Building our cultural future

Port Stephens Cultural Plan 2015 - 2018

A flourishing cultural life in a treasured natural landscape

Adopted by Port Stephens Council

10 February 2915

Minute Number: 008

ACRONYMS

ABS	Australian Bureau of Statistics
AHA	S355 Strategic Arts and Culture Committee, Aboriginal Strategic Committee, and Heritage Advisory Committee
CSP	Port Stephens Council Community Strategic Plan
CD&E Unit	Community Development and Engagement Unit, PSC
DA	Development Application
ED Unit	Economic Development Unit, PSC
LGA	Local Government Area
NESB	Non English Speaking Background
PSC	Port Stephens Council

CONTENTS

1. EXECUTIVE SUMMARY

The Cultural Plan 2015 – 2018 provides Council with a strategy that enables resources to be prioritised and integrated into Council's future strategic plans and programs. It provides Council with a platform to strategically use resources for cultural development. It will guide and inform Council's strategic directions to build a healthy art and cultural community.

The need for a Cultural Plan was identified in Council's *Community Strategic Plan 2013-2023*. Work commenced in 2013 with extensive community consultation with a final research document prepared by Sue Boaden, a recognised cultural planner. This document substantially informs this Plan.

The Cultural Plan aligns with cultural planning directions identified at Federal and NSW levels including strategies that encourage increased participation in arts and culture, strengthen cultural sector capacity and celebrate cultural diversity.

The Plan also recognises connections with the community as a key partner in ensuring that Port Stephens has a vibrant and sustainable cultural life which values the potential of the area's culture, distinct local characteristics and collective possibilities.

The five key cultural objectives and strategies are linked over the life of the Plan to short, medium and long-term actions to create cultural vitality where culture and economic development go hand in hand to create capacity in the community.

Financial support is realistic and is primarily based on a realignment of current operational budgets. Where access to additional funding is required from State or Federal grants, sponsorship or philanthropy, specific funding programs and opportunities have been identified in the Action Plan.

The Port Stephens Cultural Plan responds to the needs of our community, providing a framework to guide decisions to meet those needs over the next three years and directly influence Council's strategic planning in the future.

The three S355 cultural committees-the Strategic Arts and Culture committee, the Heritage Advisory committee and the Aboriginal Strategic committee have been actively involved in the Plan's development and will continue to have a critical role supporting cultural development in Port Stephens.

Key cultural objectives and strategies

1   Diverse cultural activities are celebrated at the heart of Port Stephens culture

1.1   Support the development of the diverse range of activities and programs associated with local culture; and

1.2   Encourage and support the participation of diverse audiences in cultural activity.

2   Council's strategic cultural planning and development is optimised

2.1   Strengthen working relationships between Council's three S355 Committees – Strategic Arts and Culture, Aboriginal Strategic and Heritage Advisory (AHA);

2.2   Develop partnerships between AHA Committees, Council and appropriate organisations; and

2.3   Support the AHA Committees and their activities.

3   Community cultural capacity building is strengthened

3.1   Support strategic partnerships with organisations involved in planning, promotion and delivery of local cultural activities;

3.2   Foster the development of heritage awareness programs in partnership with the local community; and

3.3   Increase community understanding of and participation in Aboriginal heritage and culture.

4   Places and spaces are activated as drivers of identity

4.1   Support the development and use of existing public spaces for cultural activities;

4.2   Advocate place-based cultural development (including public art and heritage recognition) across Council's planning processes and operational activities;

4.3   Develop a public art policy and associated programs; and

4.4   Support cultural programs that highlight the natural environment in Port Stephens.

5   Creative industries are integrated into local economic development

5.1   Map Port Stephens' cultural industries; and

5.2   Integrate cultural tourism opportunities into Port Stephens tourism planning and delivery.

2 INTRODUCTION

Culture is embedded in the political, economic and social life of Port Stephens and it is also influenced by the area's distinct environment – its unique flora and fauna, waterways, mix of contemporary and historical coastal and rural character and its magnificent beaches and river environments.

This Cultural Plan has evolved from earlier Council documents including policies, plans and reports that have sought to identify priorities in the broad area of culture and cultural development to inform Council's strategic directions.

At local government level across NSW, councils have long recognised the role that arts and cultural development play in positively influencing economic, social as well as environmental outcomes. Cultural plans are valued by local government as an essential strategic tool in setting priorities and guiding decision making.[1]

This Plan has been informed by community consultation and engagement undertaken by Council as a critical part of its strategic community planning. It has also been supported by research undertaken by cultural consultant Sue Boaden in partnership with a Cultural Plan Reference Group and including input from members of Council's Strategic Arts and Culture, Heritage and Aboriginal Committees as well as members of the Port Stephens Cultural Interagency and key Council staff. The Plan provides Council with a strategy for building cultural resilience in partnership with community.

The Plan acknowledges that Port Stephens Council recognises the important role played by arts and cultural development in fostering a thriving and active community life. In recent years, Council has actively demonstrated its commitment by supporting the Public Library service, supporting heritage conservation and preservation, providing the Cultural Projects Fund and Aboriginal Projects Fund grant programs and through its support and encouragement of the area's growing program of events, markets and festivals. Council also facilitates the area's arts and cultural networks, providing essential support that ensures their sustainability over time.

[1] Benchmark cultural plans include BERT 2013-2016: Kiama Council, Arts Paper 2013: Pittwater Council, Great Lakes Cultural Plan 2010-2015, Arts and Cultural Strategy 2014: Shellharbour Council

3 CULTURAL PLANNING CONTEXT

What is culture?

"Culture in its widest sense is about what matters to people and communities. It's about relationships, shared memories and experiences. It is also about identity, history and a sense of place"[2].

Defining culture in Port Stephens

In Port Stephens, culture is reflected in general ways of life of the place as well as unique cultural lifestyles in each town, village or locality as practiced by diverse groups in the community.

Culture is also reflected in our value systems, traditions and beliefs including in arts and creativity, heritage and history, architecture and design, festivals and events. In Port Stephens, our culture embraces Worimi Aboriginal culture in both its tangible and intangible forms where culture is based on the idea of 'country' and is represented in its history and heritage as well as in its living culture. Local culture can also be influenced by aspects of the distinctive coastal and rural environment, education and learning, the media, cultural tourism and accessible leisure activities.

Local cultural issues

This Plan has been developed based on an analysis of the local cultural community and the following issues have been identified:

- Places and spaces for culture
- Celebrating the culture of diversity
- Collaboration and networking
- Resourcing community cultural vitality
- Cultural tourism
- Place making and local distinctiveness
- Cultural needs of children, young people, families and older people
- Public libraries as people spaces and places
- Events as cultural drivers

For a broader understanding of issues, challenges and opportunities see Appendix 1.

