

Cultural Plan 2011-2017

Year Five, *Now look here*

Annual Review – 2015-2016

“...if culture describes how we make sense of the world and our lives, then art describes that aspect of culture in which creativity and imagination are crucial, where we discover meaning and community in ways that are intuitive, irrational and unpredictable.”

Jon Hawkes, *The Fourth Pillar of Sustainability*

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Cultural Plan 2011- 2017, Year Five, *Now look here* Annual Review 2015-2016

A year in review

In a local government context, arts and cultural services are essential to facilitate the human right to practice freedom of cultural participation and enjoyment of the arts. As such, Year Five of the Cultural Plan 2011-2017 delivered a diverse program and community outcomes, attracting over 116,749 participants, through 70 discrete programs, at 50 locations in Nillumbik utilising 45 formal partnerships. This data is collected through participation and entry numbers. An industry standard formula of calculating one-third visitation to a key site, has been applied to calculate Eltham Library Community Gallery audience numbers based on Eltham Library visitations.

July – September 2015

The first quarter commenced with a sound performance and artists talks and workshops from the Laughing Waters Artist Residency. The final Watch This Space initiative, *Remember Me* was performed at Eltham Performing Arts Centre to high acclaim. The winner of the Alan Marshall Short Story Award was announced and celebrated, with the judge facilitating a two-day master class for the finalists. The AMSSA enjoyed the first increase in entries in several years, with the program culminating in a satellite Melbourne Writers Festival event at Eltham Library. The Centenary of Anzac interpretive signage was launched with a strong focus on intergenerational participation. Diverse events and projects were convened at a variety of locations including open spaces, in schools and traditional venues, attracting 31,749 participants (including visitors to the Eltham Library Community Gallery). Beyond participation numbers, existing partnerships were strengthened and new partnerships were developed. The diversity of programs ensured Council's support in development and celebrated excellent outcomes, together with inclusion across the spectrum of age demographics from children to seniors.

October – December 2015

The second quarter, continued the celebration of visual arts and new media, attracting some 24,700 participants. A site specific participatory artwork was developed for Practically Green Festival, embracing the festival theme of sustainable building. Two major public artworks were installed at Eltham Town Square and unveiled to much community acclaim. As too was the launch of Nillumbik Heritage Guide, the outcome of strong collaboration with the Combined Nillumbik Heritage Group. Laughing Waters Artists in Residence kept up a presence in Panton Hill's Bunjil Reserve, exploring the unique artistry of sound. The Laughing Waters program also saw the unique *Pleasant People Postcard Project*, celebrating the notion of neighbourhood, and made front page news in doing so. Exhibition preparations were in full swing for *Laughing Waters Road: Art, Landscape and Memory in Eltham*, curated to feature numerous items from the Nillumbik Shire Art Collection that tell our local story and complement the launch of Jane Woollard's book of the same name.

January – March 2016

The third quarter attracted some 21,300 creative participants. Diverse community sectors were drawn to Montsalvat for the much anticipated book launch and exhibition opening of *Laughing Waters Road: Art, Memory and Landscape in Eltham*. Council's publication of the book was federally funded by the Department of Environment, which has had uptake with prominent cultural institutions including the National Library of Australia, the State Library of Victoria, Yarra Plenty Regional Library, and sales distribution to all Australian states, as well as Japan and England. The 2015/16 new initiative enabled the exhibition to showcase Nillumbik's contribution to the contemporary arts, with film, video and land art installations being key components to the show. External funding from the Gordon Darling Foundation enabled the publication of a unique exhibition catalogue, which accompanied the show and a suite of bespoke public programs. The Nillumbik Heritage Guide has also proved so popular that it has entered its second print run. Eltham Library Community Gallery has exhibited three unique shows, culminating with the *Creative Minds* of Nillumbik's VCE arts students of 2015, which provided strong discourse on the issues of our young adults. Intergenerational dialogue has continued through the development of two externally funded cross-functional street art projects with Youth Services and Waste Management.

April - June 2016

The final quarter celebrated excellence in the arts with a season of arts prizes. Literary Nillumbik was launched aligning Council's literary arts program as one suite, with the monthly Eltham Courthouse Poetry Readings, the Nillumbik Ekphrasis Poetry Award and the Alan Marshall Short Story Award. Writers of both short story and poetry disciplines have feedback that the chance of publication is the driver to their entry. To ensure the awards remain relevant in the contemporary literary landscape, the prizes have been redeveloped to enable the inaugural launch of an annual anthology of Literary Nillumbik's winning writing. Both literary awards enjoyed a national reach again this year, with entrants from every Australian state. The Nillumbik Prize, likewise, attracted a strong entry field and the exhibition of shortlisted artists was an outstanding success. Externally funded cross-functional and multi-generational mural projects came to fruition, and strengthened Council's relationship with HealthAbility, among other groups and organisations. This quarter enjoyed over 39,000 program participants. Further, the Nillumbik Shire Art Collection was valued during this quarter, with Council's asset valued at \$2,432,400.00.

Goal One - Connected Communities

Arts & Culture are ways for people to participate locally and develop social relationships, making for an inclusive and diverse Shire.

Outputs: 116,749 participants

Outcomes (Impacts)

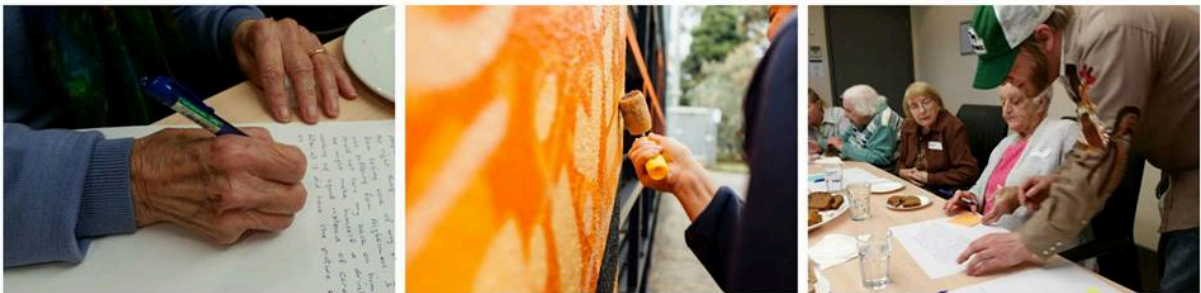
- **Making intergenerational connections**

A unique interpretation of the local WW1 story, *Remember Me* was performed at Eltham Performing Arts Centre. It significantly brought distinct age demographics together, meshing century-old history with contemporary theatre. The work was highly experimental and afforded the cast and crew of INNATUM the opportunity to test its craft; and for the audience to experience a unusual style of theatre. Cast, crew and audience alike bonded over shared stories of local family lore.

The launches of the suite of externally funded Centenary of Anzac interpretive signage enabled new connections between seniors and school children. Students from Christmas Hills, Eltham, Hurstbridge and Primary Schools undertook significant research relative to their school's WW1 story which they each presented in unique ways of their own at each launch.



Intergenerational connections were developed between HealthAbility's planned activity groups and local VCAL students, facilitated by artists Rich Keville and Matt Blackwood. The result of which was a sublime mural on HealthAbility's west-facing wall reflecting the importance of the work of HealthAbility, but also the new-founded intergenerational relationships.



- **Communities creating content**

Laughing Waters Artists in Residence, Evi van der Niet and David Adams, introduced themselves to the local community through the *Pleasant People Postcard Project*. The postcard project saw Eltham residents of Mount Pleasant Road through to Laughing Waters Road depict the importance of their neighbourhood through sketches, painting, photographs, and collages on postcards. The project introduced neighbours who had never before met, reunite others, and otherwise celebrate the importance of neighbourhood. The project was so successful it made the front page of the Leader newspaper, and is the inspiration for the forthcoming community consultation for the next Arts and Cultural Plan.



Evi van der Niet and David Adams have found a novel way to introduce themselves to the neighbours. Picture: JOSIE HAYDEN

Mural to bring neighbours together

DAVID Adams has discovered a great way to get to know his new neighbours. The artist hand-delivered 100 postcards to homes and businesses on Mount Pleasant and Laughing Waters roads, asking them to complete a drawing, share

a recipe, take a photo of their backyard or pet, a selfie or write a poem on the postcard before sending it back.

The postcards will form a mural against a map of the area, accompanied by four TV screens.

"This is our first project over here and we thought ... how do you introduce yourself to a neighbourhood?" Mr Adams said.

"This is a way to find out how to engage with your neighbours and to look at the identity of Eltham."

Mr Adams, who has travelled from the Netherlands, is living in Eltham with Evi van der Niet as part of Nillumbik Council's artist in residency program.

The mural is expected to be on display at Montsalvat next year.

The arts and culture stream of the Nillumbik Community Fund proudly supported St Margaret's Church's inaugural art exhibition, *The Camino*. The funding enabled St Margaret's Church with resources to establish exhibition space in order to further provide new opportunities to artists within which to exhibit work.

The community of our young people is flourishing with creativity, and this year's *Creative Minds* exhibition at Eltham Library Community Gallery evidenced just that. A new generation of artists are carrying on Nillumbik's long-held tradition in the arts. Several of the *Creative Minds* artists were simultaneously represented at the National Gallery of Victoria's *Top Arts*.



