



MANNINGHAM

MANNINGHAM
CULTURAL
STRATEGY
2013
2017



Contents

Mayors Message	2
1. Introduction.....	4
1.1 Council's role in Cultural Planning	4
1.2 Strategy Background	4
1.3 Developing the Strategy	4
2. Cultural Strategy Context	5
2.1 Links with Council Plan (2013-2017)	5
2.2 Links with the Generation 2030 Community Plan	6
2.3 Links to other Council Policies	6
2.4 State, Federal and Cultural Industry Links	6
3. Cultural Strategy Framework	7
3.1 Strategy Vision	7
3.2 Strategy Themes and Objectives	7
4. Action Plan	9 - 22

Attachments:

Attachment 1: Definitions Used in the Action Plan.....	23
Attachment 2: Community Consultation Plan Overview	24
Attachment 3: Community Consultation Report	26

Cover Artwork

Huang Yin, *Role: Pinocchio's Nose*, oil on canvas, 2010
Manningham City Council Art Collection

Mayors Message

The cultural vitality of a city is as important as its social, physical and economic wellbeing, as it is culture that defines the uniqueness of a place and its people. It's what makes a community feel connected and hold a sense of pride in their community.

Cultural vitality is evident within communities where people feel a connection to local cultural heritage, are free to celebrate diversity and explore their creativity, have access to many arts experiences, and feel connected to their unique community and its spaces.

Local government plays a key role in developing and harnessing a community's cultural vitality, and is achieved through integrated cultural planning. The Manningham Cultural Strategy (2013-2017) provides a strategic framework for which Council can work alongside our key community partners to achieve a rich, culturally vibrant community.

Council looks forward working in partnership with the Manningham community as we deliver and support arts, cultural and heritage based activities, venues and services that respond to the social, creative and cultural needs and interests of our community.

Cr Jennifer Yang
MAYOR

1. Introduction

1.1 Councils role in Cultural Planning

“Local government in Australia is the fastest growing government sector investing in arts, heritage and cultural development” (Cultural Development Network, 2013).

A key aspect of the Local Government Act 1989 is that Councils have a responsibility to provide a means for ‘community cohesion and encouraging an active participation in civic life’. The ways in which this is seen to be achieved is described as ‘social, cultural and community development activities’.

Given its proximity to the community, skills and experience in community-based service delivery and partnerships, local government is well placed to support and deliver a framework for implementing cultural activities (encompassing arts, cultural and heritage initiatives) that strengthen and animate local communities. By doing so, local government plays a leadership role in helping build a strong local identity and cultural vitality within the community of which it services.

1.2 Strategy Background

Manningham City Council commenced a strategic approach to cultural planning in 1999 with the development of a Cultural Plan Statement. This marked a new era whereby culture services were identified as critical part of local governments’ role in supporting the sustainability and liveability of a city.

In 2009 the Cultural Plan Statement was replaced by a more substantial Arts and Cultural Strategy. This Strategy guided significant advancements in Council’s delivery and support for cultural development programs, Indigenous culture, arts and reconciliation initiatives, the cultural events portfolio and the community development grants program.

The Arts and Cultural Strategy (2009-2013) was reviewed in 2013, encompassing a significant community consultation process, which resulted in the current Cultural Strategy (2013-2017) herein.

1.3 Developing the Strategy

In order to develop a Cultural Strategy that was relevant, achievable and supported local cultural partnerships, Council undertook a significant community consultation process which involved discussions with Council Service Units, key external stakeholders, the Arts and Cultural Industry and the wider Manningham community, to help build the priorities for the new Strategy. The following consultation tools were used to gather vital feedback from the community to help guide the priorities and framework of the new Strategy:

- a) A Cultural Strategy Working Group
- b) Key Stakeholder Workshops
- c) What Matters Manningham - on-line Community Survey
- d) A Public Exhibition Phase

A list of definitions used in this Strategy is contained in **Attachment One**. An overview of the Community Consultation Plan is outlined in **Attachment Two**, and a report on the consultation results is detailed in **Attachment Three**.

2. Cultural Strategy Context

2.1 Links with Council Plan (2013-2017)

The Manningham Cultural Strategy (2013-2017) reflects the Council Plan (2013-2017) through supporting Council's mission, vision, values and themes.

Council's Mission Statement is "To serve our community by delivering valued services and programs that meet community expectations". The Manningham Cultural Strategy (2013-2017) supports this vision through delivering a series of services and programs that meet the cultural, social and recreational needs and expectations of the Manningham community.

Council's vision is "To be a city that values people, heritage and resources. A city with a strong economy and diverse social and natural environment that will enrich our vibrant community". The Manningham Cultural Strategy (2013-2017) supports this vision through providing a strategic framework for heritage, social and cultural planning.

The Manningham Cultural Strategy (2013-2017) adheres to the Council Plan values of honesty, inclusiveness, transparency, equity and respect.

The follow Council Plan Action Plan 2013/14 themes are directly related to the Manningham Cultural Strategy (2013-2017) and action plan:

Our Community Spirit, through delivering programs and services that enhance our community's distinct character, embrace diversity, celebrate and preserve our history and help promote neighbourhood harmony, a sense of safety and community connections.

Enjoy and Protect our Natural Spaces, through delivering activities and events that sustainably utilise open spaces for community gatherings that promote sustainable access to these natural environments.