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[2] Cultural planning guidelines for Local Government, 2006, Sydney: NSW Ministry for the Arts and NSW Department of Local Government. http://www.dlg.nsw.gov.au/dlg/dlghome/documents/information/CPG-final.pdf

Cultural planning and key trends

Cultural planning is the "strategic and integrated use of cultural resources in urban and community development".[3] Cultural planning should be holistic and grounded in the local while maintaining a clear alignment to a more global agenda.

The broader cultural planning principles that are recognised as key drivers of local cultural development in Port Stephens are:

- Cultural vitality and capacity building
- Local distinctiveness and identity
- Access and participation
- Creativity, innovation and role of the artist
- Cultural diversity
- Partnerships
- Lifelong learning and education
- Technology and new media

See Appendix 2 for a Summary of Cultural Planning Principles.

The Port Stephens Cultural Plan connects to Council's strategic integrated planning framework and the *Community Strategic Plan 2013-2023* that identifies strategic priorities for the Local Government Area for the long-term.

The integrated plans focus on five areas:

- Our citizens
- Our lifestyle (including arts and culture)
- Our environment
- Our economy (including tourism and education and training), and
- Our Council.

Council's support of culture is identified in the CSP as *Port Stephens has a vibrant cultural life (7.1)* which is further articulated in the 2014-2015 Operational Plan as *Implement Council's cultural plan (7.1.1.6)*.

The CSP is integrated into and reflects the priorities identified in the *NSW State Plan 2021*. Participation is a key target within the *NSW 2021 Plan* (see Goal 27) and this includes increasing arts and cultural participation activities in Sydney and in rural and regional NSW. The link between increased levels of arts and cultural participation

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[3] Grogan, David and Mercer, Colin, 1995. The Cultural planning handbook. Sydney: Allen & Unwin.

and resultant positive impacts on economic growth including creative industry[4] development are common directions identified across the broad cultural planning environment.

The principle of increasing access and participation in arts and cultural activity especially for diverse community groups is a stated principle of the *Cultural Accord 4* between Local Government NSW and Arts NSW.

Participation and engagement were also highlighted in the Regional Arts Australia, *Sharpening the Arts* research which documented broad local community need for practical support that increases participation and engagement in the arts as a means of rebuilding a sense of vibrancy into towns and regional centres.

Within the 2013 Commonwealth's *Creative Nation* Policy, the shared vision of 'fostering artistic excellence, facilitating community engagement and commercial opportunities' were identified priorities for national cultural development.

At an international level, *Agenda 21 for Culture* recognises access to and participation in culture as a fundamental right and an essential dimension of life and it goes on to state that this is especially so for Indigenous peoples, minorities, women and youth. *Agenda 21 for Culture* clearly identifies the key values for development as being: Creativity; Heritage; Knowledge; and Diversity.

4 OUR COMMUNITY

Port Stephens Local Government Area

As a dispersed network of towns, villages and landscapes, Port Stephens is an ecosystem for cultural participation, heritage conservation and for creative production.

This geographic spread along with the population characteristics of Port Stephens have implications for the types of cultural activities that are undertaken by the community and promoted by Council.

The Port Stephens (LGA) covers 979 square kilometres and is home to 67,938 people. It is anticipated that the population will grow to 87,900 people by the year 2036 (*Community Profile, ABS Census of Population and Housing, 2011*). While there is a significant population of retired people living in Port Stephens the overall population is proportionately younger than the NSW average, with a significant number of young families choosing to call Port Stephens home. Young people, between the ages of 12 and 24 years, account for 15.8% of the total population. For a more detailed demographic snapshot of culture-related facts see Appendix 3.

Cultural Landscape of Port Stephens

In Port Stephens, arts and cultural development have evolved over the past 10 years from a relatively marginal position in the community to one central to community life. Since 2003, Council has adopted an enabling role in cultural development in partnership with the local community. It has also taken a key role as a cultural provider when it comes to public library facility and service provision.

One of the building blocks of Council's support for cultural development has been the introduction in 2003/2004 of the Cultural Projects Fund and its ongoing review and refinement in order to achieve best impact. The Fund is closely aligned to the Port Stephens Community Strategic Plan and provides funds ($60,000 pa) for cultural events and projects. Since its inception, over 60 projects have been supported which over time have supported and strengthened the diverse cultural life of Port Stephens.

Since 1999, Council has also been supporting an annual Aboriginal grants program (the Aboriginal Projects Fund) and allocates $35,000 pa for broad based community development including cultural development initiatives. Over 54 projects have been funded since 1999 and recent strategic improvements to the guidelines and administration of the Fund have resulted in closer alignment between Council's strategic directions and the Cultural Projects Fund.

Strategic improvements to the community grants funds in the broad area of culture including arts, aboriginal culture and heritage have been undertaken in conjunction with a review of the relationships between Council's advisory committees. These include the Strategic Arts and Culture Committee and the Aboriginal Strategic Committee. Consultations with the members of the two Committees and with members of the Heritage Advisory Committee indicate that members are keen to establish a more integrated approach to cultural development across the Local Government Area. Connections between the interests and activities of the three committees are being fostered and a more holistic and collaborative approach to cultural planning and program support is being realised.

The recognition and acknowledgement by Port Stephens Council at its strategic planning level of the rich cultural diversity of the LGA presents the local community with a positive advantage. Council documents reflect the organisation's respect for a diversity of lifestyle choices. The Council has a high regard for the needs of people with different socio-economic backgrounds and interests, it supports the celebration of Aboriginal culture and heritage, it is committed to conserving and preserving local history and heritage and to representing and nurturing the needs of groups in the community such as women, people with disabilities, older people, children and young people.

In Port Stephens Aboriginal heritage and culture is respected and valued. As well as establishing traditional welcome to country acknowledgements at all Council meetings and events, Council takes an active role in working with the Worimi and Karuah Land Councils and National Parks and Wildlife Service to document, and protect the many areas of significance to Aboriginal people located in Port Stephens. Council's commitment to supporting Aboriginal living traditions is demonstrated by its support for the Aboriginal Projects Fund.

Another area of remarkable growth and development has been the range of events held across the LGA. These include highly regarded annual celebrations such as Australia Day as well as festivals with a local focus e.g. Summer Festival, Nelson Bay; festivals with a wider appeal e.g. Karuah Blue Grass Music Festival and emerging arts festivals including Nelson Bay Sculpture Festival and Lemon Jam at Lemon Tree Passage. Council also actively supports the showcasing of local talent including through art exhibitions linked to the school education system as well as the provision of an art space at the new Raymond Terrace Library.

Community-based arts and cultural organisations are well-established in the Port Stephens area and the level and quality of volunteer initiated and community-run activities is high. Council plays an active role in supporting these networks and the area is proud of the sustainability of its grass-roots cultural resources.