- **Building local cultural identity and exchange**



The long-awaited book, *Laughing Waters Road, Art, Memory and Landscape in Eltham*, by Jane Woollard, was launched to much acclaim, alongside an extraordinary exhibition of the same title. *Laughing Waters Road* captures the iconic relationship Nillumbik has with the arts, and in particular, that of the Laughing Waters corner of the world. Both the book and the exhibition conveyed the Laughing Waters story, from its

indigenous beginnings to recent days and are heralded as an important piece in the telling of Nillumbik's coming of age.

Nillumbik's eleven local history groups collaborated, with the assistance of external funding from Public Records Office Victoria, to develop the *Nillumbik Heritage Guide*. The guide is a glove-box size booklet suggesting bespoke heritage trails across various zones of Nillumbik. The trails purposefully scratch the surface of Nillumbik's rich historical landscape enticing the audience to discover more. The *Nillumbik Heritage Guide* has been in such high demand it has exhausted its second print run.

The Hurstbridge Traders' Association's long-time project, the *Hurstbridge Heritage Trail*, came to fruition. Hurstbridge Heritage Trail interpretive signage has received a new lease of life with fresh new signage. Hundreds of Hurstbridge locals turned out for a fun and playful launch celebrating their own unique character.



- **Arts volunteer participation**

The seven members of the Alan Marshall Short Story Award Readers Group contribute significant volunteer hours to reading and long-listing entries for the award. They also attend a number of meetings to discuss their selections and assist with determining its future direction.

The *Nillumbik Heritage Guide's* success came from hours of volunteer research hours contributed by members of the Combined Nillumbik Heritage Group.

The Arts Advisory Committee increased membership numbers to twelve in order to garner a diverse representation of Nillumbik's arts community. The volunteer membership included curators, conservators, artists and arts administrators from peak bodies from across the Nillumbik's seven wards.

- **Growing arts audiences**

The *Laughing Waters Road* exhibition and book launch broke the box office, with an audience of some three hundred. The audience came from across Melbourne and crossed disciplines, not only from the arts community, but from local history, environmental and Indigenous communities celebrating alike.

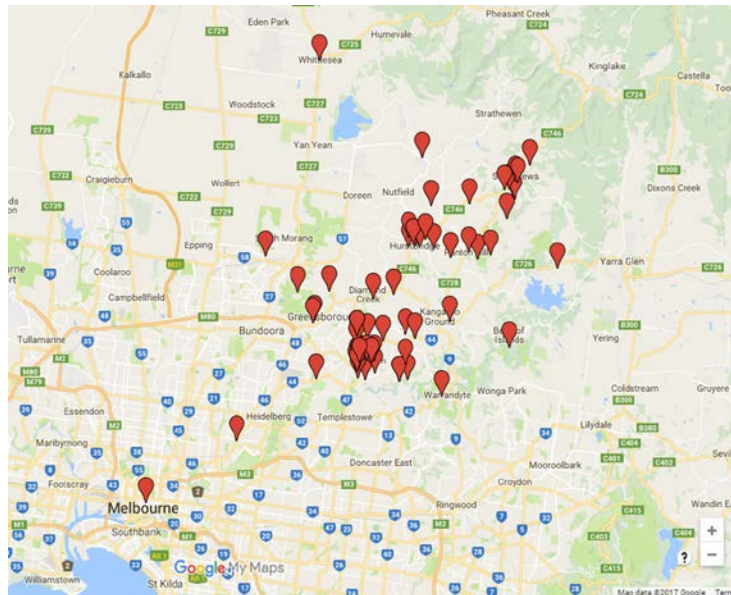
The *Nillumbik Chronicles* are a regular favourite with contemporary audiences connecting with local lore. The *Chronicles* have provided the opportunity for Nillumbik's local history groups to generate new exposure and understanding about their work. And further, enabled a number of local mysteries and unresolved stories to find their endings.



Goal Two – Creative Space and Places

The natural and built environments influence our local culture and how we engage with other

Outputs: Delivery of arts and cultural programs to 50 Nillumbik locations



Outcomes (Impacts)

- Honour and engage Indigenous heritage



A Flash Fiction workshop at Panton Hill Bushland Reserve provided young writers with a unique opportunity to gain knowledge of indigenous stories. Working with an award winning writer, Michelle Wright and an indigenous artist, Judy Nicholson, the Flash Fiction writers translated those experiences into their own short format fiction.

The *Laughing Waters Road* exhibition showcased the relationship between Nillumbik's indigenous past and a contemporary setting. A range of indigenous artefacts (emu egg, eel trap, boomerangs) were curated alongside other contemporary artworks, artists and historical images.

The arts and culture stream of the Nillumbik Community Fund supported Nillumbik Reconciliation Group in the



planning and developmental phase of a project to further celebrate Nillumbik's indigenous history, with the project to be realised in early 2017.

- **Unique local arts festivals**

The *New Voices Literary Festival* is a two-day event at St Margaret's Church that features numerous high-profile and emerging writers sharing their experiences with the audience. The *Past Matters Literary Festival* is another two-day event that showcases indigenous writers, research and culture. Both festivals are supported through service and funding agreements and provided a platform for new and emerging writers to establish their name in the literary sector. It also provided audiences to engage with new lines of thinking, and be particularly provoked by eminent cultural researchers.

The Alan Marshall Short Story Award featured in the Yarra Plenty Regional Library's annual BookLover Festival for the first time. In celebrating the 30th anniversary of the Award, an engaging forum discussed Australian writing in homage to Alan Marshall.

- **Animate spaces**

Eltham Town Square was further enhanced with the installation of two permanent public art works; Tom Sanders *Wall of the Moon (Homage to Miro)* 1968, and the community art project *The Symbiogenesis Project: Laughing Waters*. Both installations have been key features of the redeveloped Town Square, with both pieces very quickly having become part of the Eltham psyche.



Practically Green Festival at Edendale attracted over 4,000 visitors who were treated to the participatory work *Archi Loom 2* by the Slow Art Collective. The work is a playful and interactive three-dimensional installation made from bamboo poles and woven materials; a living loom for weaving walls in an improvised collaboration of colour, rope and wool.

- **Artist residencies and studios**

The winning writers of the Alan Marshall Short Story Award won a two-day writers retreat at Montsalvat with esteemed judge, Archimede Fusillo. Not only does the writers retreat provides AMSSA with a point of difference from other literary awards, it provides the winning writers with a rare opportunity to network and collaborate with others of their own ordinarily secluded profession.

Artists Open Studios is one of the most significant ways in which Arts and Culture supports the business of the arts. Artists Open Studios is a network of 35 artists with home-based business studios. The Artists Open Studios weekends provide a rare opportunity for those businesses to open their studio doors to enable the public to experience the working life of an artist.



Nine Laughing Waters Artists in Residence utilised the opportunity to dedicate time and resources to the arts. Works were researched, developed and tested while others were polished and presented and as diverse from sound, music, painting, textiles, literature and performance. Nillumbik was invited in to the artist residency through a variety of workshops, presentations, open days and participatory projects. The artist residency provides opportunity for artists to come to Nillumbik and interpret the local landscape, and likewise, provides the local community to experience the arts in new ways.

- **Venues for creation, presentation and dissemination**

The arts and culture stream of the Nillumbik Community Fund enabled innovation in the arts at unusual venues. Theatre 451's comedy drama, *Beers & Trees* was performed at Hurstbridge's former Guides Hall, commonly now referred to as Cherry Tree Hall. The grant enabled an emerging playwright, Allee Richards, to develop a performance piece with the support of Theatre 451, and a cast of emerging young actors from the local area.

The former Evelyn County Estate winery provided the ideal venue for a pop-up gallery developed by a collective of local artists.

Eltham Community and Reception Centre played host to Opera Australia's classic, *Hansel & Gretel*. Performances at this venue enabled a larger and more diverse audience with local schools and seniors citizens coming together to enjoy the delights of opera.



The grounds of Montalvat were an apt venue to commission the installation of an ephemeral artwork, *Laughing Waters Landscapes* by Joanne Mott (pictured below), in response to the *Laughing Waters Road* exhibition. The piece reflected on the indigenous, colonial and recent histories of Laughing Waters, particularly responding to the landscape of Laughing Waters taking inspiration from the work of Gordon Ford.



Goal Three – Creative Economy

Arts and Culture are important assets in Nillumbik.

Outputs: \$548,000 operational budget, equates \$8.70 per resident

Outcomes (Impacts)

- **Cultural tourism and economic development**



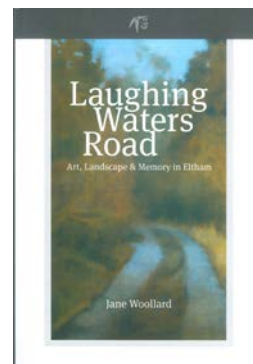
Nillumbik Artists Open Studios experienced another year of success. With 41 artists opening their studio doors to over 2,500 visitors, Artists Open Studios does much for Nillumbik's cultural tourism. The program is significant to the local creative economic and Nillumbik's economic development, with 30% of its visitors travelling 25-30km to attend and generating over \$57,000 in sales. Anecdotally, visitors to Artists Open Studios go on to dine in local cafes, visit wineries and spend in other local shops.