Council Leadership and Organisational Performance, through delivering an innovative and best practice model for cultural programs, events, venues and services that offer transparency, effective planning, advocacy and accountability in their processes and delivery.

2.2 Links with the Generation 2030 Community Plan

The Manningham Cultural Strategy (2013-2017) addresses a number of goals and strategies arising from Council's Generation 2030 Community Plan, particularly under the themes:

- Our Community Spirit – health and wellbeing, diversity, harmony, social inclusion
- Enjoy and Protect our Natural Spaces – parks and gardens, open space
- Everything we Need is Local – accessible services and facilities, entertainment.

2.3 Links to other Council Policies

The following policies include actions that promote cross Council collaboration and support for the delivery of the Cultural Strategy (2013-2017):

- Reconciliation Action Plan
- Multicultural Strategy
- Youth Policy
- Community Consultation and Engagement Policy
- Art Collection Policy
- Municipal Public Health and Wellbeing Plan
- Recreation Strategy
- Manningham Planning Scheme
- Ageing Well in Manningham Strategy
- Access and Inclusion Policy
- Cultural Heritage Policy
- Doncaster Hill Strategy
- Financial Strategy
- Economic Development Strategy
- Activity Centre Strategy
- Community Grants Policy
- Tourism Action Plan
- Community Safety Plan
- Prevention of Violence Against Women Strategy & Action Plan

2.4 State, Federal and Cultural Industry Links

The Cultural Strategy (2013-2017) aims to work within the following broader government and leading industry frameworks:

Charter of Human Rights and Responsibilities Act 2006

The Manningham Cultural Strategy (2013 – 2017) will implement key human rights at a local level, in particular the 'Freedom of thought conscience, religion and belief'; "Freedom of Expression"; "Taking part in Public Life"; and "Cultural Rights" charters.

National Cultural Policy

The Department of Regional Australia, Local Government, Arts and Sport is currently developing the themes of its National Cultural Policy, "Creative Australia" presents themes that prevail on a national level for the Cultural Sector, many of which have been reflected in the Manningham Cultural Policy as they translate as local actions.

Victorian Cultural Policy

Arts Victoria is the State department that advises and resources Local Government to action the priorities of the National Cultural Policy through its arts funding program. The Manningham Cultural Policy reflects many of the high priority areas supported by Arts Victoria and aims to attract State funding to these projects wherever possible.

Peak Cultural Industry Bodies

The Cultural Development Network is a resource to Local Government in the delivery of cultural services particularly in terms of benchmarking, resources and networking opportunities. The Municipal Association of Victoria and the Local Government Association of Victoria, each have special cultural industry networks and forums that help provide regional and national context to our local arts and cultural service delivery. Similarly, the Victorian Association of Performing Arts and Public Galleries Association of Victoria provide resources, benchmarking and networking opportunities for Cultural Venues management and programming. Manningham is a member of each of these industry networks and utilised them to help inform the strategic direction of Council's service.

3. Cultural Strategy Framework

3.1 Strategy Vision

The Manningham Cultural Strategy (2013-2017) vision is:

“To achieve a culturally vibrant city that reflects a strong sense of community pride, where diversity and creativity is celebrated, and community connections are enabled through access to local arts, cultural and heritage activities and venues”.

This vision will be achieved through providing a clear strategic framework for the delivery of Cultural Services within Manningham. This framework includes the Cultural Strategy Themes and Objectives, as well as a measurable Action Plan.

3.2 Strategy Themes and Objectives

The following themes and objectives have been developed to help provide a strategic framework for the Cultural Strategy's Action Plan. Each theme and objective pertains to a key program area requiring action, an overview of the themes and program areas follow.

Theme 1: Dynamic Spaces & Places

Objective: To provide and maintain dynamic, high quality and accessible cultural venues and creative public spaces that showcases the arts and extends our unique sense of place.

This objective will be addressed within the following program areas:

- Cultural Venues
- Visual Arts Spaces
- Performing Arts Spaces
- Manningham Art Collection
- Creating Cultural Hubs



Image: Manningham Art Studios Children's Pottery Class

Theme 2: Celebrating our Community



Photograph: Hip Hop artists at Warrandyte Festival 2012

Objective: To foster community spirit, celebrate cultural identity and provide a platform for the arts through supporting a vibrant community events program.

This objective will be actioned through the following program areas:

- Cultural Events Program
- Civic Events Program
- Community-Run Event Support

Theme 3: Creative & Connected People

Objective: To offer a suite of diverse and accessible arts programs that stimulates creativity, skills development and connections across diverse communities within Manningham.

This objective will be addressed within the following program areas:

- Manningham Art Studios Programs
- Doncaster Playhouse Programs
- Community Cultural Development (CCD) Program
- Cultural, Civic and Community events programs



Photograph by Alexander McMillan 'Childhood Memories', winner of the 2011 Shot of Respect Youth Photography Competition.

Theme 4: Caring for Cultural Heritage



Objective: Identify, celebrate and preserve our unique cultural heritage and actively support the process of Reconciliation.

This objective will be addressed within the following program areas:

- Indigenous Heritage & Reconciliation
- Settlement Heritage

Photograph by Gary Radler of a Northern Territory Artist at Melbourne Didgeridoo and Cultural Festival, Mia Mia Gallery 2013

Theme 5: Arts and Community Development

Objective: Support local organisations and arts practitioners in their professional, community and cultural development-based pursuits through providing resources, networking and skill development opportunities.