Although Council does not yet have an adopted public art policy, interest in the opportunities presented by imaginative art and design in the public realm is growing. Opportunities have been identified to integrate public art and design initiatives into
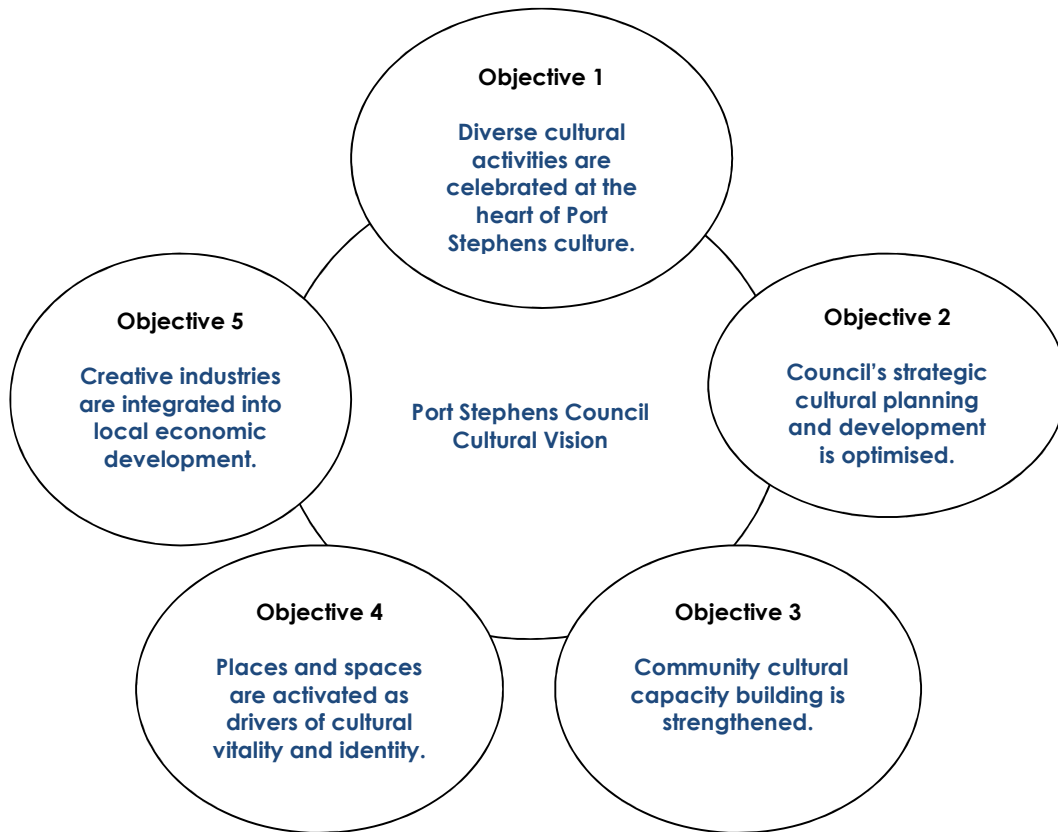
the Raymond Terrace/Heatherbrae Strategy and in the William Street upgrade. The public art policy and guidelines are currently in development. The policy and guidelines will provide a framework for Council decision making as it rolls out its public art and design program across the LGA.

Currently 27,103 people or 40% of the population are members of Port Stephens Library. In 2012/2013, 256,161 people visited library branches borrowing 445,976 items. A total of 6176 people attended 352 programs, 27,160 people used the Internet and 2749 new members registered as library users. Port Stephens is a member of the Newcastle Region Co-operative Library Service and provides an extensive range of services underpinned by the Port Stephens Library charter *"Start here, go anywhere..."* In delivering this Charter, the Library's network of branches provides a focal point for community activity. They are welcoming spaces, offering opportunities for social interaction and connection. A diverse range of programs to inform, educate and entertain are available, encouraging community participation and creativity. Equitable, unbiased access to information, leisure and technology resources are provided, facilitating independent decision-making, lifelong learning and information literacy. Port Stephens Library has a strong, positive image, forming relationships with other Council sections to develop and deliver innovative services. Partnerships with community groups also contribute to vital services targeted towards specific audiences.

The Library is extending its reach into the community and for example during National Literacy and Numeracy Week 2011, the Library planned and delivered an ambitious early literacy event for local families. Port Stephens Council Library Services in partnership with The Smith Family, local Raymond Terrace businesses and community agencies, planned the event to encourage parents and carers to read and count with their children.

Future Action in Port Stephens

The Action Plan provides reference points for the implementation of the Cultural Plan. The Action Plan is based on the planning framework below:

Objective 1

Diverse cultural activities are celebrated at the heart of Port Stephens culture.

Objective 5

Creative industries are integrated into local economic development.

Port Stephens Council Cultural Vision

Objective 2

Council's strategic cultural planning and development is optimised.

Objective 4

Places and spaces are activated as drivers of cultural vitality and identity.

Objective 3

Community cultural capacity building is strengthened.

Port Stephens Cultural Planning Strategy Map 2015 -2018

Council's Strategic Vision	A great lifestyle in a treasured environment				
Council Values	**Respect**	**Integrity**	**Teamwork**	**Excellence**	**Safety**
Council's Strategic High Priority Areas	Education & Training	Community Safety	Infrastructure Maintenance	Sustainability of Council	Sustainable Development
Strategic Focus Areas	Our Citizens	Our Lifestyle	Our Environment	Our Economy	Our Council
Arts and Culture Delivery Program	**7.1 Port Stephens has a vibrant cultural life**				
Cultural Vision	**A flourishing cultural life in a treasured environment**				
Cultural Planning Principles	**Local distinctiveness and sense of place**	**Access and participation**	**Lifelong learning and education**	**Creativity and innovation**	**Diversity of lifestyle choice**
Cultural Objectives	1.Cultural lifestyles are celebrated at the heart of Port Stephens Culture	2. Council's strategic cultural planning & development is optimised.	3. Community cultural capacity building is strengthened.	4. Places and spaces are activated as drivers of cultural vitality and identity.	5. The creative industries are recognised & integrated into local economic development.
Principal KPIs linked to Objectives	Cultural needs documented and understood	Increased participation in cultural experiences.	Support and communication improved and opportunities for participation in place.	Precincts and infrastructure for presentation and participation in place.	Local creative economy documented and supported.