Likewise, Eltham Library Community Gallery presented 14 exhibitions, audiences to which we also anecdotally know go on to enjoy other offerings throughout Nillumbik.

- **Researching arts**

The publication of *Laughing Waters Road* followed the work of many years' research. Local history, arts history, family histories, Indigenous history and environmental and social history are all intertwined to create a fascinating story imbued in Nillumbik's cultural fabric.

The tireless work of Nillumbik's eleven local history groups was integral to the development of the *Nillumbik Heritage Guide*. Fact checking and double-checking, with much research to confirm sites of heritage significance.



- **Support 'business of the arts'**



Laughing Waters Artist Residency is another investment in the arts. The residency enables research and development of an artist's particular practice, which then contributes to the furtherance of the creative sector. Year Five, *Now Look Here*, welcomed nine artists into residence.

The Alan Marshall Short Story Award new prize format comprising a master class with the judge, is highly valued by the winning and finalist authors. The two-day master class is a rare opportunity for emerging writers to learn from a highly experienced and esteemed professional.

- **Valuing and investing in the arts**



The Nillumbik Shire Art Collection is the jewel in Council's arts crown. The Nillumbik Shire Art Collection saw a number of exciting acquisitions during the year. This included John Nixon's *Eltham, Riverbend*, John R. Neeson's *Riverbend Project*, Elizabeth Gower's *Cycles 7, 11, and 10*, Jodi Wiley's *Afternoon Light* (pictured left), Christine Johnson's series of prints titled *Voyages Botanical*, Camille Serisier's drawing *Laughing Waters Rock*, and Ashlee Laing's video *Bush Vandel (Green)*.

Prizes are an important avenue for valuing and investing in the arts. Prizes facilitate excellence and the leaping board for an artist to go on to further successes. The Nillumbik Prize, the Alan Marshall Short Story Award (AMSSA) and the Nillumbik Ekphrasis Poetry Award each contribute to an artist's professional life and ability to earn an income.

In a new twist to the Nillumbik Ekphrasis Poetry Award the 2016 program featured artworks selected from the *Laughing Waters Road* exhibition. The Ekphrasis Award provides another avenue to cross-promote the disciplines of visual and literary arts. With this year's Award featuring curated works from the *Laughing Waters Road* exhibition, it further extended the appreciation of that particular show.

Award Winning Australian Writing (AWAW) has published many Alan Marshall Short Story Award (AMSSA) authors and Nillumbik Ekphrasis Award poets over the years. This year was no exception, with AWAW's 2015 edition having published AMSSA 2014 stories 'Last Man Standing' by Michelle Wright (AMSSA Open Winner), 'To Swim the Purple Sea' by Keren Heenan (AMSSA Local Winner), 'Snake' by Frances Olive (AMSSA Local Winner) and 'Lost Sea Voices' by Felicity Plunkett (Ekphrasis Winner). AWAW is considered a highly prized publication for writers and its inclusion of AMSSA and Ekphrasis writers evidences the integrity of the judging of our awards and the quality of writing that the awards support.

It is important that each of Arts and Culture's prizes and residency places to be based on excellence, and also to be judged from a competitive pool. Integrity and scarcity in the prize must be maintained to ensure its value and reverence. This is achieved by contracting judges of note, and ensuring the prize is relevant to the potential entrants and attracting strong numbers. Individual entries increased to 243 this year. Selectors included renowned artist and local resident Deborah Halpern and Curator, Lesley Harding, from Heide Museum of Art. The 2016 judge was Kelly Gellatly, Director of The Ian Potter Museum of Art, The University of Melbourne, with local artist, Minna Gilligan awarded first prize for, *All the things that we do for fun*.



Goal Four – Creative Communities

A creative community solves problems together. Arts can challenge the past, stimulate new ideas and echo broader societal concerns.

Outputs: Opportunities to participate in 70 distinct events and projects across the year

Outcomes (Impacts)

- **Arts education**

A variety of educational opportunities to diverse target groups were on offer. *Creative Minds* was well attended this year, with schools from Eltham College, Catholic Ladies College, Eltham High and Plenty Valley Secondary College participating in this much anticipated annual event on the ELCG calendar. Students were shown admiration and support for their work with the official opening attracting in excess of 80 people.



The youth category of the Nillumbik Ekphrasis Poetry Award proved popular with local schools; aligning itself to the English curriculum, it provided an innovative introduction to poetry and creative writing.

Our online data base *Victorian Collections* continues to be added to promote our Collection to the wider (education) community in an accessible way.

- **Fostering creativity and increasing networking capacity across sectors**

Arts and Culture volunteers made an integral contribution to the cultural vitality of Nillumbik through our various programs across arts and local history. The final installations of the bespoke interpretive signage marking the Centenary of Anzac were designed, manufactured, installed at Hurstbridge, Christmas Hills and Kangaroo Ground Tower, with the generous advice from the Memorials Advisory Committee and community

Not only did two sublime mural projects bring more colour to Eltham, new relationships were forged with VCAL and HealthAbility paving the way for further collaborations into the future.



As part of the Nillumbik Community Fund, *Make it happen* workshops provided the participants with the tools to write a successful grant application, not just to the Nillumbik's funding programing but other funding opportunities elsewhere.

- **Recognising artists**

Prizes and awards, grants and residencies and application-based programs such as the Eltham Library Community Gallery and *Watch This Space* are ways in which Arts and Culture best facilitate ground-up initiatives that recognise artists. The diverse platforms



are important springboards for those artists to go on to qualify for professional recognition in the development of their careers. A Cultural Achievement Award was proudly presented to local ballerina, Amy Radford who was offered a place in The National Ballet Academy in Amsterdam..

Arts and Culture have strengthened opportunities to participate by collaborating with Yarra Plenty Regional Library through exhibitions at the Eltham Library Community Gallery, programs such as The Alan Marshall Short Story Award, satellite events for the Melbourne Writers Festival and the Booklovers Festival.

- **Presenting the arts**

Eltham Library Community Gallery and the Eltham Courthouse Readings are stalwarts in the arts and culture of Nillumbik. The Eltham Library Community Gallery enabled the presentation of 15 diverse exhibitions by local artists. Those exhibitions provide the next step in any one artist's career, and an opportunity to generate income and further commissions. Likewise, they provide an important opportunity for a creative exchange of ideas and dialogue, and otherwise enjoy beauty.



The third Thursday of every month, the Eltham Courthouse Readings consistently presents dynamic established poets to present their work and an open mic for emerging poets to also test their performance poetry.

In collaboration with Family & Children's Services, the travelling *Mayor for a Day* exhibition gave voice to local children and an ability to creatively express the community as they see it.

Goal Five – Communication and Leadership

Communication, listening, leadership, support local culture and stimulation of new ideas – “be the glue, not the do”.

Outputs: 45 partnerships from funding and service agreements to major collaborations

Outcomes (Impacts)

- **Civic engagement**

Arts and Culture is supported by a strong team of volunteers. Volunteers comprise the Arts Advisory Committee (Acquisition and Strategy) and the Memorials Advisory Committee. These volunteers generously share their skills, expertise and time. In the case of the Arts Advisory Committee (Acquisition and Strategy), the volunteer membership includes curators, conservators, artists and arts administrators from peak bodies.

As too, the Memorials Advisory Committee worked closely with officers to deliver the bespoke Centenary of Anzac interpretive signage and develop and review the matrix of Nillumbik’s memorials and monuments, completing its work under the committee’s Terms of Reference for that Council period.

Likewise, the Alan Marshall Short Story Award would not be sustainable without the commitment of volunteers, also appropriately qualified, encompassing writers, literature teachers, journalists, librarians and booksellers.

History Week was an apt time to present Nillumbik’s civic memorabilia, in collaboration with the local history groups, in a bespoke exhibition, A Toast To Our Past.



- **Organisational capacity – new ideas**

The 2015/16 new initiative for the implementation of the Cultural Plan enabled the dynamic curation of a major retrospective exhibition, *Laughing Waters Road: Art, Memory and Landscape in Eltham*. The exhibition surveyed 40 artists, the commissioning of an ephemeral artwork *Laughing Waters Landscapes* by Joanne Mott and a dynamic suite of public programs to enrich the exhibition audience’s viewing experience.

The catalogue and art journal to the *Laughing Waters Road: Art, Landscape and Memory in Eltham* exhibition aimed to encourage the exchange of ideas and inspire people to create their own artistic response to the material. This journal was supported by a grant from the Gordan Darling Foundation.

- **Creative exchange and forums**

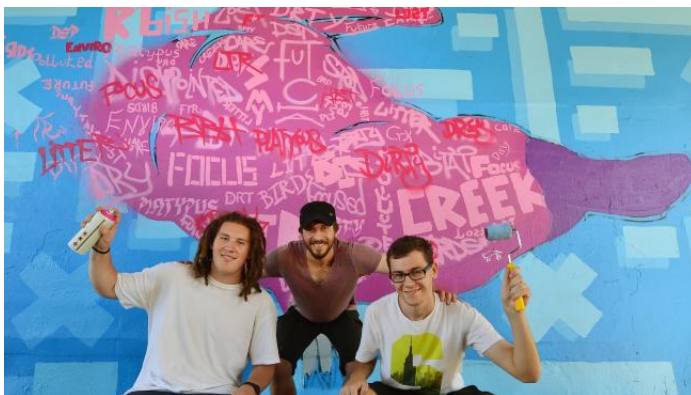


To complement the exhibition *Laughing Waters Road: Art, Landscape and Memory in Eltham*, the living room from Birrarung house had been recreated at Montsalvat for a series of free public events that explored and celebrated the private and domestic aspects of artistic production in the Artist-in-Residence context. Public programs included an author talk, with Jane Woollard, a collaborative colouring session, a screening of Tim Burstall's 1960 Venice Film Festival award winning film, *The Prize* and a group knitting project.