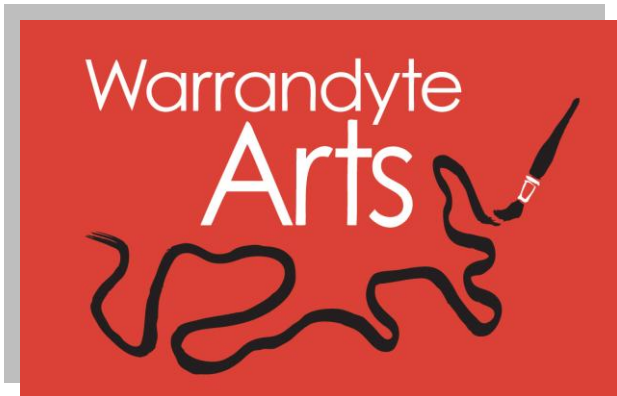
This objective will be addressed within the following program areas:

- Community Funding Programs
- Community Training & Mentorship Program
- Professional Arts Development
- Cultural, Civic and Community events programs



Photograph: Freeza Team (Youth Music Industry Mentorship program) working at EPIC Youth Festival, Warrandyte 2012

Theme 6: Promoting Culture



Objective: Support the growth and sustainability of the local arts and cultural sector through arts promotion and cultural tourism initiatives.

This objective will be addressed within the following program areas:

- Digital Media Campaign
- Printed Media Campaign
- Cultural Tourism Opportunities

Image: Cultural Tourism Project "Warrandyte Arts" A guide to the Studios and Galleries in Warrandyte, 2012

4. Action Plan

The following action plan details the specific activities that will occur over the next four years that will effectively address the Strategy themes and objectives. Actions have been divided into key program areas, each with multiple actions.

The attached Action Plan is designed to be effectively delivered within the current financial capacity of Council. Any major new developments in program delivery will require extra funding.

A list of abbreviations and definitions used in the Action Plan in **Attachment One.**

Theme 1: Dynamic Spaces & Places

Objective: To provide and maintain dynamic, high quality and accessible cultural venues and creative public spaces that showcases the arts and extends our unique sense of place.

Program Area: Visual Arts Spaces					
Item	Action	Timeline	CS Partners	Measurable Outcome	Resources
1.1	Continue to establish the Manningham Art Gallery at MC ² as a major contemporary gallery, hosting a diverse range of regionally significant exhibitions.	Ongoing	Local Artists Regional Arts Industry	Gallery showcases a minimum of 8 contemporary exhibitions annually with growing patronage.	Existing budget allocation.
1.2	Review the Exhibition Proposal documents to guide the exhibition program and community access to the Manningham Art Gallery at MC ² .	2013/14	Regional Arts Industry	Exhibition proposal documents reviewed and implemented effectively.	Existing budget allocation.
1.3	Continue to deliver high quality community-based exhibitions through Manningham Art Gallery at MC ² .	Ongoing	Key community partners	Deliver a minimum of one high quality community-based exhibition annually within the Manningham Art Gallery at MC ² .	Existing budget allocation.
1.4	Support community based visual arts programs, projects and exhibitions by providing access to Manningham Art Studios and the MC ² Walk of Art Community Exhibition Space.	2014/2015	Culture Club MC ² Tenants	Community Access Guidelines are developed to manage the use of the Manningham Art Studios and the MC ² Walk of Art.	Existing budget allocation.

Program Area: Performing Arts Spaces

Item	Action	Timeline	CS Partners	Measurable Outcome	Resources
1.5	Develop a Strategic Plan for the Performing Arts in Manningham to guide the future use of the Playhouse Theatre and explore alternate venues to house performing arts.	2014/15	Playhouse tenants and performing arts key stakeholders	Strategic Plan is developed for the Playhouse Theatre. Alternate performing arts venues are identified and utilised for programming where viable.	Existing budget allocation.
1.6	Support community based performing arts programs and performances by providing access to Doncaster Playhouse and Manningham Art Studios	2014/15	MC ² Tenants Playhouse Users Key Industry Stakeholders	Community Access Guidelines are developed to manage the use of the Manningham Art Studios and the Playhouse.	Existing budget allocation.

Program Area: Manningham Art Collection

1.7	Effectively manage and extend Manningham's art collection, following the framework provided within the Manningham Art Collections Policy, and maximise opportunities for the public display of the collection.	Ongoing	Art Collection Advisory Committee	Manningham's art collection is, maintained, recorded, preserved and extended (where financially viable) according to the Art Collection Policy (2013-2017). Artwork is effectively displayed within Council property.	Existing budget allocation
1.8	Advocate for new public artworks within major Private Sector and Council owned redevelopment projects.	2014-2017	EEP StratPro	Number of public artworks in Manningham increase. Appropriate resources are allocated towards the long-term management and maintenance of new public outdoor art acquisitions.	Existing budget allocation for Council-based redevelopments. Private Sector funded for privately owned redevelopments.

