

# Northern Midlands Council

## Arts and Culture Strategy 2022



## Strategic context

The Arts & Culture Strategy reflects the Northern Midlands Council Strategic Plan 2021-2027.

Northern Midlands Council seeks to support the provision of vibrant, inclusive, accessible, innovative and collaborative arts and cultural programs and services, recognising the role arts and culture plays in developing individual wellbeing, building community connectivity, contributing to a vibrant and dynamic community and creating jobs in the arts and tourism sectors.

Liveability is in many ways a response to local culture, how we feel in our living and working neighbourhoods, how we interact with others, and how well we believe our towns and rural landscapes support our identity and values. Northern Midlands is a local government area that is enjoyed and valued by residents, workers and visitors. Culture plays a central role in how it is experienced. Managing and supporting the culture of the Northern Midlands will ensure the area remains desirable to residents and visitors.

### LEADERSHIP

Council will be a proactive voice in the community to promote and encourage the development of arts and culture activities that contribute to improving the places in which we live, work and play. Council will work with the arts and cultural heritage sector to source financial support, both directly, and indirectly..

### PROGRESSION

Council will actively support strategic projects that enable the arts and culture activities within the municipality to grow and thrive, adding benefits to the whole community.

### PEOPLE

By sharing in these experiences, we bring communities together to build respect for each other and our past, whilst looking forward to a vibrant future. Council is committed to facilitating innovative and equitable access to arts and culture activities to unite disparate communities, and provide equitable access to all members of the community.

### PLACE

Council will promote and support activities that celebrate and inform us about the rich history of our region, and the diverse experiences of all of its people. Recognition and appreciation of our history, reflected in arts and culture activities, will drive respectful planning to protect our inherent values as we move into the future. Council is committed to supporting arts and culture activities that connect us with the physical places that we cherish, to bring people together to strengthen communities.

# Strategic plan

The Strategic Plan 2021-2027 updates the Northern Midlands Strategic Plan 2017-2027.

The plan focusses on the unique elements of the Northern Midlands, an enviable place to live, work and play.

The Plan is based upon four key priorities:

|   |                 |  |
|---|-----------------|--|
| 1 | <b>Lead</b>     | Serve with honesty, integrity, innovation and pride            |
| 2 | <b>Progress</b> | Economic health and wealth – grow and prosper                  |
| 3 | <b>People</b>   | Cultural and society – a vibrant future that respects the past |
| 4 | <b>Place</b>    | Nurture our heritage environment                               |

Each priority is supported by four strategic outcomes that describe what Council aims to achieve, and that are consistent with its vision.

Actions and projects to achieve these outcomes will be included in Council's Annual Plan. Performance measures will be included in the Annual Plan to enable Council to track its progress against each of the strategic outcomes.

The Annual Report, which is presented at the Council's Annual General Meeting, will provide the update as to how the strategic outcomes have been achieved throughout the year.

# Values

## HONESTY

Treat all with honesty, respect and trust.

## INTEGRITY

Listen, learn and proactively deliver Council's vision.

## INNOVATION

Explore, expand and adapt to achieve a shared vision.

## PRIDE

Serve community with pride and energy.



# Strategic outcomes

## As a Provider, Council ...

- 1.1 Ensures consideration and inclusion of cultural and creative activities in planning strategies
- 1.2 Provides and maintains community facilities and spaces to be used for arts and cultural activities, balanced against the needs of other user groups
- 1.3 Collaborates with Heritage Highway Tourism Region Association (HHTRA) and Visit Northern Tasmania (VNT) to promote the cultural heritage, arts and cultural activities within the region as a 'must see' destination
- 1.4 Invests in and supports existing art, culture and/or heritage based visitor-attraction events and the development of new events

## As a Facilitator, Council ...

- 2.1 Supports and provides advice to the arts and culture community on funding and promotional opportunities
- 2.2 Facilitates partnerships that stimulate opportunities for collaboration
- 2.3 Supports community groups and networks that promote arts and cultural heritage activities as a major attraction to the region
- 2.4 Engages respectfully with the Tasmanian Aboriginal Communities and their representative organisations to provide support and encouragement for them to share their culture, stories and history
- 2.5 Supports Brickendon and Woolmers Estates to optimise the benefits of being awarded UNESCO World Heritage List status

## As an Advocate, Council ...

- 3.1 Proactively promotes and encourages the development of arts and cultural activities that contribute to making the Northern Midlands an enviable place to live, work and play
- 3.2 Advocates for a local-first approach to purchasing and commissioning of art by Council, local businesses and community organisations
- 3.3 Actively promotes arts, cultural activities and events
- 3.4 Promotes and encourages private investment in arts and cultural activities in the Northern Midlands
- 3.5 Advocates for programs that promote intergenerational cooperation
- 3.6 Advocates for the needs of our arts, cultural and heritage sectors

# Schedule of strategic projects

## 1 PROJECTS FROM THE STRATEGIC PLAN

### As a Provider

- Economic Development Framework
- Land Use and Development Strategy
- Longford Memorial Hall Redevelopment
- Main Street Upgrades – Campbell Town, Longford and Perth
- Media and Marketing
- Open Space Plan
- Towns entry statements and monuments
- Youth Strategy

### As a Facilitator

- Northern Midlands Community House
- REASSIGN Heritage Interpretation Project – Stage 1
- Supporting Employment Programs

### As an Advocate

- Longford Motor Sport Museum
- Longford Racecourse Master Plan

## 2 PROJECTS IN PROGRESS

(Projects not identified in Strategic Plan)

### As a Provider

- Northern Midlands Towns Video Project
- Production and ongoing updating of the Heritage Highway Events Calendar
- Ross Augmented Reality Pilot Project

### As a Facilitator

- Agricultural Shows at Campbell Town and Longford
- Evandale Verandah Music Festival
- Evandale Village Fair & Penny Farthing Championships
- John Glover Society Arts Festival
- Longford Blooms
- Longford Jazz Festival
- Longford Picnic Day Races
- Longford Town Hall Art Group
- Museums at Avoca and Campbell Town
- Perth Murals Project
- Supporting HHTRA and VNT
- Towns Bicentenary Programs
- Festival of Small Halls

### As an Advocate

- Longford Grand Prix Expo
- Ross Tin Can Show
- Tasmanian Chamber Music Festival

## 3 NEW PROJECTS SUGGESTED FOR CONSIDERATION

### As a Provider

- Dedicated space(s) to exhibit temporary art – indoors and outdoors

### As a Facilitator

- REASSIGN Heritage Interpretation Project – Stage 2
- Voices from the Graves Heritage Interpretation Project – develop further performances
- Artists in Residence Program

### As an Advocate

- Attracting film makers to the Northern Midlands
- Cultural performances e.g. Symphony Orchestra at Heritage Estates, Christ Church
- Local Produce Showcasing Market/ Festival
- Norfolk Plains Convict/Colonial Festival
- Northern Midlands Artists' Trail
- Northern Midlands Public Arts Trail
- Pop-Up Shops - Cultural Displays/ Activities
- Public Arts Programs – Seniors Week, NAIDOC Week, Intergenerational Arts
- Ross Female Factory Historic Site – further interpretation
- Ten Days on the Island performances in the Northern Midlands