5. ACTION PLAN

Objective 1: Diverse cultural activities are celebrated at the heart of Port Stephens culture			
		Timeline	
	Short	Medium	Long
Support the development of a diverse range of practices associated with local culture			
1.1 Identify priorities for Arts/Aboriginal/Heritage cultural grant funding that recognise and reflect local cultural diversity	X	X	X
1.2 Finalise report, *Unearthing of Culture in Port Stephens*	X		
1.3 Coordinate and provide resources to support delivery of a program of imaginative cultural programs/events at Port Stephens Library that includes the showcasing of local creative talent, art shows, film screening nights, indigenous storytelling etc.		X	
Encourage and support the participation of diverse audiences in cultural activity			
1.4 Through cultural funding program guidelines and other financial assistance/sponsorship agreements, encourage all festivals, events and cultural programs/projects to consider, consult and embrace the needs of diverse audiences including children and young people, elderly, people with access issues	X		
1.5 Strengthen cultural program content at annual cultural celebrations e.g. Australia Day, NAIDOC Week, Harmony Day	X		
1.6 Establish and maintain a Port Stephens cultural digital media presence linked to Council's events page		X	

Objective 2: Council's strategic cultural planning and development is optimised

	Timeline		
	Short	Medium	Long
Strengthen working relationships between Council's S355 Strategic Arts, Aboriginal Strategic and Heritage Advisory (AHA) committees			
2.1 Design and implement an annual Cultural Futures Summit to review and update cultural planning priorities of respective committees and their networks		X	
2.2 Strengthen strategic alignment between Council's cultural grant funding programs and other financial assistance and sponsorship provided by Council to community groups for cultural activity		X	
Develop partnerships between AHA Committee's and Council and appropriate organisations			
2.3 Invite culture-related guest speakers (including Council staff/specialists) to committee meetings when appropriate		X	
2.3 Provide updates to elected Council on AHA Committees activities		X	
2.4 Investigate the establishment of formal strategic culture focused partnerships with Lower Hunter councils and Regional Arts Australia			X
Support AHA Committees and their activities			
2.5 Establish annual strategic priorities of each AHA Committee as per their Constitution		X	
2.6 Identify and apply for grant funds to undertake, cultural mapping projects and cultural needs assessment of Port Stephens.			X

Objective 3: Community cultural capacity building is strengthened

	Short	Timeline Medium	Long
Support strategic partnerships with organisations involved in the planning, promotion and delivery of local cultural activities			
3.1 Convene twice a year Port Stephens Cultural Forum, promoting guest speakers, information sharing and discussion of new ideas amongst local groups and cultural practitioners	X		
3.2 Identify and facilitate partnerships that enable life-long learning and skills development initiatives to be integrated into local program and events planning and delivery		X	
3.3 Create stronger partnerships between tourism operators and cultural groups			X
Foster the development of heritage awareness programs in partnership with the local community			
3.4 Strengthen partnerships between Port Stephens Libraries and local historical societies and family history groups that lead to regular projects/ programs that showcase local heritage		X	
3.5 Research feasibility of an Annual Heritage Film Festival		X	
3.6 Research and develop guidelines for heritage signage and promotion (includes identification of future heritage trails)			X
Increase community understanding of and participation in Aboriginal heritage and culture			
3.7 Develop a local aboriginal heritage and culture collection and display as part of Port Stephens Library collection		X	
3.8 Expand NAIDOC Week promotion and initiatives			X

Objective 4: Places and spaces are activated as drivers of cultural vitality and identity

	Timeline		
	Short	Medium	Long
Support development and use of new and existing public spaces cultural activities			
4.1 Facilitate sharing of information between Council's Community Halls Forum, Parks and Reserves Forum and Council's cultural committees to identify and support new opportunities		X	
4.2 Identify, support and promote opportunities for place based cultural events/celebrations/festivals			X
Advocate place-based cultural development across Council's planning processes and operational activities			
4.3 Identify opportunities and provide strategic cultural advice on Master Plans, Plans of Management and DAs etc.			X
Develop a public art program			
4.4 Develop Council's Public Art Policy and guidelines	X		
4.5 Consult with local communities to establish public art themes and concepts that contribute to strengthened sense of place and inform future planning			X
Support cultural programs that highlight the natural environment			
4.6 Establish a youth and the environment initiative linked to Council's Environmental Education program and build understanding of the links between creativity and nature		X	
4.7 Establish an environmental program aimed at fauna protection and awareness through creative initiatives			X
4.8 Research the feasibility of developing a Cultural Landscapes Festival which celebrates culture and the environment including respect for and protection of Indigenous cultural sites			X

Objective 5: Creative industries are integrated into local economic development

	Short	Timeline Medium	Long
Map Port Stephens' cultural industries			
5.1 Identify funds for and commission an audit of Port Stephens cultural industries which documents strengths and gaps			X
5.2 Identify and establish future partnerships with TAFE and other education providers to support skills development programs for local artists and cultural entrepreneurs		X	
5.3 Identify opportunities for artists, tutors, cultural entrepreneurs to market themselves using online media and local cultural networks through		X	
5.4 Consider the outcomes of the cultural industries audit 5.1.1 (if funded and delivered), and identify strategies for the future			X
Integrate cultural tourism opportunities into Port Stephens tourism planning and delivery			
5.5 Commission a cultural tourism strategy to identify cultural assets (heritage, Aboriginal arts and culture, artisan markets, local product and produce markets, public art trails etc.) as potential attractions for visitors to Port Stephens			X

Appendix 1

Cultural Issues, Challenges and Opportunities[5]

The following issues, challenges and opportunities have been identified based on community consultations, feedback from relevant Council arts/culture, Heritage and Aboriginal Strategic Committees, the Port Stephens' Cultural Interagency and recent (2012) community surveys. Issues have also been developed based on data presented in the Lower Hunter Region Arts and Culture Snapshot 2013.

In 2014, the world is connected 24/7 with old boundaries and ways of doing and presenting culture being redrawn or no longer relevant, investment (public and business) is eroding and digital technology is providing both exciting content possibilities as well as threats which may compromise program quality. At the same time and as part of this cultural change, the way that people participate in, experience and engage with arts and culture is changing. Audience expectations in relation to access and program quality are shifting and when competition for market share is intense, arts and cultural offerings must be based on robust and relevant research in order to survive and prosper.

The identification and analysis of Port Stephens specific arts and cultural planning information is therefore crucial to the preparation of a strategic cultural plan for the next four years.

Places and spaces for culture

With a continued rate of high population growth and a dispersed settlement pattern across an area of outstanding cultural and natural assets, the community needs and expects access to a range of indoor and outdoor spaces that encourage broad participation in cultural programs and events. This includes open space that has been fitted out in anticipation of increased use for markets, concerts, performance, screenings, food production etc. It also includes upgrades to existing facilities such as community halls, libraries, senior citizens centres etc. that encourage use linked to lifelong-learning including creative workshop spaces (painting, crafts, drawing, dance and drama), gallery/art display and performance space, artists' studios, acoustic rehearsal space, local history centres. All spaces (indoor and outdoor) should be developed/adapted with an eye to flexibility in design and access affordability such as the new art space at Raymond Terrace Library.

The issue is: To incorporate, where possible, cultural related fit-outs in upgrades and new developments of Council and community indoor and outdoor facilities to reflect community participation and life-long learning needs.