Item	Action	Timeline	CS Partners	Measurable Outcome	Resources
1.9	Support the installation of new public artworks within the Doncaster Hill Precinct Strategy.	Ongoing	EEP StratPro	The Doncaster Hill Strategy's urban design requirements are fulfilled in terms of public artwork installations at 'gateway points' to the precinct. Appropriate resources are allocated towards the long-term management and maintenance of new public outdoor art acquisitions for Doncaster Hill.	Subject to Developer contributions
Program Area: Creating Cultural Hubs					
1.10	Investigate the need and feasibility of a dedicated youth space to cater for the programming needs of young people in Manningham, including the FreeZa music program.	2014/15	SCS YMCA Youth Services Facilities	In line with the Manningham Youth Policy, a feasibility study is conducted and recommendations delivered where viable. Youth have an identifiable programming and music space within Manningham.	Existing budget allocation.
1.11	Develop MC ² Civic Plaza as a prime 'cultural hub' in Manningham through public programming and a high level of community access to the space.	Ongoing	EEP SCS MC ² Partners	Develop an ongoing working group to guide the public programming of the MC ² Civic Plaza. Develop MC ² Civic Plaza Guidelines to guide the appropriate use and hire fees for the spaces within the plaza. Evidence of and engaging public program at MC ² Civic Plaza including busking, community events and high levels of public participation.	Existing budget allocation.
1.12	Identify ways in which MC ² Civic Plaza programming can specifically meet the needs and interests of young people.	2013/14	SCS YMCA Youth Forum MC ² Partners	A minimum of two MC ² Civic Plaza programs are delivered to specifically meet the needs of young people annually.	Existing budget allocation.

Item	Action	Timeline	CS Partners	Measurable Outcome	Resources
1.13	Identify opportunities for artistic components to be incorporated within Council's major redevelopment plans for facilities, activity centres, parks and open spaces.	Ongoing	EEP StratPro	Cultural Services is represented within relevant EEP & MP redevelopment working groups. A minimum of one arts project is delivered annually within Council redevelopments.	Existing budget allocation.
1.14	Support and effectively manage the growing interest in community markets in Manningham, recognising their value in creating local pride of place, cultural vitality and economic benefit.	Ongoing	EEP Key Community stakeholders	Community demographics, diversity and interests are reflected in the style, location and number of markets offered within our community. New market proposals are managed through Council's event registration process.	Existing budget allocation.
1.15	Support performances in public spaces through developing and promoting a busking program.	2013/14	Local Laws EEP Traders	Develop a set of Busking Guidelines and promote the program through local schools, youth service networks and performance groups.	Existing budget allocation.

Theme 2: Celebrating our Community

Objective: To foster community spirit, celebrate cultural identity and provide a platform for the arts through supporting a vibrant community events program.

Program Area: Cultural Events Program					
Item	Action	Timeline	CS Partners	Measurable Outcome	Resources
2.1	Review the Cultural Events portfolio to determine if these large-scale events remain relevant within our community and represent value for money.	Ongoing	Key Industry and Community Stakeholders	Cultural events portfolio is reviewed, and recommendations are actioned.	Existing budget allocation. (Major new developments may require extra funding).
2.2	Investigate the feasibility of delivering small neighbourhood events that support "Creating Cultural Hubs" actions (1.10-1.14).	2014/15	Key Community Stakeholders	Viability of small-scale cultural events is explored and recommendations implemented where viable.	Existing budget allocation.
2.3	Continue to support youth live music events that reflect the diverse interests of the young people in Manningham.	Ongoing	YMCA Youth Services Youth Forum, FreeZa and MYSA groups	An annual youth live music event is delivered in partnership with youth service providers and young people, attracting a diverse local youth audience.	Existing budget allocation.
2.4	Continue to meet the social and cultural needs of older adults through delivering a dynamic suite of Seniors Events.	Ongoing	ADS Senior Citizens groups	Current suite of Seniors events is delivered to maximum audiences. Number of new Senior events delivered	Existing budget allocation.

Program Area: Civic Events Program

Item	Action	Timeline	CS Partners	Measurable Outcome	Resources
2.5	Develop a two year event plan for Australia Day to guide its transition to the MC ² Civic Plaza and link with the Menzies Awards, Citizenship Ceremony and Citizen of the Year Awards.	2013/14	EMT CorpSup	Event plan developed, defining strategic links between all events held within the Civic Offices and MC ² Civic Plaza on Australia Day.	Existing budget allocation. (Major new developments may require extra funding).
2.6	Develop internal staff tools to assist the smooth delivery of internal events such as White Ribbon Day, International Women's Day, Diversity Week and other civic events.	2014/15	CM All Units	A process map is developed to guide staff responsible for internal event management, and is made available as a staff tool on the intranet.	Existing budget allocation.
2.7	Develop a five year Carols by Candlelight event plan to help manage this civic event.	2014-2017	Carols Committee	Carols by Candlelight Five Year event plan developed in 2014 to guide the anticipated financial, environmental, logistical, social and cultural changes to this event until 2017. Event delivered successfully alongside a five year plan.	Existing budget allocation.

Program Area: Supporting Community Run Events

2.8	Continue to offer community event support through developing an integrated on-line system for event registrations, permits, event marketing tools, resources and advice on legislative compliance.	Ongoing	Local Laws PR CM	Viable community run events and markets are supported by way of registration, marketing and permit compliance using an integrated on-line system.	Existing budget allocation.
-----	--	---------	--------------------------------	---	-----------------------------

Theme 3: Creative and Connected People

Objective: To offer a suite of diverse and accessible arts programs that stimulates creativity, skills development and connections across diverse communities within Manningham.