Strong collaborations with Yarra Plenty Regional Library enabled an inaugural forum to celebrate the 30th anniversary of the Alan Marshall Short Story Award. The forum, *Australia: In conversation with Jeff Sparrow and Tony Birch* explored the ways in which Australia and Australianness has been represented in literature.

Partnerships forged with Writers Victoria produced an another important forum, *And the winner is...* panel discussion with Toni Jordan, Adolfo Aranjuez, Daniel Donahoo and moderated by Morag Fraser, exploring whether literary awards still matter.

The launch of the annual *diversARTy* exhibition featured a panel discussion on how arts and creativity contribute to health and wellbeing reinforcing the importance of community arts.



The redevelopment of the Eltham Town Square provided an opportunity for officers across Council to install two permanent public art pieces.

Two externally funded mural projects, were also the result of strong cross-functional collaborations with Waste, Youth and Older Adults.

- **Civic policies and strategies**

With the recently endorsed Nillumbik Shire Art Collection Policy, the Arts Advisory Committee was able to work with the new policy in order to recommend a suite of strong acquisitions for Nillumbik.



- **Information sharing**

Social media interaction is regarded throughout the local government and arts sectors as an important platform of engagement with community. Arts and Culture’s monthly e-bulletin has a readership of just over 1,000 attracting 1,999 clicks onto specific program information evidencing active engagement with the information.

Arts and Culture’s dedicated Facebook page has enjoyed a reach of 43,572 people over the course of the year. This is evidenced by clicks, likes, comments and shares, with 438 formal likes. One of the success indicators of Facebook is considered to be the interaction generated between the audience initiated by the audience themselves, such as discussion or sharing of information and ideas in response to a given post.



Now look here



During this final year officers will deliver on three major projects during the Cultural Plan's Year Six:

1. An innovative ephemeral public arts season, *Green Wedge Arts Incubator*, funded as a new initiative opportunity, creatively activating three key sites in Nillumbik, namely, the Hurstbridge Hub, St Andrews Community Centre and on board the Community Bus.
2. A creative community engagement, to contribute to the Arts and Cultural Development planning process 2018-2022.
3. The completion of Rapid Asset registration and on-line listing on Victoria Collections of the Nillumbik Shire Art Collection and Nillumbik's memorials.

Other key projects, aside from the usual signature program, include:

- **Arts and Cultural Programs**

- Refinement of the Literary Nillumbik program with a new partnership with Writer's Victoria and the introduction for pre-award workshops in lieu of the master class prize, to strengthen the calibre of award entries.
- Extend the reach of the highly successful Nillumbik Heritage Guide.

- **Community Arts**

- Increased opportunities to the community to exhibit at the Eltham Library Community Gallery.
- The development of community cultural development practices to enable stronger Nillumbik Community Fund applications and support to both successful and unsuccessful applicants.

- **Cultural Collections**

- The development of an on-line resource for Nillumbik's VCE arts students that reference the Nillumbik Art Collection in the context of curriculum study area to be launched with the 2017 *Creative Minds* exhibition at Eltham Library Community Gallery.
- De-accessioning of memorabilia and visual art items from the Nillumbik Art Collection.

- **Cultural Planning**

- Development of percent for art policy and public art strategy.

- **Promotions**

- Development of an on-line artist profile as a low cost but high impact method to increase Council's advocacy for the arts and support to local artists.

Arts Advisory Committee

Terms of Reference



Classification

Advisory Committee of Council

Purpose

To provide a formal mechanism for Council to consult with key stakeholders, seek specialist advice and enable community participation in the development, implementation and evaluation of the Arts and Cultural Plan 2018-2022.

Objectives

- To assist and advise Council regarding key issues relating to arts and culture.
- Provide a forum for dissemination and consideration of information to the local community.
- Collaborate on strategies to maximize participation in the cultural life of the community and opportunities to enjoy the arts.
- Act as the Project Reference Group for the Arts and Cultural Plan 2018-2022.
- Advise on the ongoing implementation and evaluation of the Arts and Cultural Plan 2018-2022.
- Advise on the acquisition and de-accessioning of artworks in accordance with the Nillumbik Shire Art Collection Policy 2014-2017.

Membership and chairperson

- Arts and Economic Development Portfolio Councillor to act as chairperson.
- Community Services Portfolio Councillor to act as deputy chairperson.
- Seven volunteer community representatives to collectively represent a diverse range of arts and cultural expertise, with an even spread of members representing one of the three discipline areas as defined by the National Arts and Culture Accord:
 - Core arts (such as music, performing arts, literature, visual arts, galleries, theatres, for vocational and/or recreational purposes; together with libraries, cultural venues, events and festivals, education and training institutions);
 - Creative industries (such as publishing, film, television, new media, fashion, design); and
 - Cultural heritage (such as the work undertaken by museums, galleries, libraries to preserve, and provide public access to, artefacts and intangible cultural heritage, including indigenous heritage).

Term of appointment

Community representatives will be appointed for a two-year term or until otherwise resolved by Council.

Co-opted members

Suitably skilled persons may be invited to join the committee in an advisory capacity, for a specified purpose and for a specified period of time. Co-opted members do not contribute to the committee's quorum.

Quorum

A meeting can only take place with a minimum quorum of five community representatives. At least one Council staff member must be present for administrative purposes.

Member responsibilities

In order to fulfil the Committee's objectives, members are expected to:

- Demonstrate an understanding of issues relevant to the Nillumbik municipality and surrounding region.
- Understand the role of local government in the arts and cultural sector.
- Be conversant with relevant Council plans and policies, including the Council Plan, Health and Wellbeing Plan, Economic Development Plan.
- Participate in formal induction as a volunteer of Nillumbik Shire Council.
- Prepare for and actively participate in regular committee meetings.

Nillumbik Shire Council is committed to providing a safe workplace for employees, councillors and volunteers. Members of Council's advisory committees must:

- Adhere to the Equal Opportunity Act 1995, and refrain from discriminating, harassing or bullying other people and using offensive language in their capacity as a member of the Committee.
- Adhere to the requirements of the Occupational Health and Safety Act 2004 and have regard to the principles of health and safety. Committee members must ensure that they contribute to the notion of a healthy and safe workplace.
- The council officer with responsibility for convening the advisory committee will provide an overview of the relevant legislative requirements and Council's Equal Opportunity and Anti Bullying and Violence Policy as part of the committee induction process.

Meeting frequency

Meetings are held bi-monthly at the Civic Centre, Civic Drive, Greensborough. Extra-ordinary meetings may be convened as required.

Management of the Committee

- The Coordinator Arts and Cultural Development, or other appointed officer will resource the Committee and attend all meetings.
- Council officers will be responsible for preparation of meeting agendas, minutes, reports and other administrative functions.
- Council officers provide support only and do not have voting rights.

Reporting procedure

- The Arts Advisory Committee is not a decision-making body and does not require voting protocols or other decision making mechanisms.
- Any advice provided by the Committee will be reached by consensus. Where differing views may be expressed by the Committee, these views will be reflect in any reports and statements issued.
- Minutes of the meetings are presented to Council for information at the next scheduled Council Meeting.
- Recommendations made by the Advisory Committee require consideration and approval by Council (or the relevant delegated Council officer) before being fully endorsed and acted upon.

Public Statements

Members of the Committee cannot make public statements on behalf of Council.

References

- Cultural Plan 2011-2017.
- Council Plan 2013-2017.
- Nillumbik Shire Art Collection Policy 2014-2017.
- Arts and Cultural Plan 2018-2022 Project Charter.
- Arts and Cultural Plan 2018-2022 Community Engagement and Communications Plan.

Contact details of group

Michelle Zemancheff, Coordinator Arts and Cultural Development, 9433 3132.

Approval date

March 2017

Next review date

March 2019



Community Engagement & Communications Plan

Arts and Cultural Plan 2018-2022

Community and Leisure Department

Version 4.0 (14 March 2017)

Document Acceptance and Release Notice

This document is Version No. 4 date: 14 March 2017 of the Arts and Cultural Plan 2018-2022 Community Engagement and Communications Plan.

This project brief is a managed document. For identification of amendments each page contains a release number and a page number. Changes will only be issued as complete replacement. Recipients should remove superseded versions from circulation.

This document is authorised for release once all signatures have been obtained.

PREPARED: _____ Date: ____ - ____ - ____
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Arts and Cultural Plan 2018-2022
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Arts and Cultural Plan 2018-2022
 Project Sponsor

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Project Background

The following Community Engagement and Communications Plan augments the Project Charter for community consultation and engagement for the Arts and Cultural Plan 2018-2022.