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[5] Boaden, Sue. Draft *Building our cultural future: Port Stephens Cultural Plan 2015-2018,* 2014.

Celebrating the culture of diversity

Recognising diversity as an asset in Port Stephens has been slow to develop and requires leadership if the concept is to be successfully embedded into cultural development initiatives across the LGA. Diversity in Port Stephens is much more than multicultural diversity – it represents the point of difference for the area as a place where a rich mix of lifestyles and cultural traditions are experienced in a distinct urban and rural landscape that attracts high numbers of new residents as well as visitors each year. Port Stephens' diversity also embraces local heritage including the stories and cultural traditions of Aboriginal people as well as the significant buildings and heritage assets that represent the area's history.

The issue is: To identify strategies that communicate the rich ingredients that make up cultural diversity in Port Stephens and to support that diversity utilising community cultural development opportunities.

Understanding cultural needs

At the moment the systematic collection, mapping and dissemination of information about Port Stephens cultural life is underdeveloped. This includes information related to, for example, the number of arts/cultural organisations, number of artists, scale of the creative industries, level of provision of cultural facilities, need for skills development/lifelong learning opportunities, as well as culture-focused 'what's on' updates etc. Council utilises robust data gathering and analysis tools when preparing its key strategic planning documents (e.g. land use planning, social planning, economic development etc.) and this approach or model is also needed in the cultural planning area. When identifying and responding to cultural need, Council should integrate other important data sources such as census statistics into its decision making. Drilling down into detailed statistical indexes such as the SEIFA Index of Disadvantage would provide Council with robust information to inform its cultural planning, its decisions in relation to cultural resource commitments and priority service delivery.

Accessing and utilising research-based information (including quantitative and qualitative data) can influence Council's capacity to make a difference in its facilitation of community-based cultural initiatives and projects. The lack of cultural data and the absence of systematic information flows can have an overall effect on grass roots cultural development and strategic capacity building. For example, there is a perception that more resources and effort is directed to the cultural support on the coast than the western hinterland where community need could be greater. Planning and decision making is more effective in responding to actual need when based on accurate and relevant data.

The issue is: Recognising and responding to the impact of gaps in cultural information including inequitable resourcing across the LGA and establishing and maintaining

two-way information and communication flows in Council and across the community.

Collaboration and networks of cultural association

Opportunities for integrated cultural planning and holistic program design and delivery are only now being realised in Port Stephens. Traditionally, arts and cultural organisations in Port Stephens have worked in isolation in their localities. Within Council, areas have operated separately, isolating cultural-related interests from other strategic areas of operation such as public library services, landscape design, open space planning, events planning and management, heritage conservation and property management. Compounding this isolation is the absence of a regional arts development body for the Lower Hunter region. Screen Hunter Central Coast is a current example of how a network organisation can assist in cultural development.

However at Council and at the local grass-roots, the silo approach is changing as Council actively works with the community to develop collaboration strategies as a means to better encourage partnerships both across Council and into the community. This encourages better communication, new ideas, fosters partnerships and builds community confidence. The LGA supports a dynamic range of well-established community-based cultural organisations (art groups, historical societies, dance schools, community gardens, festival and events committees, community choirs etc.) committed to making a contribution to the area's cultural vitality. The time is right for Council to actively nurture the spirit of cultural cooperation including communication as a building block for the development of a dynamic cultural future for the area. It may also be timely to advocate to adjacent councils and to the State government for a regional cultural broker or advocate in recognition of the Lower Hunter region's cultural potential.

The issue is: building strong and sustainable cultural connections within Council, between Council and the area's cultural groups as well as across the Lower Hunter region will require dedicated commitment, skills and access to cultural resources.

Resourcing community cultural vitality

Port Stephens Council has adopted a mix of enabling and facilitating strategies to develop its cultural development role to the community. Council provides a distributed network of public library services based in library buildings and utilising mobile delivery. Taking into account benefits to community access and level of Council expenditure, the Library service could be regarded as the LGA's key cultural asset. Port Stephens Library operates as part of the Newcastle Region Cooperative Library Service and attracted 256,161 visitors in 2012/13. These visitors or users represent all demographics across the LGA.

Council supports a diverse program of cultural activities aimed at strengthening local cultural capacity and community well-being through its grant programs. The

community grants program is also a key aspect of Council's support for community cultural development. Council staff resources also provide a means to focus on cultural development and ensuring that Council's investment is effective and that projects and programs reflect community cultural priorities. Resourcing cultural development has evolved over time and currently, a number of staff working in various sections and teams allocate a limited amount of time to undertaking cultural development responsibilities as Council does not have a dedicated cultural development position. This presents opportunities to integrate cultural development programs across the organisation as opportunities arise. However the absence of a dedicated, specialist advocate for cultural development can also result in missed opportunities and a delayed take-up of cultural programs and projects.

Current cultural development related responsibilities include:

- Liaison on cultural matters e.g. library services, events, tourism, heritage;
- Administration of the cultural and Aboriginal projects programs;
- Coordination of three key strategic cultural committees and a cultural Interagency;
- Community liaison with arts and cultural groups and individuals; and
- Oversight of the evolving public art[6] program.

One of the key aspects of the Council's long term Community Strategic Plan is "to deliver services that are valued by the community in the best possible way."[7] However for Council to make headway in achieving this ambition, it will need to develop new models of cultural development provision and facilitation. For example, based on extensive community engagement, the Community Strategic Plan identified education and training especially for young people as one of 5 key high priority planning areas. Creative skills development and lifelong learning are components of community cultural development providing strategic pathways to employment and community cohesion and empowerment. Resources that build a basis for a sustainable level of service delivery will be needed.

These include:

- taking the lead in advocating for the adaptive reuse of community facilities for lifelong learning;
- building partnerships with community leaders to realise cultural projects and programs;
- encouraging entrepreneurship in new approaches to cultural development; and
- the engagement of dedicated (i.e. full time), cultural development staff.

[6] See definition of public art and urban design at Appendix 5
[7] Port Stephens Council Integrated Plans 2013-2023, p. 3

The issue is: whilst Council's strategic cultural ambitions for the LGA are relatively modest it may need to identify additional resources (external as well as internal and including partnerships with its community) to realise the momentum for change identified in its cultural planning vision.

Cultural tourism[8]

Linking tourism and culture is an emerging field of activity across the globe both in developed and in developing countries. Regions, cities and towns recognise the need to establish a point of distinction in the face of stiff competition from other destinations. Offering a dynamic and memorable experience to locals and visitors alike requires lateral thinking and innovative programming in order to capture tourist attention and to ensure repeat visits.