Program Area: Cultural Venues Programming					
3.1	Continue to provide an accessible and innovative suite of courses and workshops in ceramics, painting and drawing, performing arts, wellbeing and other art forms at Manningham Art Studios.	Ongoing	Tutors Key Industry and Community Stakeholders	A minimum of 140 courses or workshops are offered annually resulting in 8000 visitations. Quarterly course evaluations are conducted achieving an overall rating of Very Satisfied. Courses and workshops reflect a diverse range of genres and local interests.	Existing budget allocation.
3.2	Continue to present a selection of professional theatrical productions at Doncaster Playhouse for the benefit of the local community.	Ongoing	Key Industry and Community Stakeholders	A minimum of 4 productions are presented annually resulting in at least 60% capacity audiences. Audience evaluations are conducted achieving an overall rating of Very Satisfied. Presentations reflect a diverse range of genres and local interests.	Existing budget allocation.
3.3	Continue to offer a range of school holiday arts and craft activities in Cultural Venues for the local community.	Ongoing	Tutors Key Industry and Community Stakeholders	Greater than 30 activities are offered annually resulting in at least 220 visitations. Evaluations are conducted achieving an overall rating of Very Satisfied.	Existing budget allocation.
3.4	Support community based arts activity by providing professional advice, support and rental access to Doncaster Playhouse, Manningham Art Studios and the MC ² Walk of Art Community Exhibition Space.	Ongoing	Tutors Key Industry and Community Stakeholders	A minimum of 200 rentals per annum resulting in at least 10,000 visitations. Hirer evaluations are conducted achieving an overall rating of Very Satisfied.	Existing budget allocation.

Program Area: Community Cultural Development (CCD)

Item	Action	Timeline	CS Partners	Measurable Outcome	Resources
3.5	Deliver CCD projects within Council's cultural events program to promote community engagement through the arts.	Ongoing	Key Community Stakeholders	Minimum of one CCD project delivered within the cultural events program annually.	Existing budget allocation.
3.6	Scope the need and feasibility of an annual CCD project within the annual youth music event.	2013/14	SCS YMCA Youth Services	Project scoped and recommendations implemented.	Existing budget allocation.
3.7	Deliver a major CCD project annually, engaging marginalised communities in arts projects with community development outcomes.	Ongoing	Key Community Stakeholders CP	One major CCD project delivered annually with positive community development outcomes and feedback from the participants and partners.	Existing budget allocation.
3.8	Continue to scope new cultural partnerships and programs alongside local Special Needs, Health and Wellbeing Service Providers to enable greater accessibility to the arts and the benefits of arts participation.	Ongoing	SCS Key Industry and Community Stakeholders CP	CCD Projects have enabled Council to develop a minimum of two Special Needs, Health and Wellbeing partnerships annually. Positive feedback from Special Needs, Health and Wellbeing partners.	Existing budget allocation.
3.9	Continue to scope new cultural partnerships and programs alongside the local Tourism and Economic Development sectors to align the arts with local business developments and opportunities.	Ongoing	EEP Key Industry and Community Stakeholders CP	CCD Projects have enabled Council to develop a minimum of two Tourism and Economic Development partnerships annually. Positive feedback from Tourism and Economic Development partners.	Existing budget allocation.
3.10	Continue to scope new cultural partnerships and programs alongside the local environmental sector to create positive links between the arts and sustainability.	Ongoing	EEP Key Industry and Community Stakeholders CP	CCD Projects have enabled Council to develop a minimum of environmental partnerships annually. Positive feedback from environmental partners.	Existing budget allocation.

Theme 4: Caring for Cultural Heritage

Objective: Identify, celebrate and preserve our unique cultural heritage and actively support the process of Reconciliation.

Program Area: Indigenous Heritage & Reconciliation					
Item	Action	Timeline	CS Partners	Measurable Outcome	Resources
4.1	Review and replace the Reconciliation Action Plan (2012-2014).	2014/15	Key Reconciliation Partners	Reconciliation Action Plan is reviewed and replaced by new Plan.	Existing budget allocation.
4.2	Present a high Indigenous Arts & Cultural profile within events programming.	Ongoing	Key Reconciliation Partners	A minimum of six Indigenous Arts & Cultural activities are presented within events programming annually (not including National Reconciliation Week).	Existing budget allocation.
4.3	Continue to deliver a quality public program and exhibition through National Reconciliation Week.	Ongoing	Key Reconciliation Partners	Events are delivered to the current high standard in terms of program diversity and audience engagement.	Existing budget allocation.
4.4	Explore the feasibility of delivering a public program for NAIDOC Week and National Sorry Day.	2013/14	Key Reconciliation Partners	Public program is scoped and delivered if considered feasible.	Existing budget allocation.
Program Area: Settlement Heritage					
4.5	Support local Historical Societies and Venues in their role of preserving, educating and promoting cultural tourism of local heritage sites and collections.	2014/15	Key Industry Stakeholders Local Historical Societies EEP	Undertake a review of Manningham's Historical Societies identifying actions that promote the future viability of these organisations through training, grant writing, partnerships, new membership and marketing opportunities.	Existing budget allocation.

Theme 5: Arts and Community Development

Objective: Support local organisations and arts practitioners in their professional, community and cultural development based pursuits through providing resources, networking and skill development opportunities.