Article 27 of the Declaration of Human Rights underpins every citizen's right to participate in the cultural life of the community and to enjoy the arts.

In 2013 the Australian Government's Minister for the Arts, state and territory arts and cultural ministers and the Australian Local Government Association on behalf of local government agreed to a National Arts and Culture Accord. The Accord recognises the importance of the arts and the need to support strong and vibrant arts, cultural heritage and creative industries sectors. The Accord provides a framework for all tiers of government to work together to support Australian's artists, cultural institutions and creative industries, to ensure participation in the cultural life of their community and enjoy the arts.

The Australian Local Government Association's (ALGA) recognises that strategic cultural planning is integral to enabling local communities to respond to changing social, recreational, leisure and economic needs, and to address the increasing demand for cultural resources. It also recognises that cultural services include provision of libraries, museums, art galleries, performing arts centres, employment and provision of assistance to professional cultural workers. Local governments therefore have a responsibility, through the Accord, to set long-term objectives for cultural planning and the arts, support local institutions such as libraries and galleries, and utilise the arts to improve community health and wellbeing.

Section 3C of the Local Government Act 1989 provides for the promotion of social, economic, and environmental sustainability of the municipality; ensure best value services and efficient use of resources, and improvement of the overall quality of life for community members.

Creative Victoria, the peak statutory body for arts and culture for the State of Victoria, also recognises the investment that local government makes in the arts and culture sector which delivers important economic, social and cultural outcomes. This investment has significant impact on communities' liveability, social cohesion, education, employment and cultural tourism. In its four year strategy, *Creative State*, local government is identified as having an important role in the planning, development and provision of creative industry infrastructure and services.

Municipals Association Victoria (MAV) worked closely with Creative Victoria in developing Creative State. MAV similarly acknowledges that creativity and culture are central to our identity, to the liveability of our communities, to our social cohesion and to our productivity.

Culture is built upon our beliefs and values; and the arts are an expression of our culture. Strong cultural planning should be based on community values. In

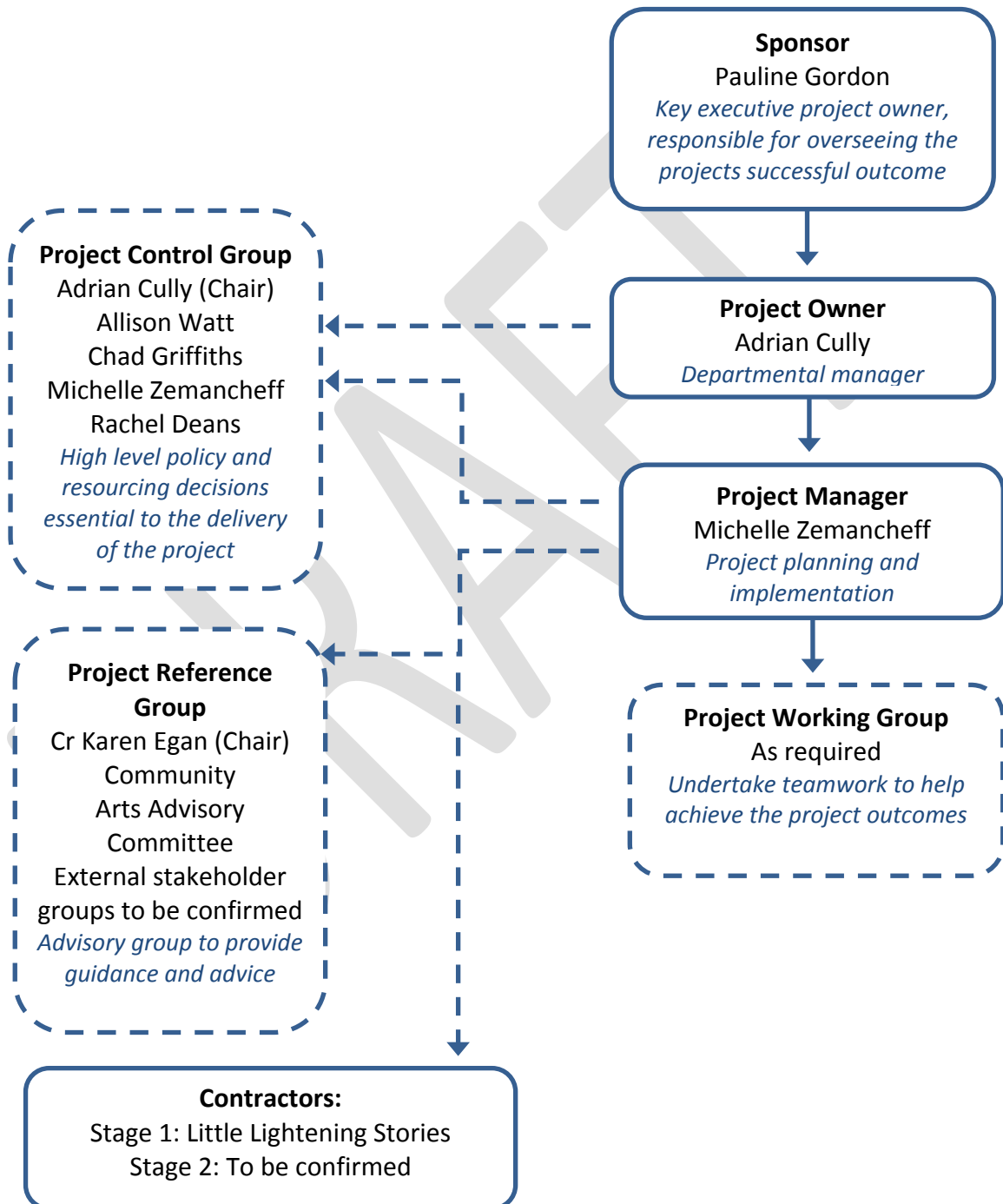
order to develop Nillumbik's new Arts and Cultural Plan 2018-2022, this project will revisit the community values that informed the Cultural Plan 2011-2017. A thorough consultation process will be launched during the first half of 2017 to ensure a diverse spread of views across Nillumbik is represented in a new plan.

Coinciding with the release of a new Council Plan, it is envisaged that the Arts and Cultural Plan will be drafted to respond directly to the new Council Plan goals in line with community needs and aspirations. As such, the Arts and Cultural Plan 2018-2022 will:

- Be based on community values and a diverse spread of community needs and aspirations;
- Be evidence based;
- Enable the community to actively contribute to the development, implementation and evaluation of the plan;
- Be consistent with the National Arts and Culture Accord's definitions of arts and culture:
 - Core arts: music, performing arts, literature and visual arts, including established and emerging art forms, and inter-arts activities, education, collections and performances; whether they be individual or collective activities; for vocational or recreational purposes; and publicly accessible via galleries, libraries, theatres, cultural venues, training institutions, on-line and broadcast.
 - Creative industries: Film, television production, broadcasting, electronic games, architecture, design and fashion, publishing, media and advertising; where diverse creative and business skills are harnessed for commercial production and dissemination.
 - Cultural heritage: preservation and public access to artefacts and intangible cultural heritage (particularly indigenous culture) as undertaken by museums, galleries, libraries and archives.
- Specify how Council can work with Creative Victoria and other agencies to accomplish goals and strategies of the plan; and
- Be consistent with the Council Plan and Municipal Health and Wellbeing Plan.
- Activate mechanisms for evaluation and measurement that include social impact alongside cultural and economic indicators.

Communication and Engagement Governance

The Project Reference Group comprises members of the community who are able to both represent the interests of a wide cross-section of community sub-groups, and provide expert knowledge and advice on arts and culture. The Project Working Group is also able to represent the interests of, and provide access to, particular community groups including minority groups.



Rationale for Community Engagement

- Protection and promotion of every citizen’s human right to participate in the cultural life of the community and to enjoy the arts.
- Cultural planning is a reflection of community values.
- Ensures all stakeholders have the opportunity to participate and contribute their knowledge and aspirations on arts and culture.
- Involving the community ensures it identifies the ways to create an environment in which people can achieve maximum opportunities to participate in the cultural life of the community and to enjoy the arts.
- As the plan will reflect community values, it will promote ongoing community engagement with arts as an expression of its local culture.
- Collaboration with Council departments, external service providers, peak bodies, community groups and other interested parties creates partnerships and commitment to strategies that maximise participation in the cultural life of the community and opportunities to enjoy the arts.

IAP2 (International Association for Public Participation Australasia) Framework

The Community Engagement and Communications Plan identifies the stakeholders and establishes the level of engagement within the IAP2 community engagement framework and in accordance with the Nillumbik Community Engagement Policy. The IAP2 Framework is shown below. Although the levels of Inform and Consult will be used in some instances, it is intended to work mostly within the Involve and Collaborate levels of the framework.

Inform	Consult	Involve	Collaborate	Empower
Public Participation Goal:				
To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place the final decision in the hands of the public.
Promise to the Public:				
We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decision to the maximum extent possible.	We will implement what you decide.