Destination NSW has recently embraced experience-based tourism encouraging the development of rich and unique cultural experiences to build the tourist base across NSW. Sydney focused examples include the Vivid Festival, Corroboree Sydney Festival, Sculpture by the Sea, Good Food Month but also programs in regional destinations such as Sculpture at Scenic World, Katoomba, Margaret Olley Studio at Murwillumbah Regional Art Gallery, Deni Ute Festival, Deniliquin and Tamworth Country Music Festival.

Tourism planning in Port Stephens has an ambitious target of doubling visitor yield by 2020. As a leading tourism destination in NSW with a mature tourism industry, the Port Stephens tourism market currently depends largely on the area's unique natural assets including the conservation and appreciation of its natural environment.

However, opportunities are now presented to establish strong relationships between the area's tourism and culture including its unique heritage, rich Aboriginal culture, arts and creative community (including studios and heritage trails), events and markets culture and local food experiences.

The time is also right to challenge perceptions that the coast provides a focus for visitors. The distinctiveness of the Port Stephens hinterland, the river and rural landscapes and heritage townscapes has enormous tourism potential when linked to cultural narratives. Until now Port Stephens' cultural vitality – the dynamic interplay between place, culture, creativity, heritage, the environment and lifestyles and the experiences they offer, has gone largely unrecognised. This Cultural Plan provides an opportunity to develop culture as a valued component of economic and community revitalisation.

[8] See definition of cultural tourism in Appendix 5

Place making and local distinctiveness

In Port Stephens, settlement has spread from the hinterland and the rivers in the west towards the coast with its distinct landforms, waterways and headlands. The LGA is made up of a distributed network of towns and villages – rural as well as urban where a range of lifestyles are enjoyed. Building and maintaining a sense of pride in local identity is a critical cultural opportunity and one which could establish tangible evidence of the community's capacity for creativity and storytelling. By integrating a cultural dimension into master planning for town centre improvements, imaginative place making outcomes can be realised in a way that is attractive to visitors as well as to locals.

Opportunities for celebrating local distinctiveness include:

- Permanent and temporary public art and design programs;
- Heritage trails including interpretive signage;
- Open studio schemes and artist trails;
- Locality based cultural plans e.g. for key town centres;
- Local/regional artisan and local product markets including art/craft and produce;
- Pop up kiosks and galleries;
- Activation of outdoor public spaces; and
- Digital storytelling projects utilising local history in libraries, historical societies, museums etc.

Cultural needs of children, young people and families

Port Stephens LGA has a diversity of population characteristics including a broad range of residents from different socio-economic backgrounds. It is attractive to retirees and has an expanding population of older retired residents. It also has a growing population of young children and families. In 2011, 31.1% of the Port Stephens population were children with 16.7% of those being under 12 years. Young people between the ages of 12 and 24 years make up 16% of the population. Children and young people are identified as the focus of key objectives in the Strategic Community Plan 2013-2023.

The 2012 Community Cultural Survey documented the community's interest in the development of cultural activities that are family friendly, as well as venues both indoor and outside that are affordable, distributed across the LGA and that are responsive to the needs of children and young people. The survey also noted that cultural venues are needed beyond the usual 'pubs and clubs'.

More recent research associated with the development of Council's Youth Strategy addressed three themes for strategic consideration in relation to the needs of the area's youth.[9] These were:

[9] Youth Strategy Research Findings, March 2014. prepared for Port Stephens Council by The Research Den

- Place;
- Participation; and
- People.

In particular, the participation theme in the Strategy provides feedback from young people that clearly indicates their keen interest in participating in small, localised events, competitions and interest groups. These include ideas associated with arts and cultural activities including in the area of skills development as a basis for employment but also for life-long learning linked to independent living. Young people also indicated a deep appreciation and concern for the environment. Programs that encouraged a sense of placemaking and pride in local identity were identified as strategic opportunities for consideration. This is supported by a recent workshop participant statement when considering the role of Council in supporting youth culture –"Working with the adults of tomorrow, today".[10]

One of the keys to building local participation in arts and cultural services and programs is to specifically research and identify community cultural needs including the cultural needs of children and families. Councils which have a young demographic and which plan for and deliver imaginative, quality cultural programs to local families and to visitors are building cultural confidence and also establishing a firm audience base for the future. Public libraries have been successful with this model and more recently art galleries, theatres, events, and museums (e.g. Maitland, Ipswich, City of Melbourne, Warringah) have designed and developed unique child-focussed and youth friendly cultural venues, including playgrounds and programs that contribute to youth oriented cultural as well as social capital.

Cultural vitality

Council has the opportunity to take the lead in positioning Port Stephens as a progressive community where arts and cultural experiences are embedded into local ways of life. The development of the Cultural Plan should create the conditions for cultural vitality where cultural values or principles[11] and economic development go hand in hand.

By nurturing cultural vitality and providing a pathway for community cultural capacity building, Port Stephens will be recognised as a creative centre where education and lifelong learning are valued, where networks of association fuel a sense of belonging and cohesion, where local history and heritage is celebrated and where artists and innovators contribute to local economic sustainability. Council's forthcoming Youth Strategy recommends that active support is provided to young people in the development of interest-based networks that promote community cohesion and local capacity building including in the arts and culture.

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[10] Cultural Planning Workshop Raymond Terrace, 26 May 2014.
[11] Indicative and relevant cultural planning principles are local distinctiveness, access and participation, lifelong learning and education, creativity and innovation, and diversity of lifestyle choice.

At the same time recent research commissioned by Council into the feasibility of establishing a community education space documents the need for lifelong learning programs especially for the Raymond Terrace community.[12] The Report notes that early childhood learning and development is currently a strong focus in the area. It also notes that young people do not have adequate local access to alternate learning programs and that there are limited opportunities for community members to participate in vocational and community education in the LGA. Arts and cultural skills development are a key aspect of lifelong learning and need to be taken into account when planning community learning multi-functional facilities.

Cultural vitality is one of the key outcomes of integrated urban and community planning where population data and community engagement inform the development of preferred scenarios that encourage community resilience and urban and rural revitalisation. Aiming for cultural vitality in Port Stephens provides a real possibility to capture the spirit of the place – offering new programming models, a diversity of participation choices and synergies for collaboration and partnerships.

Public libraries as people spaces and places

Public libraries in the 21st century are recognised as connected community hubs. They provide access to physical services through branch and mobile infrastructure and via technology-based access to a global audience regardless of time and place. As such they are critical cultural centres providing opportunities for new ideas, for education and lifelong learning, for local history, for a diversity of events and programs that support community cohesion and promote harmony.

Public libraries cater for all tastes and for all stakeholders regardless of background. Usage of public libraries is growing across Australia including in Port Stephens where the first steps have been made to extend library programs beyond the traditional to embrace the arts through the showcasing of local creative talent. In developing new pathways for cultural development in Port Stephens, Council has an opportunity to encourage active collaboration between Council staff and strategic cultural committees to identify new possibilities and projects that progress arts and cultural development and build community capacity including cultural capital.[13]

Events as cultural drivers

The Port Stephens community supports a busy calendar of events and celebrations across the year. Many are focused on attracting visitors and tourists although some such as civic ceremonies and functions are either initiated by Council or linked to Council business through S355 management committees e.g. NAIDOC Week, Australia Day etc. These events all play a key role in the area's cultural life.