Item	Action	Timeline	CS Partners	Measurable Outcome	Resources
Program Area: Community Funding Programs					
5.1	Continue to financially support local groups as they deliver community and cultural development outcomes through the Community Funding Program and Manningham Charitable Fund.	Ongoing	Key Industry and Community Stakeholders	The Community Funding Program (Community Development Grants and Small Grants) and the Manningham Charitable Fund operate effectively within the relevant Policy and Guidelines.	Existing budget allocation.
5.2	Continue to support arts and cultural organisations funded through Councils Service Agreements in their effective delivery of annual service plans.	Ongoing	Council funded organisations	Funded organisations successfully achieve their annual service plan objectives.	Existing budget allocation.
Program Area: Community Training & Mentorship Program					
5.3	Continue to deliver an annual community training program that meets the needs of local community organisations.	Ongoing	CP Key Community Stakeholders	A minimum of four training sessions delivered annually with positive feedback received through evaluation forms.	Existing budget allocation.
5.4	Introduce an annual community survey to guide the topics for Community Training.	2013/14	CP Key Community Stakeholders	Annual Training Program is developed based on feedback received via the survey.	Existing budget allocation.
5.5	Conduct Responsible Service (RSA) of Alcohol training with local Sports Clubs to meet the identified need for safer event delivery within this sector.	2013/14	Sporting Clubs EEP PR	At least one RSA training session is provided directly to local Sporting Clubs.	Existing budget allocation.

Item	Action	Timeline	CS Partners	Measurable Outcome	Resources
5.6	Review the youth event training program delivered alongside the FREEZA program.	2014/15	YMCA Youth Services	Training program reviewed and recommendations implemented.	Existing budget allocation.
5.7	Provide opportunities for young people to access work experience and university work placements within Cultural Services.	Ongoing	YMCA Youth Services	All relevant applicants for work experience are considered for placement within Cultural Services.	Existing budget allocation.
Program Area: Professional Arts Development					
5.8	Continue to evolve the Artists Database as an effective online tool to support local arts employment and partnerships.	Ongoing	MC Local Artists	Artists' database is an effective and well utilised online resource for local arts engagement.	Existing budget allocation.
5.9	Where appropriate, engage local artists represented on the artists database for Council projects/events	Ongoing	Local Artists	Artists' database is utilised for Council engagement of artists.	Existing budget allocation.
5.10	Support local arts and cultural organisations increasing their online presence through registering with Councils community directory and events calendar.	Ongoing	Key Community Stakeholders	Increase registration level to a minimum of 60% of local arts and cultural organisations who are represented on the directory and events calendar.	Existing budget allocation.
5.11	Continue to evolve the Manningham Culture Club to support partnerships and networking across the local arts, culture and heritage industry.	Ongoing	Culture Club Key Community Stakeholders	Network meets bi-monthly with regular attendance and positive feedback from members Projects presented by Culture club are actioned where viable	Existing budget allocation.

Theme 6: Promoting Culture

Objective: Support the growth and sustainability of the local arts and cultural sector through arts promotion and cultural tourism initiatives.

Program Area: Digital Media Campaign					
Item	Action	Timeline	CS Partners	Measurable Outcome	Resources
6.1	Alongside the review of the Council website, develop the Cultural Services online profile as innovative, accessible and informative.	2014/15	CM	New website profile for Cultural Services is developed and a minimum of 30% of visitations to Council's website access the Cultural services pages.	Existing budget allocation.
6.2	Establish effective online links between the community directory, events registration and events calendar submissions to ensure a well utilised, streamlined and well integrated community resource.	Ongoing	CM	Community directory, events calendar and event registration processes are linked, user friendly and have a minimum 80% of event registrations utilising the online process.	Existing budget allocation.
6.3	Make effective use of social media tools including Facebook, Twitter, Podcasts and emerging technologies for innovative marketing of Cultural Services.	2014/15	CM	Level of use of social media tools.	Existing budget allocation.
Program Area: Printed Media Campaign					
6.4	Review the effectiveness of the current printed media campaign in terms of their audience engagement and value for money.	2013/14	CM	Current printed media suite is reviewed and recommendations implemented.	Existing budget allocation.

Program Area: Cultural Tourism Opportunities

Item	Action	Timeline	CS Partners	Measurable Outcome	Resources
6.5	Review the effectiveness of the Warrandyte Arts Guide in generating positive outcomes for the local arts community, and its potential application within other areas of Manningham.	2014/15	Warrandyte Artists CM EEP Tourism Advisory Group	Program reviewed and recommendations implemented.	Existing budget allocation.
6.6	Review the Studio Tours program in terms of its wide community accessibility and its effectiveness as a cultural tourism exercise.	2014/15	Studio Artists EEP	Program reviewed and recommendations implemented	Existing budget allocation.
6.7	Develop Aboriginal Cultural Heritage Tourism initiatives such as walking trail brochures, guided walks, site signage and site based artworks that highlight local Wurundjeri Heritage in line with the Reconciliation Action Plan objectives.	2015/16	Key Reconciliation Partners EEP	Aboriginal Cultural Heritage tourism initiatives are achieved as detailed in the Manningham Reconciliation Action Plan's Heritage Site Cultural Development actions.	Existing budget allocation.
6.8	Work closely with the Tourism Advisory Committee to further develop new cultural tourism opportunities in Manningham.	Ongoing	Tourism Advisory Committee EEP	Cultural Services is represented within the Tourism Advisory Committee and a minimum of one new cultural tourism initiative is developed annually.	Existing budget allocation.
6.9	Continue to participate in the Valley of the Arts, Heidelberg Artists Trail and other regional cultural tourism programs where local benefits are demonstrated.	Ongoing	Tourism Advisory Committee EEP	Valley of the Arts and other regional cultural tourism initiatives are supported and actioned where appropriate.	Existing budget allocation.

