell, and 3,000 across the Mission Beach area.

70% of the area is encompassed by National Parks, State Forests, and two World Heritage Areas - the Wet Tropic Rainforest and the Great Barrier Reef.

It is estimated that 2,725 residents, or 9.4% identify as Aboriginal and Torres Islander. This is 5.8% higher then Queensland’s average.

Compared with 3.6% for QLD., 9.4 % of the pop. is Indigenous, being around 70% Aboriginal, 16% Torres Strait Islander, and 14% identified as both.

13.3% of the total population were born overseas, with 42.5% speaking a language other than English at home (compared with 20.5% and 36% for QLD).

At last count, there were 48 languages spoken and 46 different religions practiced.

Information can be sourced from websites:
Realise the creative potential of the arts and cultural sector in the region for the cultural, social, economic and environmental benefit of the whole community.

Build a community that nurtures creativity, builds connections and has a strong sense of identity.

**Our Vision**

By working together we will be a vibrant, inclusive community that will:

**Our Priorities**

- Growth of the Arts Sector
- Local Participation and Inclusion in Cultural Activities and Events
- A Strong Community of Arts
- Strengthen Commercial and Entrepreneurial Capacity
- Grow Public Value of Arts and Culture
- Returns on Arts and Cultural Investment
- Strengthen Cultural Tourism
‘Council has mechanisms which provide financial support for cultural outcomes’

Council has a continuing commitment to arts and cultural development as evidenced by the support of staff and facilities in the region. The role of the Community Services Department includes an information, advisory and support service to the cultural sector.

Council has four public libraries located at Innisfail, Tully, Wongaling Beach and Cardwell that provide the role of community connectors. Through their services and programs which give access to technology and support learning, public libraries reduce isolation, encourage community connectedness, and foster resilient and sustainable communities.

Council’s facilities include the Innisfail Shire Hall, Tully Civic Centre, the Conservatorium and multiple community halls and also the Cardwell Bush Telegraph heritage centre, which comprises Council’s museum at Cardwell. Council provides in-kind support to Hinchinbrook Regional Arts Cardwell Gallery, Mission Arts, CRACA, Innisfail and District Historical Society and the Cardwell and District Historical Society. These organisations are housed on Council land or occupy Council owned buildings.

Cassowary Coast Regional Council is a major provider of open space facilities for sport and recreational activities. In addition to reserves and ovals for structured sport, there are large open space areas plus a number of smaller parks and gardens located throughout the Cassowary Coast region used for community events. Some of these medium to smaller grassed areas provide picnic and BBQ facilities, while others provide safe, functional and attractive playground facilities.

The Council partnership with Arts Queensland through the Regional Arts Development Fund (RADF) has brought accessible project funding into the region and further develops the skills of the local committee members who represent the arts and cultural sector. Council has mechanisms which provide financial support for cultural outcomes. In-kind support is also available to the community’s approximate 50 evolving cultural organisations through the hire of marquees and the consideration given to community groups in renting Council owned spaces.
The Arts and Cultural Plan 2014-17 is a strategic document that sets the direction for the Cassowary Coast Regional community and Cassowary Coast Regional Council cultural decision-making over the next three years. It is a significant planning document adopted by Council and is the means by which Council delivers on its vision.

The Arts and Cultural Plan puts into effect the aspirational goals that the community has said are important to it and which are contained in the Cassowary Coast Region Community Plan. In addition, the Arts and Cultural Plan has identified the need for a customer focused organisation to support and deliver the strategies and actions necessary to achieve our objectives.

A customer focused organisation is now included as a key focus area, together with the four key focus areas in the Arts and Community Plan. The four key focus areas include—

A Customer Focused Organisation
Build a Strong Customer Focused Organisation Delivering Effective and Efficient Services to the Community

A Diverse and Thriving Economy
Build a diverse and thriving Economy

A Strong Social Fabric
Build a Strong and Resilient Community that Celebrates Diversity and Operates Within Strong Social Networks

A Unique Natural Environment
Build Communities that Value the Diversity of our Natural Environment

A Liveable Built Environment
The Development and Growth of our Region demonstrates Cultural, Social, Economic and Environmental Sustainability
The Arts and Cultural Plan sets a strategic direction and seeks to balance the often competing needs throughout the region. It has been developed while being mindful of the financial challenges facing a community that is still rebuilding from natural disaster. It identifies a number of key focus areas, priority objectives for each, and the strategies that will take us forward. The Arts and Cultural Plan is also supported by three principal planning tools:

- Community Plan
- Corporate Plan
- Arts for all Queenslanders Strategy 2014 - 2018

The specific and detailed actions arising from the Plan, delivering on the goals, are not specified in this Plan but will be found in Council’s Annual Arts and Culture Implementation Plan and delivered by programs across Council. These annual activities are provided for in the annual budget, delivered via Council programs and reported on in Council’s Annual Report.
1

Build a Strong Customer Focused Organisation Delivering Effective and Efficient Services to the Community
a) Encourage, educate and increase opportunities for all sections of the community to access, participate and appreciate arts and culture.