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[12] Feasibility study for establishing a Community Education Space in Raymond Terrace, February 2014, prepared for Port Stephens Council by Gleeson Consulting Services
[13] See definition of cultural capital at Appendix 5

In considering issues and opportunities related to Council's role in events across the LGA, feedback indicates that the Council's overall current role reflects evolution over time. Council takes responsibility for providing compliance administration for community-initiated events through integrated booking support, traffic control, venue hire etc. administered by Council's Events Team. Major signature events are also coordinated through Destination Port Stephens where the focus is on providing a quality tourism experience for visitors. Council is represented on the Destination Port Stephens Board.

Feedback received during the development of the Cultural Plan indicates that there is a growing interest in planning for and delivering more locality-based cultural events in addition to events which target the tourist market. Workshop participants acknowledge that the LGA has access to good infrastructure for events (stages etc.) but that currently events lack the following:

• Marketing and communication to locals
• Relevance to residents
• Varying programming quality
• Limited opportunities to showcase local talent
• Inequities in spread across the LGA

The development of this Cultural Plan indicates that Council is not short of ideas or ambitions in relation to events and celebrations but that strategies need to be developed that ensure the viability of festivals and smaller events, measure their benefit or impact, promote LGA-wide access and participation including at the local and neighbourhood levels, identify opportunities for partnerships with the community that contribute economies of scale, and create strategies that leverage support and sponsorship from the business/ government sectors.

These strategies should review festival and event support infrastructure, and consider programming quality including cultural content and production values. Events management and support is resource intensive and Council may need to review its Events Strategy to guide its role in events coordination and support into the future.

Appendix 2: Summary of Cultural Planning Principles, and sources that drive local cultural development

Driving Principles	Source	Notes
Cultural vitality Capacity building	Cultural Accord 4 Creative Australia, 2013 Agenda 21 for Culture Framing the Future: Arts NSW	Community wellbeing as expressed through creativity, diversity of cultural expression and innovation. It can be summarised by: The presence of opportunities for cultural participation; Cultural participation itself, and support for cultural activities.
Local distinctiveness and identity	Cultural Accord 4 Creative Australia, 2013 Agenda 21 for Culture Framing the Future: Arts NSW	Harnessing the cultural soul of our place by valuing, protecting and celebrating our unique landscape, history and heritage, Aboriginal cultural heritage and living culture, and the quality of the built environment.
Access and Participation	Cultural Accord 4 NSW 2021 Framing the Future, 2013 Agenda 21 for Culture	Encouraging community-wide cultural participation, engagement and access for all.
Creativity, Innovation and the role of the artist	Agenda 21 for Culture Creative Industries Action Plan Creative Australia, 2013 NSW 2021 Cultural Accord 4 Framing the Future: Arts NSW	Integrating the arts, artists and creativity into community life through innovation and new ideas and the use of technology.
Cultural diversity e.g. NESB, children, youth, disability, regional and rural, Aboriginal	Cultural Accord 4 Aboriginal & TSI culture as central in Creative Australia, 2013 ATSI in Framing the Future, 2013 Agenda 21 for Culture	Cultural diversity: the common heritage of humanity. Culture takes diverse forms across time and space. This diversity is

Driving Principles	Source	Notes
		embodied in the uniqueness and plurality of the identities of the groups and societies making up humankind. As a source of exchange, innovation and creativity, cultural diversity is as necessary for humankind as biodiversity is for nature. In this sense, it is the common heritage of humanity and should be recognised and affirmed for the benefit of present and future generations
Partnerships	Cultural Accord 4 Creative Australia, 2013	Embracing and encouraging Port Stephens diverse communities to work together to build networks of association and cooperation as building blocks for community cultural development.
Lifelong learning and education	Creative Australia, 2013 Framing the Future, 2013 (re. community diversity) Agenda 21 for Culture	Building social, cultural and economic sustainability and community capacity through the support and encouragement of cultural skills development.
Technology/ Digital	Creative Industries Action Plan Creative Australia, 2013 NSW 2021 Framing the Future, 2013	Growing use and reliance on online technologies to promote, display and sell art and events.

Appendix 3: Demographic snapshot - 2011

Population 67,938 (7.1% growth between 2006 and 2011)	Population Projection 87,900 (by 2036)	Population Density 78.1 persons per sq. km	Aboriginal & Torres Strait Is 3.6% (an increase of .7% since 2006)	Average family size 2.9 persons	Overseas born 16.9% (In Port Stephens 83.1% were born in Australia compared to 69.8% across Australia).
Culturally & Linguistically diverse 2.9%	Unemployment rate 5.8%	Main languages other than English German/ Italian and Croatian	Main religious affiliation Anglican/ Catholic	Volunteering 13.5% of residents	Persons with post-school qualifications 54.1% (of pop. aged 15 years and over. (7.7% have university or tertiary qualifications compared to 14.3% across Australia).

F r o m : Port Stephens Community Profile 2013, developed from ABS Census of Population and Housing, 2011

Appendix 4: Cultural Resource Asset Map

CREATIVE CULTURAL OCCUPATIONS	COMMUNITY CULTURAL ORGANISATIONS	SPACES AND FACILITIES	INTANGIBLE ASSETS	CULTURAL HERITAGE	NATURAL HERITAGE	FESTIVALS & EVENTS	CREATIVE CULTURAL INDUSTRIES/ BUSINESSES
ABS data needed to document e.g. writers, visual artists, performers, photographers, craftspeople, graphic designers, architects etc.	**Education** - primary - secondary - TAFE - University - evening colleges **Historical societies** **Arts groups** **Drama groups** **Community choirs** **Book clubs** **Community gardens**	**Arts centres** **Libraries** **Interpretive centres** **Theatres** **Museums** **Art galleries** **Keeping Places** **Amphitheatres** **Cinemas:** **Churches and places of worship**	**Place names** **Oral histories** **Customs** **Storytelling**	**Heritage buildings** **Cemeteries: Archaeological sites** **Local monuments** **Conservation districts** **Public art** **Art/ heritage Collections**	**National Parks** **Local parks** **Beaches** **Rivers** **Botanical Gardens** **Zoos** **Nature reserves**	**Film festivals** **Music festivals** **Arts festivals** **Artist trails** **Food and wine tours** **Markets:**	**Film, radio & video** **Theatre companies** **Dance schools** **Music shops** **Book shops** **Galleries** **Art dealers** **Publishing** **Broadcasting** **Libraries and archives** **Architecture** **Digital media** **Fashion** **Design:**

APPENDIX 5: DEFINITIONS

The following definitions have been identified from established local and international contexts:

Creative industries

Activities that have their origin in individual creativity, skill and talent and which have the potential for wealth and job creation through the generation and exploitation of intellectual property[14].