Attachment One: Definitions Used in the Action Plan

<p>Council Unit Abbreviations:</p>	<p>Cultural Hubs: When arts and cultural activities are presented at places where people already congregate, such as shopping villages, playgrounds, sports reserves and community venues. These activities might take the form of public art installations, community arts projects, community markets, community events and public performance. These activities help build a sense of community pride, cultural celebration and a positive connection to public spaces, and enable a platform for the community to share their creativity with their neighbours.</p> <p>Key Industry Stakeholders: refers to peak Arts, Culture and Heritage bodies such as the Cultural Development Network; Australian Performing Rights Association, Victorian Association of Performing Arts and Public Galleries Association of Victoria and other peak Cultural, Gallery and Performing Arts bodies, Local Government Agencies and Eastern Regional Local Government Networks.</p>
<p>CS: Cultural Services</p> <p>CM: Communications and Marketing</p> <p>EEP: Economic and Environmental Planning</p> <p>SCS: Social and Community Services</p> <p>CP: Community Planning</p> <p>ADS: Aged and Disability Services</p> <p>PR: Parks & Recreation</p> <p>CorpSup: Corporate Support</p> <p>StratPro: Strategic Projects</p>	
<p>Definitions within this Strategy:</p>	<p>Key Reconciliation Partners: Detailed in the RAP, these are the key Indigenous people, agencies and local services that are working alongside Council to achieve the RAP actions.</p> <p>Key Community Stakeholders: All community organisations, schools and agencies local to Manningham that are known to Council as having an interest in a particular action, demographic or area of service delivery, or may benefit from becoming involved in cultural partnerships.</p> <p>Culture Club: A network developed by Council to assist local arts practitioners and service providers to network, share, inform and develop new opportunities for the delivery and management of local arts, cultural and heritage based activities and venues. This network is a key contributor to the development of this Strategy.</p> <p>Manningham Reconciliation Action Plan (RAP): An adopted Strategy of Council that guides Councils' support, advocacy and development of reconciliation objectives.</p>
<p>Culture: incorporates arts, culture and heritage activities including but not limited to visual and performing arts, media arts and emerging art forms, cultural expression, public arts, community arts, festivals, events, literature and cultural heritage activities and the venues and spaces that support their public expression.</p> <p>Cultural Services: Manningham City Councils services that relate to arts, culture and heritage services including projects, programs, exhibitions, funding, community support, festivals, events and cultural venues.</p> <p>Cultural Vitality: the level of arts, cultural and heritage based activities within a community or communal space that enhance and strengthen the unique identity and connection to that space.</p> <p>Community Cultural Development (CCD): the process of using the arts as a means of community engagement.</p> <p>Diversity: Refers to differences and varieties between people, including but not limited to the cultural, social, political, religious, economic, demographic, age, gender, ability, health and education differences within the community.</p>	

Attachment Two: Community Consultation Plan Overview

The Manningham Cultural Policy (2013-2017) reflects the feedback provided throughout a wide community consultation process. The following is an overview of the tools used within the Community Consultation Plan and the people involved within the consultation process.

How did we consult?

1. Cultural Strategy Working Group

The Manningham Culture Club is a network for the local arts, culture and heritage practitioners and service providers with a focus or interest in local arts and cultural activity. A total of nineteen (19) Culture Club members came together via workshops to guide the priorities, themes, objectives and actions of the new Cultural Strategy (2013-2017).

2. On-line Survey

A community survey was posted on the "What Matters Manningham" consultation website for two months, and this enabled the collation of significant feedback from targeted groups, as well as the general public on their suggested priorities, themes and objectives for the new Cultural Strategy (2013-2017).

3. Workshops and Presentations

Workshops and presentations conducted within the key committees of Council enabled more in-depth discussion surrounding their priorities, themes and objectives for the new Cultural Strategy (2013-2017), capturing the key perspectives of these special interest groups.

4. Public Exhibition Phase

The draft Cultural Strategy (2013-2017) was placed on public exhibition, which enabled the entire community an opportunity to review the contents of the proposed strategy, and provide feedback for Council consideration.

Who did we consult?

The general public were able to provide feedback via all of the above methods; however a number of key community stakeholders were targeted directly to participate in consultation activities. The following groups were invited to participate in The Cultural Strategy Working Group, as well as provide feedback via the online survey:

Manningham Arts and Cultural Groups:

- Mullum Mullum Festival
- Melbourne Didgeridoo & Cultural Festival
- Warrandyte Pottery Expo
- Manningham Reconciliation
- Iranian Fire Festival
- Warrandyte Festival
- Manningham Band
- Manningham Eisteddfod
- Heide Museum of Modern Art
- Templestowe Village Festival
- Neighbourhood Houses
- Mia Mia Aboriginal Art Gallery
- Bolin Bolin Gallery & Nursery
- Manningham Woodworkers Association
- Doncaster Templestowe Artists Society
- Warrandyte Arts Association
- Warrandyte Historical Society
- Doncaster Templestowe Historical Society
- Phoenix Theatre
- Organisations on the Community Grants database
- Primary and Secondary Schools

Manningham Committees and Networks:

- Culture Club (lead group – involved a series of consultations)
- Youth Providers Network
- Youth Forum, MYSA & FreeZa Youth networks
- Manningham Community Service Providers Network
- Interfaith Network
- Access & Equity Committee
- Manningham Tourism Advisory Group
- Activity Centre Working Group
- Mental Health Working Group

The collated results of this direct community feedback is captured in the Consultation Report in **Attachment Three**.