b) Facilitate financial assistance that provides transparent, fair and equitable opportunities and outcomes.

c) Foster innovative approaches to the provision and management of smart sustainable and affordable community cultural infrastructure.

d) Ensure Council’s key strategic documents acknowledge the importance of local arts and culture and the needs and aspirations of a growing and changing community.

e) Encourage and support building strong organisational capacity.

f) Actively develop strong cultural relationships and networks.
Key Strategies

2

Build a Strong Social Fabric through a Diverse and Thriving Economy
a) Raise the profile of Cassowary Coast Region’s existing and expanding arts and culture through advocacy, promotion and improved communication.

b) Facilitate opportunities for co-ordinating cross-promotional and relationship building networks.

c) Facilitate and encourage cross-departmental planning and partnerships to ensure an integrated ‘Whole of Council’ approach to arts and culture.

d) Facilitate development opportunities for young people and emerging arts practitioners in cultural industries.

e) Provide support to local artists and cultural industries to encourage economic growth and cultural vitality.

f) Support and celebrate the region’s rich multicultural heritage.

g) Foster regional identity and facilitate cultural tourism.
Build a Strong and Resilient Community that Celebrates Diversity and Operates Within Strong Social Networks
a) Support local artists, arts organisations and community groups ie. an accessible and viable grants program, in-kind support, information sharing and physical resources.

b) Support existing arts and cultural practitioners and foster new forms of artistic and cultural expression, skill and knowledge.

c) Promote the practice and the acknowledgement of copyright, moral rights and intellectual property

d) Foster and celebrate expression and appreciation of local cultural and heritage, cultural diversity and the cultures of new and established communities.

e) Foster and celebrate an understanding and appreciation of local Indigenous heritage and living culture.

f) Support local celebrations and events that generate community gatherings and pride.

g) Acknowledge and celebrate the significant contribution of volunteers to the cultural sector.
Build Communities that value the diversity of our region’s natural environment
a) Enliven public places and spaces by creating opportunities for the community to encounter and engage with art and culture as part of everyday experience.

b) Create exciting, appealing and harmonious public places and spaces by integrating a varied public art collection with the natural environmental landscape.

c) Support local celebrations and events that minimize negative environmental impact.
Build development and growth of our region that demonstrates cultural, social, economic and environmental sustainability
a) Create exciting, appealing and harmonious public places and spaces by integrating a varied public art collection into architecture, urban design and the planning of infrastructure.

b) Foster a sense of identity and pride in public spaces within the Cassowary Coast Region.

c) Recognise the role of architecture, historical buildings and culturally significant sites in establishing a sense of place for residents and attracting visitors so that these assets can be protected and promoted.

d) Undertake review on long term asset management to maximize multi-use infrastructure, with a focus on accessibility, affordability that caters to the need of a growing and changing community.
A regular review of Council’s performance is necessary to understand how it is achieving its objectives. This is often difficult and will involve a combination of objective measures and subjective assessment.

The Corporate Plan sets the strategies from which the Annual Operational Plan is developed. The Arts and Culture Implementation Plan which sits under the Operational Plan sets out activities necessary to achieve the strategies, and links with Council’s Budget. The Operational Plan is reviewed by Council each quarter.

At the end of each year the results of the Operational Plan, together with other relevant information, will be assessed by Council to determine a rating assessment for each of the Key Focus Areas:

1. A customer focused organisation
2. A diverse thriving economy
3. A strong social fabric
4. A unique natural environment
5. A liveable built environment

The indicators that will be applied to evaluate the success of this plan are:

- Consistency with the outcomes of Council’s Strategic plans;
- Inclusion of cultural considerations in place planning and management;
- Profile of Aboriginal, Torres Strait Islander cultural heritage;
- Degree of community participation in local cultural events and activities;
- Diversity of cultural opportunities available for all age groups;
- Engagement of local cultural facilities, events and organisations;
- Engagement of young people in cultural development and expression;
- New partnerships formed that foster local cultural vibrant and creative communities.
- Promotion of creative spaces and places
Arts and Culture builds a foundation for strong social capital.

- Connecting people and places, providing opportunities for participation in discussion, activities and events.
- Feeding the soul of self expression, creativity and innovation, belonging and place by capturing trends and snapshots of modern history.
- Fostering commitment to place, strengthening resident affinity to their community and local economy.
- Creating Innovative pathways for creative arts product, services, cultural tourism and creative experiences.
- Creating gathering places, creating spaces and places that acknowledge and celebrate, that provide inclusion and appreciation of heritage, living culture and creative opportunities.
- Encouraging collaborations, partnerships and relationship building.
- Encouraging community planning that executes creative concepts and aspirations into practical actions with shared visions for a vibrant and resilient community.

‘Arts and Culture not only greases the wheels of life, it is the very soul of health and well being’.

Culture ... Connecting, Participating, Innovating, Fostering, Creating, Gathering, Encouraging, Planning ...  Community