Identifying Stakeholders

Culture is built upon our beliefs and values; and the arts are an expression of our culture. As such, it is critical to try to identify and understand all stakeholder groups, particularly minority groups. As part of this project, we will consult with stakeholders who are often harder to reach including but not limited to:

- Aboriginal and Torres Strait Islander people;
- CALD communities; and
- People with disability; together with
- Established members of the local arts community and creative industry, including those who represent Nillumbik on the world stage; and, cover the spectrum of arts disciplines practiced in Nillumbik.

Additionally, we will consult with government and non-government organisations, agencies, and peak bodies, volunteer groups and special interest groups. A full list of identified stakeholders can be found in Attachment 2 which includes:

- Arts and heritage organisations in Nillumbik including:
 - Core arts: music, performing arts, literature, visual arts, galleries, libraries, theatres, cultural venues, festivals and events, education and, training institutions;
 - Creative industries: Film, television production, broadcasting, electronic games, architecture, design, fashion, publishing, media and advertising;
 - Cultural heritage: museums, local history groups and indigenous heritage.
- General community and commerce sectors of Nillumbik;
- Peak arts and heritage industry organisations; and
- Government and agencies, particularly those related to the political spectrum that provides the foundations for arts and cultural policy and creative industry best practice, as outlined in the flow-chart below.



Community Engagement Action Plan

Stakeholder	IAP2 level of engagement	Tool	Timing
Councillors	Involve	Councillor representative to chair Project Reference Group Elected representative advice Champion the project	Councillor briefings and reports as scheduled
Project Reference Group	Collaborate	Review of working documents Expert advice Champion the project	Six-weekly meetings
Arts Advisory Committee	Collaborate	Representation on Project Reference Group Review of working documents Expert advice Champion the project	Quarterly meetings
Project Working Group	Collaborate	Review of working documents Expert advice Champion the project	Every three weeks
Council staff	Collaborate	Stakeholder identification and conduit Expert advice	Team meetings as scheduled
Nillumbik arts and general community	Involve	Focus group and forum participation Expert advice Submissions on discussion paper, survey and draft plan	Focus group meetings June 2017 Forum meetings September 2017 Survey and discussion paper responses October 2017 Draft plan responses November 2017
State government	Involve	Forum participation, submissions on discussion paper, survey and draft plan	Forum meetings September 2017 Survey and discussion paper responses October 2017 Draft plan responses November 2017
Non-government arts organisations	Collaborate	Forum participation, submissions on discussion paper, survey and draft plan	Forum meetings September 2017 Survey and discussion paper responses October 2017 Draft plan responses November 2017

Community engagement and consultation methodology

The project will encompass diverse community consultation over four stages for the drafting and endorsement of the Arts and Cultural Plan 2018-22.

- Stage 1 is the confirmation of community values through independently facilitated focus group meetings.
- Stage 2 is a series of arts discussion forums also independently facilitated with local guest speakers on the subject of arts and culture. The higher level values confirmed through stage 1 will inform the stage 2 consultation process, enable the opportunity to ask the community what it wants from its Arts and Cultural Plan.
- Stage 3 is a survey campaign utilising traditional methods of data collection and social media. The third stage of consultation will drill down into the framework of the Arts and Cultural Plan, and confirm the community's needs and aspirations identified through the first two stages.
- The Arts and Cultural Plan will be developed and will return to Council for endorsement before being released in draft to the community for comment.
- The Arts and Cultural Plan 2018-2022 will be launched in early 2018 with an exhibition of the *Travelling Teapot* artworks at Eltham Library Community Gallery.

Community engagement and consultation timeline

Date	Milestone	Responsibility
Stage 1		
September – December 2016	Little Lightening Stories / Maker Space potters to create tea sets	Arts and Cultural Development
January – February 2016	Project establishment: Project Brief and Community Engagement Plan	Arts and Cultural Development <i>Collaborate:</i> Project Control Group Project Reference Group Project Working Group
March 2016	Brief and report to Council for endorsement of <ul style="list-style-type: none"> • Community Engagement and Communication Plan • Arts Advisory Committee Terms of Reference 	Arts and Cultural Development
	Public advertisement calling for expressions of interest for Arts Advisory Committee nomination	Arts and Cultural Development Communications

Date	Milestone	Responsibility
Stage 1 (con't)		
April 2016	Report to Council to endorse Arts Advisory Committee nominations	Arts and Cultural Development
	Project groups to meet	Project Control Group Project Reference Group Project Working Group
	Development of stage 1 <i>Travelling Teapot</i> promotional campaign	Arts and Cultural Development Communications
	Engage stage 2 forum facilitator/s	Project Reference Group
May 2016	Convene project meetings:	Project Control Group Project Reference Group Project Working Group
	Promote stage 1 <i>Travelling Teapot</i> focus group meetings	Arts and Cultural Development Communications
	Development of stage 2 forum series promotional campaign	Arts & Cultural Development <i>Collaborate:</i> Project Working Group
June 2017	<i>Travelling Teapot</i> focus groups	Arts & Cultural Development <i>Collaborate:</i> Project Reference Group Project Working Group
July 2017	Community table cloth and video production	Contract project manager
August 2017	Project groups to meet	Project Control Group Project Reference Group Project Working Group
	Promote stage 2 forum series	Arts and Cultural Development Communications
Stage 2		
September 2017	Arts forum series	Arts & Cultural Development <i>Collaborate:</i> Project Reference Group Project Working Group
	Convene project meetings and development of discussion paper and survey	Project Control Group Project Reference Group Project Working Group
	Report to Council to endorse survey	Arts and Cultural Development
Stage 3		
October 2017	On-line survey campaign	Arts and Cultural Development Communications

Date	Milestone	Responsibility
Stage 3 (con't)		
October 2017 (con't)	Targeted 1:1 survey collection through team meetings, Arts Advisory Committee, community group meetings, internal team meetings	Arts & Cultural Development <i>Collaborate:</i> Project Working Group
	Project groups to meet	Project Control Group Project Reference Group Project Working Group
Stage 4		
November 2017	Draft Cultural Plan 2018-2022	Arts & Cultural Development
	Project groups to meet	Project Control Group Project Reference Group Project Working Group
	Plan stage 4 launch at Eltham Library Community Gallery (ELCG)	Arts & Cultural Development
	Stakeholder management: • General Management Team • Council briefing • Arts Advisory Committee	Arts & Cultural Development
	Release draft plan for community response	Arts and Cultural Development Communications
December 2017	Complete Cultural Plan 2018-2022	Arts & Cultural Development
	Project groups to meet	Project Control Group Project Reference Group Project Working Group
	Development of stage 4 ELCG launch promotions	Arts and Cultural Development Communications
January 2018	Report to Council for endorsement	Arts & Cultural Development
	Promote stage 4 ELCG launch	Arts and Cultural Development Communications
February 2018	Launch Cultural Plan 2018-2022	Arts & Cultural Development

Communication objectives

- To invite the community to actively contribute to the development of the Arts and Cultural Plan 2018-2022.
- To inform the community of the progress of the development of the Arts and Cultural Plan 2018-2022 that has resulted from the community engagement and consultation.
- To facilitate opportunities to participate in the cultural life of the community and to enjoy the arts.

Key messages

- Article 27 of the Declaration of Human Rights which underpins every citizen's right to participate in the cultural life of the community and to enjoy the arts.
- Evidence and values-based cultural planning will make for a strong Arts and Cultural Plan.
- Community involvement is integral to a successful plan.
- Community is invited to actively contribute to the development, implementation and evaluation of the Arts and Cultural Plan 2018-2022.

Engagement and communication action plan

Key dates	Message	Communication Tool	Audience	Responsibility
January 2017	Arts and Cultural Plan community consultation teaser	Nillumbik News Winter edition copy deadline	Arts and general community	Arts and Cultural Development Communications
March 2017	Community Engagement and Communications Plan endorsement	Briefing and report to Council	Council	Arts and Cultural Development
April 2017	Public advertisement calling for expressions of interest for Arts Advisory Committee nomination	Print media release Social media promotions Arts & Cultural Development monthly e-news NSC webpage	Arts and general community	Arts and Cultural Development Communications
	Arts Advisory Committee membership endorsement	Report to Council	Council	Arts and Cultural Development
	Announce Arts Advisory Committee membership	Social media promotions Arts & Cultural Development monthly e-news	Arts and general community	Arts and Cultural Development
April – May 2017	Invitation to <i>Travelling Teapot</i> focus group meetings	Travelling Teapot video trailer Print media release Social media promotions Arts & Cultural Development monthly e-news	Councillor group Arts and general community Government and non-government agencies	Arts and Cultural Development Communications <i>Collaborate:</i> Project Reference Group Project Working Group
May 2017	Arts and Cultural Plan community consultation teaser	Nillumbik News Spring edition copy deadline	Arts and general community	Arts and Cultural Development Communications