Attachment Three: Community Consultation Report

The following are the collated consultation results from the on-line community survey, workshops and presentation and public exhibition phase of the Community Consultation Process for the Cultural Strategy (2013-2017). The information is based upon majority of feedback, where an idea was multiply supported.

What do you enjoy most about arts and cultural activities in Manningham?

- The diverse programming
- MC² Gallery and Art Studios
- Cultural projects for disadvantaged groups
- Opportunity for community celebration and togetherness
- Performing arts at the Playhouse Theatre
- Indigenous content in programs
- High level of access to arts and cultural activities
- Warrandyte Arts studio tours and brochure – support for local artists
- Public and community arts – need more of them
- Community events like the Pottery Expo and Warrandyte Festival
- Activities that make me feel connected to my local community and its uniqueness
- Local heritage signs and cultural sites on the walks
- Community Markets, farmers markets and Fine Design Market

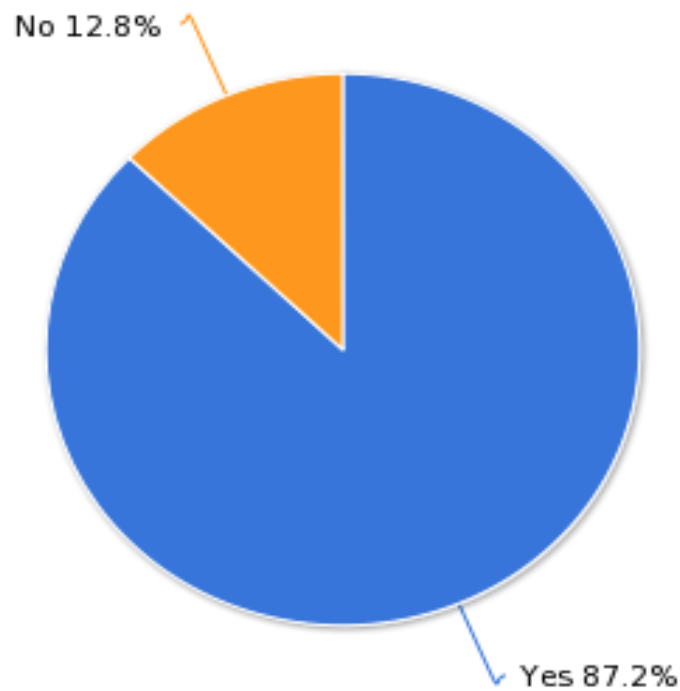
What are the areas that are in need of improvement?

- Youth Arts team ready for urban arts projects – need more opportunities
- MC² forecourt needs installations, projections, movies, crafts etc targeted to interest youth
- Showing Off returned in former state, maybe exhibit in MC² Loft Gallery (level 2 hanging spaces in hallways)
- Need a dedicated youth live music space with storage, youth sense ownership over space
- Youth mentorship in visual arts, events management etc
- Community and Public arts - need for arts to be a part of redevelopments and new developments in town and village centres, especially Warrandyte and Wonga Park.
- Combined arts newsletter – e-bulletin / Facebook / website – need central point to share ideas and communicate what's on
- Better programming in MC² forecourt – should be a hive of activity, and good youth space
- More village events and artworks – not big costly festivals, small, unique events are needed
- Improve youth music events by more cultural development project work and market sites
- Heatherwood students looking for volunteering at events experience
- Better use of social media for marketing and communications
- Improve links with schools and local youth

What are the top priorities for the new Strategy?

- Cultural events and more 'village' atmosphere
- Spaces for the arts – galleries and art in public spaces
- More cultural partnerships through project work
- Support youth arts and cultural activity
- Local participation in the events and projects – active part in local arts
- Better marketing of Cultural services and local events
- Communication tools for local arts community – online bulletin
- Explore ways to develop Warrandyte Arts project beyond current scope
- Increased access to arts and event volunteering for those with special needs
- Continue the community funding and support provided for events and arts projects
- Cultural projects and walks relating to local Indigenous heritage
- Accessible arts programming
- Continue the quality, diverse exhibitions at Manningham Art Gallery
- Make sure all events are low cost, and value for public money
- More events and projects for aged, youth and disability groups
- More market in village areas
- Keep expanding the Arts Studios programming, more evening classes
- Cultural talks and presentations by successful people in the industry
- Support community based arts and cultural activities
- Provide quality venues that meet the needs of local arts community
- Diversity and cultural awareness training
- Art acquisitions, especially through the ceramic award
- Literature activities and partnerships with the library
- Reconciliation programming
- Greater partnerships with local schools

Are you satisfied with the proposed Themes of the new strategy?



What other broad themes do you think should be included in the new strategy?

- Cultural Partnerships
- Cultural Venues
- Youth events and venues

Are you interested in learning more about Manningham Cultural Club, the network for arts and cultural development in Manningham?