The creative industries are a broad alliance of activities with creativity at their heart and where they have a critical role in the development of an integrated approach to economic policy and planning. This definition encompasses 13 industry sectors: advertising, architecture, arts and antique markets, crafts, design, designer fashion, film, interactive leisure software, music, television and radio, performing arts, publishing and software[15].

Cultural assets and resources *see also Cultural Infrastructure*

Cultural assets and resources can include a number of components both tangible and intangible. One component is *places* including topography, facilities and buildings, and the aesthetic qualities of these which contribute to community cultural life, community identity and sense of place. These places can include heritage items, significant streetscapes, public art and monuments, public open space, views and lookouts, tourist attractions, sporting, recreation and leisure facilities, community meeting places such as churches, clubs, cafes and corner stores.

Cultural facilities are important cultural resources since they are often held in the public domain and are or have the potential for accommodating cultural programs and activities. Cultural facilities include community centres, halls, theatres, libraries, museums, galleries, heritage buildings and landmark sites including open space, parks and reserves.

Cultural resources are also those aspects of community life which utilise or are presented in these places. They can include cultural businesses, cultural collections, exhibitions, events, networks of voluntary, socio-cultural and civic associations. Cultural resources can also include local cultural knowledge, skills and works of art which provide a foundation on which people can draw for a community's cultural development. e. g. databases, directories, local historians, artists, Indigenous craft skills, views and vistas, social and cultural services etc.

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[14] Department for Culture, Media and Sport, UK, www.culture.gov.uk
[15] Stuart Cunningham, 'What price a creative economy?' Sydney: Platform Papers, Currency Press, 2006

<u>Cultural assets</u> can also include those businesses or other services involved in the creative industries including in advertising, architecture, arts and antique markets, crafts, design, fashion as well as film, interactive leisure software, music, television and radio, performing arts, publishing and software. These activities are connected through individual skill and creativity and each has the potential for economic development including job creation.[16]

Cultural capital

Cultural capital is an asset which embodies, stores or provides cultural value in addition to whatever economic value it may possess. Cultural capital exists in two forms – the tangible and the intangible. The tangible may occur in the form of buildings, locations, sites, precincts, artworks and includes tangible cultural heritage. The intangible form of cultural capital may occur as intellectual capital in the form of ideas, practices, beliefs and values which are shared by a group. Cultural capital in both forms may decay if not maintained or neglected or may increase in value through new investment and resource allocation.[17]

Cultural development

Where "culture is the fountain of our progress and creativity and the end and aim of development; where development is seen as the flourishing of human existence in all its forms and as a whole" and "where development means the widening of human opportunities and choices". [18]

Cultural diversity

"Cultural diversity: the common heritage of humanity. Culture takes diverse forms across time and space. This diversity is embodied in the uniqueness and plurality of the identities of the groups and societies making up humankind. As a source of exchange, innovation and creativity, cultural diversity is as necessary for humankind as biodiversity is for nature. In this sense, it is the common heritage of humanity and should be recognised and affirmed for the benefit of present and future generations". [19]

Cultural ecosystem

The cultural ecosystem is represented by the complex and interdependent set of relationships between cultural assets and resources including organisations,

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[16] Australia Street Company, c. 2007

[17] Throsby, David, 2001, Economics and culture, Cambridge, Cambridge University Press
[18] World Commission on Culture and Development (1995), Our Creative Diversity Report, Paris, UNESCO
[19] Universal Declaration on Cultural Diversity (2001), Paris, UNESCO

communities, individuals including artists and audiences as cultural consumers, the natural environment, and cultural policies. The interdependence and connections that are a feature of the cultural ecosystem link cultural and environmental sustainability and include the importance of diversity and the recognition of the past and the potential of the future. [20]

Cultural infrastructure

Cultural infrastructure includes those assets and resources, programs, services and facilities that build community vitality and cultural participation.

- Facilities: art galleries, museums, theatres, performing arts centres for music, dance, drama and opera; libraries, archives, heritage sites, cinemas, arts and cultural learning/education centres, artists' studios, amphitheatres, Keeping Places, tangible heritage such as buildings and sites;

- Temporary programs: festivals, exhibitions, events, markets;

- Services: lifelong learning and skills development, research;

- Assets: collections, directories, databases, records, maps, public art works; and

- Resources: budgets, individuals and groups (people) and intangibles such as ideas and knowledge, views and vistas, memories, traditions and customs.[21]

Cultural planning

Cultural planning has been described as the "strategic and integrated use of cultural resources in urban and community development where planning is holistic, linking cultural resources to broader agendas for economic development, sustainability and quality of life".[22]

Cultural tourism

It is defined according to visitors' attendance at one or more of the following cultural attractions:

[20] © Sue Boaden Cultural Planner, May 2014

[21] Creative City Discussion Paper – Sustainable Sydney 2030, Sydney: Australia Street Company for Council of the City of Sydney

[22] Grogan, David and Mercer, Colin (1995). The Cultural Planning Handbook: the essential Australian guide. Sydney: Allen & Unwin.

- festivals or fairs (music, dance, comedy, visual arts, multi-arts and heritage);
- performing arts or concerts (theatre, opera, ballet, and classical and contemporary music);
- museums or art galleries;
- historic or heritage buildings, sites, monuments;
- art or craft workshops or studios; and
- Aboriginal sites and cultural displays.[23]

Note: cultural tourism can also include the screen industry and when combined with the natural environment and hospitality sectors, presents considerable potential for visitors and for those who live in a place.

Cultural vitality

Community wellbeing as expressed through creativity, diversity of cultural expression and innovation. It can be summarised by:

- The presence of opportunities for cultural participation
- Cultural participation itself, and
- Support for cultural activities[24]

Public art and functional design

Public art refers to art practice that integrates art and design into the public domain. It encompasses a wide range of artforms and creative practices. These include sculpture, environmental art, architectural design elements, installations, lighting effects, outdoor performance, memorials, artist designed street furniture, decorative paving and mural works.

Public art can be the result of artists' commissions, artists working as part of architectural or design teams, community arts and community cultural development processes, competitions, temporary exhibitions, events or installations. Public art can also include the donation or purchase of existing works to be permanently located in public spaces.

Projects may include permanent or temporary artworks, functional design, large and small-scale initiatives, and may involve high profile as well as low-key approaches.[25]

[23] Definition of 'cultural tourism' in Arts and Cultural Tourism Strategy for WA, 2004-2008. Perth: Department of Culture and the Arts

[24] http://www.urban.org/projects/cultural-vitality-indicators/definition.cfm

[25] Australia Street Company, 2006