Key dates	Message	Communication Tool	Audience	Responsibility
June 2017	Arts and Cultural Plan community consultation teaser	Nillumbik News Winter edition	Councillor group Arts and general community	Communications
July - August 2017	Invitation to arts forums	Travelling Teapot video trailer Print media release Social media promotions Arts & Cultural Development monthly e-news Other NSC team e-news and social media Nillumbik News winter edition	Councillor group Arts and general community Government and non-government agencies	Arts and Cultural Development Communications <i>Collaborate:</i> Project Reference Group Project Working Group
September 2017	Discussion paper and survey endorsement	Report to Council	Council	Arts and Cultural Development
	Arts and Cultural Plan community consultation teaser	Nillumbik News Spring edition	Councillor group Arts and general community	Arts and Cultural Development Communications
October 2017	Invitation to participate in survey and respond to discussion paper	Print media release Social media promotions Arts & Cultural Development monthly e-news Other NSC team e-news and social media NSC webpage Creative industry publications and newsletters	Arts and general community Government and non-government agencies	Arts and Cultural Development Communications <i>Collaborate:</i> Project Reference Group Project Working Group
	Targeted 1:1 survey collection	Face to face meetings	Arts and general community	Arts and Cultural Development <i>Collaborate:</i> Project Working Group
November	Endorsement of draft plan for public exhibition	Report to Council	Council	Arts and Cultural Development

Key dates	Message	Communication Tool	Audience	Responsibility
November (con't)	Public exhibition of draft plan	Print media release Social media promotions Arts & Cultural Development monthly e-news NSC webpage Creative industry publications and newsletters	Arts and general community Government and non-government agencies	Arts and Cultural Development Communications <i>Collaborate:</i> Project Reference Group Project Working Group
January	Launch invitation	Print media release Social media promotions Arts & Cultural Development monthly e-news NSC webpage Creative industry publications and newsletters	Arts and general community Government and non-government agencies	Arts and Cultural Development Communications <i>Collaborate:</i> Project Reference Group Project Working Group

Cultural Plan 2018-2022
Attachment 1: Proposed Travelling Teapot Focus Group Questions

Relationship to <i>Picture Nillumbik</i>	Questions for focussing collective attention	Questions for connecting ideas and finding deeper insights	Questions that create forward movement
<u>Local village life</u> Love and affection for unique townships as a place to meet, shop, play and connect in a meaningful way.		What pressing challenges & opportunities are present in our community?	
<u>Deep connection and resilient community</u> A community that comes together and responds to economic, social and environmental challenges.	How do you define community? What joins us together? What is the greatest good that comes from gathering together? Can you share a story about a time in the community you felt most engaged and vibrant?	What is most alive in this community right now?	How can we move from top down, to community driven approaches? What seed might we plant together today that could make the most difference to the future of our community? How do we learn as a community and what would help us to act on the changes we would like to see?
<u>Balance with nature</u> A community seek to protect, nurture and experience the environment so that it can sustain life.		How can we enhance our capacity to talk and think more deeply together about the critical issues facing our communities and our planet?	
<u>A sustaining and evolving economy</u> Local living, working and playing, creating the conditions for sustainable and economic growth in green business, sustainable transport, agriculture and food production.		How do we get people in the community to start thinking of themselves as citizens again instead of tax payers?	
<u>Creative expression, art and cultural exchange</u> A community rich in cultural heritage worth sharing and celebrating.	What do we appreciate most about our community? What do you see & feel as the heartbeat of the community?		In ten years' time how do you imagine the community to be? What conditions invite cooperation & creativity
<u>Experience, discovery and fulfilment</u> Lifelong learning, participatory democracy and positive living through all stages of life.	How can we define our collective wisdom (gifts of our hands, heart and head)? What practices /skills do we have to offer?	What do you wish to learn, what new connections would you like to make?	What question could make the greatest difference to the future of the Community? What conversation, if begun today, could ripple out in a way that created new possibilities for the future?

**Cultural Plan 2018-2022
Attachment 2: Stakeholder Analysis**

Internal Stakeholders	What is their role in the project?	What are they expecting from the project?	How		What we need from them? What they require from us?	IAP2 Inform Consult Involve Collaborate Empower
			Are they impacted by the project?	They impact the project?		
Councillor group	Reference and Champion	Consultation outcomes to be utilised in council planning	Incorporation of this project into existing council planning	Project endorsement; consultation participants; opportunity to engage directly with constituents.	Utilise this project's outcomes as an addendum to <i>Picture Nillumbik</i> and incorporate into new Council Plan	Involve
General Management Team	Reference Champion	Consultation outcomes to be utilised in strategic planning	Incorporation of this project into existing strategic planning		Advice as required.	Consult
Governance	Reference and champion	Consultation outcomes to be utilised in strategic planning	Incorporation of this project into existing consultation processes		Advice as required.	Consult
Community Development and Inclusion	Partners	Consultation outcomes to be utilised in strategic planning	Imposition on existing programs	Identification of key community participants; Broker community relationships.	In kind support from Community Development & Inclusion to identify key community participants; and if necessary broker community relationships.	Collaborate

Internal Stakeholders	What is their role in the project?	What are they expecting from the project?	How		What we need from them? What they require from us?	IAP2 Inform Consult Involve Collaborate Empower
			Are they impacted by the project?	They impact the project?		
Community Halls	Partners	Consultation outcomes to be utilised in strategic planning	Increased hall bookings	Venue hire; Identification of key community participants; Broker community relationships.	In-kind support from Community Halls to fund venue hire; Identification of key community participants	Collaborate
Edendale	Partners	Consultation outcomes to be utilised in strategic planning	Increased venue bookings	Venue hire; Identification of key community participants; broker relationships.	In-kind support from Edendale to fund venue hire; Identification of key community participants.	Collaborate
Living & Learning Nillumbik	Partners	Consultation outcomes to be utilised in strategic planning	Imposition on existing programs	Venue hire; Identification of key community participants; broker relationships.	In-kind support provision of studio spaces. Arts and Cultural Development to reimburse disbursements	Collaborate
Assets and Property	Reference	Consultation outcomes to be utilised in strategic planning	Incorporation of this project into existing consultation processes	Identification of key community participants; Broker relationships.	Information sharing	Consult
Communications	Reference and champion	Consultation outcomes to be utilised in communications planning	Incorporation of this project into existing communications programming schedules	Provision of website and social media space; Nillumbik News and print media.	In-kind support from Communications for web-site and social media space	Collaborate

Internal Stakeholders	What is their role in the project?	What are they expecting from the project?	How		What we need from them? What they require from us?	IAP2 Inform Consult Involve Collaborate Empower
			Are they impacted by the project?	They impact the project?		
Environmental Works	Reference and champion	Consultation outcomes to be utilised in strategic planning	Incorporation of this project into existing consultation processes	Identification of key community participants; Broker relationships.	Information sharing	Collaborate
Executive Services	Reference	Provision of information	Answerable to new councillor group	Keeping councillors informed	Provision of invitations to councillors and up keeping of councillors' diaries as required	Inform
Family & Children's Services	Reference and champion	Consultation outcomes to be utilised in strategic planning	Incorporation of this project into existing consultation processes	Identification of key community participants; Broker relationships.	Information sharing	Collaborate
Leisure Services	Reference and champion	Consultation outcomes to be utilised in strategic planning	Incorporation of this project into existing consultation processes	Identification of key community participants; Broker relationships.	Information sharing	Collaborate
Positive Ageing	Reference and champion	Consultation outcomes to be utilised in strategic planning	Incorporation of this project into existing consultation processes	Identification of key community participants; Broker relationships.	Information sharing	Collaborate
Social Development and Planning	Reference and champion	Consultation outcomes to be utilised in strategic planning	Incorporation of this project into existing consultation processes	Identification of key community participants; Broker relationships.	Information sharing	Collaborate
Strategic Planning	Reference and champion	Consultation outcomes to be utilised in strategic planning	Incorporation of this project into existing consultation and strategic planning processes	Identification of key community participants; Broker relationships.	Information sharing	Collaborate

Internal Stakeholders	What is their role in the project?	What are they expecting from the project?	How		What we need from them? What they require from us?	IAP2 Inform Consult Involve Collaborate Empower
			Are they impacted by the project?	They impact the project?		

Youth Services	Reference and champion	Consultation outcomes to be utilised in strategic planning	Incorporation of this project into existing consultation processes	Identification of key community participants; Broker relationships.	Information sharing	Collaborate
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External Stakeholders	What is their role in the project?	What are they expecting from the project?	How		What we need from them? What they require from us?	IAP2 Inform Consult Involve Collaborate Empower
			Are they impacted by the project?	They impact the project?		

Arts Advisory Committee	Partners	Consultation to be utilised in next cultural plan	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Collaborate
Arts and Cultural Development program participants	Reference and champion	Consultation to be utilised in next cultural plan	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Collaborate
Arts and Cultural Development mailing list recipients	Reference	Consultation to be utilised in next cultural plan	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Involve

External Stakeholders	What is their role in the project?	What are they expecting from the project?	How		What we need from them? What they require from us?	IAP2 Inform Consult Involve Collaborate Empower
			Are they impacted by the project?	They impact the project?		
Araluen	Reference and champion	Consultation to be utilised in next cultural plan	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Involve
Artists Open Studios	Reference and champion	Consultation to be utilised in next cultural plan	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Collaborate
Baldessin Press	Reference and champion	Consultation to be utilised in next cultural plan	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Collaborate
Boite World Music	Reference	Consultation to be utilised in next cultural plan	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Involve
Bushfire Recovery Arts Program participants	Reference	Consultation to be utilised in next cultural plan	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Involve
Butterfly Studio	Reference and champion	Consultation to be utilised in next cultural plan	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Collaborate
Courthouse Poetry Readings participants	Reference and champion	Consultation to be utilised in next cultural plan	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Collaborate

External Stakeholders	What is their role in the project?	What are they expecting from the project?	How		What we need from them? What they require from us?	IAP2 Inform Consult Involve Collaborate Empower
			Are they impacted by the project?	They impact the project?		
Dunmoochin Foundation	Reference and champion	Consultation to be utilised in next cultural plan	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Collaborate
Eltham Arts Council	Reference	Consultation to be utilised in next cultural plan	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Involve
Eltham Concert Band	Reference	Consultation to be utilised in next cultural plan	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Involve
Eltham Little Theatre	Reference	Consultation to be utilised in next cultural plan	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Involve
Eltham Library Community Gallery exhibitors	Reference and champion	Consultation to be utilised in next cultural plan	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Involve

External Stakeholders	What is their role in the project?	What are they expecting from the project?	How		What we need from them? What they require from us?	IAP2 Inform Consult Involve Collaborate Empower
			Are they impacted by the project?	They impact the project?		
Individual nationally recognised local contemporary arts professionals <ul style="list-style-type: none"> • Amanda Gibson • Andrew Garton • Brian Gilkes • Deborah Halpern • Debra Lawrance • Dennis Coard • John Nixon • Juan Ford • Melinda Martin • Michael Peck • Michelle Wright • Minna Gilligan • Neil Grant • Peter Wegner • Siri Hayes 	Reference	Provision of information	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Collaborate
Laughing Waters Artists in Residence	Reference and champion	Consultation to be utilised in next cultural plan	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Involve
Leo Scott Framers	Reference	Consultation to be utilised in next cultural plan	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Involve

External Stakeholders	What is their role in the project?	What are they expecting from the project?	How		What we need from them? What they require from us?	IAP2 Inform Consult Involve Collaborate Empower
			Are they impacted by the project?	They impact the project?		
Literary Nillumbik finalists and entrants	Reference and champion	Consultation to be utilised in next cultural plan	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Involve
Michael Wilson Jeweller	Reference	Consultation to be utilised in next cultural plan	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Involve
Montsalvat	Reference and champion	Consultation to be utilised in next cultural plan	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Collaborate
Nillumbik Reconciliation Group	Reference and champion	Consultation to be utilised in next cultural plan	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Collaborate
Nillumbik Tourism Association	Reference and champion	Consultation to be utilised in next cultural plan	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Collaborate
Nyora Gallery	Reference	Consultation to be utilised in next cultural plan	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Involve

External Stakeholders	What is their role in the project?	What are they expecting from the project?	How		What we need from them? What they require from us?	IAP2 Inform Consult Involve Collaborate Empower
			Are they impacted by the project?	They impact the project?		
Pharos Centre	Reference and champion	Consultation to be utilised in next cultural plan	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Collaborate
Theatre 451	Reference and champion	Consultation to be utilised in next cultural plan	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Collaborate
Victorian Artists Supplies	Reference	Consultation to be utilised in next cultural plan	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Involve
Wadambuk Art Group	Reference and champion	Consultation to be utilised in next cultural plan	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Collaborate
Yarra Plenty Regional Library	Reference and champion	Consultation to be utilised in next cultural plan	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Collaborate
Yarra Plenty Heritage Group	Reference and champion	Consultation to be utilised in next cultural plan	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Collaborate

External Stakeholders	What is their role in the project?	What are they expecting from the project?	How		What we need from them? What they require from us?	IAP2 Inform Consult Involve Collaborate Empower
			Are they impacted by the project?	They impact the project?		
Allwood House	Reference	Provision of information	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Involve
Ballet and dance schools	Reference	Consultation to be utilised by committee	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Involve
Bend of Islands environmental zone committee	Reference	Provision of information	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Involve
CALD communities <ul style="list-style-type: none"> • Chinese • Slovenian • Syrian • Sudanese 	Reference	Consultation to be utilised by committee	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Involve
Community Inclusion Committee	Reference	Consultation to be utilised by committee	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Involve
Eltham Gay Group	Reference	Consultation to be utilised by committee	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Involve

External Stakeholders	What is their role in the project?	What are they expecting from the project?	How		What we need from them? What they require from us?	IAP2 Inform Consult Involve Collaborate Empower
			Are they impacted by the project?	They impact the project?		
Festival committees of management	Reference	Consultation to be utilised by committee	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Collaborate
Festival musicians and performers, (in particular Eltham Jazz Festival)	Reference	Consultation to be utilised by committee	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Collaborate
Friends-of and environmental land care groups	Reference	Provision of information	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Involve
Living & Learning Advisory Committee	Reference	Consultation to be utilised by committee	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Collaborate
Maker Space ceramic artists	Partners	Contribution and recognition.	Incorporation of this project into its existing program.	Creators of a bespoke tea set.	Ceramic artistry and expertise. Recognition as creators of the tea set and acquisition of the work into the memorabilia stream of the Nillumbik Shire Art Collection	Collaborate
Men's Sheds	Reference	Provision of information	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Involve

External Stakeholders	What is their role in the project?	What are they expecting from the project?	How		What we need from them? What they require from us?	IAP2 Inform Consult Involve Collaborate Empower
			Are they impacted by the project?	They impact the project?		
Nillumbik Tourism Association	Reference and champion	Consultation to be utilised in next cultural plan	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Collaborate
Nillumbik Youth Theatre participants	Reference	Consultation to be utilised by committee	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Involve
Panton Hill Bushland Reserves user groups	Reference	Provision of information	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Involve
Pre-schools, child care centres and play houses	Reference	Consultation to be utilised by committee	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Involve
Secondary and primary schools	Reference	Consultation to be utilised by committee	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Involve
Senior citizens groups, U3A, Probus, OMNI	Reference	Provision of information	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Involve

External Stakeholders	What is their role in the project?	What are they expecting from the project?	How		What we need from them? What they require from us?	IAP2 Inform Consult Involve Collaborate Empower
			Are they impacted by the project?	They impact the project?		
Sport and recreation clubs	Reference	Provision of information	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Involve
The Artisan Hills Advisory Committee	Reference and champion	Consultation to be utilised in next cultural plan	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Collaborate
Township halls committees of management	Reference	Provision of information	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Involve
Traders associations	Reference	Provision of information	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Involve
Welcome to Eltham	Reference	Consultation to be utilised by committee	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Involve
VCAL	Reference	Consultation to be utilised by committee	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Involve
Youth Services program participants	Reference	Consultation to be utilised by committee	Invited to participate	Attend creative consultation meetings and champion the project	Attend creative consultation meetings and champion the project	Involve

Government and peak industry stakeholders	What is their role in the project?	What are they expecting from the project?	How		What we need from them? What they require from us?	IAP2 Inform Consult Involve Collaborate Empower
			Are they impacted by the project?	They impact the project?		
Australian Local Government Association	Reference	Alignment with <i>National Arts and Culture Accord</i>	Not directly	Sharing of information	Alignment with National Arts and Culture Accord	Inform
Australia Council for the Arts	Reference	Alignment with Australia Council <i>Strategic Plan 2014-2019</i>	Not directly	Sharing of information	Alignment with <i>Strategic Plan 2014-2019</i>	Inform
Minister for Creative Industries, Hon Martin Foley	Reference	Alignment with <i>Creative State</i> policy	Not directly	Sharing of information	Alignment with <i>Creative State</i> policy	Inform
Local state members • Vicki Ward • Danielle Green	Reference	Alignment with <i>Creative State</i> policy	Not directly Invited to participate	Sharing of information	Alignment with <i>Creative State</i> policy	Involve
Creative Victoria	Reference	Alignment with <i>Creative State</i> policy	Not directly	Sharing of information Industry best practice	Alignment with <i>Creative State</i> policy	Inform
Municipals Association Victoria	Reference	Alignment with <i>Creative State</i> policy	Not directly	Sharing of information	Alignment with <i>Creative State</i> policy	Inform
Cultural Development Network	Reference	Alignment with <i>Creative State</i> policy	Not directly Invited to participate	Sharing of information Industry best practice	Alignment with <i>Creative State</i> policy Framework for Cultural Development Planning	Involve
National Association for the Visual Arts	Reference	Alignment with <i>Code of Practice for the Professional Australian Visual Arts, Craft and Design Sector</i>	Not directly Invited to participate	Sharing of information Industry best practice	Alignment with <i>Code of Practice</i>	Consult

Government and peak industry stakeholders	What is their role in the project?	What are they expecting from the project?	How		What we need from them? What they require from us?	IAP2 Inform Consult Involve Collaborate Empower
			Are they impacted by the project?	They impact the project?		
Public Galleries Association Victoria	Reference	Alignment with PGAV <i>Strategic Plan 2017-2020</i>	Not directly Invited to participate	Sharing of information Industry best practice	Alignment with PGAV <i>Strategic Plan 2017-2020</i>	Consult
Regional Arts Victoria	Reference	Alignment with RAV <i>Strategic Plan 2017-2020</i>	Not directly Invited to participate	Sharing of information Industry best practice	Alignment with RAV <i>Strategic Plan 2017-2020</i>	Involve
Australian Society of Authors	Reference	Alignment with ASA Mission Statement	Not directly Invited to participate	Sharing of information Industry best practice	Alignment with ASA Mission Statement	Consult

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