



## ARTS & CULTURAL DEVELOPMENT STRATEGY

### INTRODUCTION

Arts and Cultural Development contributes to the well being of the Stonnington Community. It draws from the make-up of the Community and in-turn helps define the ongoing development of the Stonnington Community's identity. Arts and Cultural Development enhances and enriches the Community identity and provides the members of our Community with a sense of place and pride within it.

Council plays a crucial role in creating an environment that encourages arts and cultural activities to flourish. These activities will reflect the identity of our Community; they will also challenge and assist in continually re-defining that identity. The encouragement and development of artistic endeavours is one of the key components that create the Cultural Identity of Stonnington. Many other fields help create that identity including the preservation (and celebration) of built heritage whilst also encouraging innovative design in new construction, whether it be streetscapes, parks and gardens or buildings.

Much of Council's contribution towards the development of Stonnington's Arts and Cultural identity has historically been through staging of quality Community Events (produced by Council) and the support of Artistic endeavours through Civic Community Grants and Sponsorships. The utilisation of events has been an innovative and successful method of enabling our residents (and businesses) to develop a great sense of belonging to the Community (and participation within it) This model is an excellent basis to build and further develop from.

Arts and Cultural Development should be reflected through all operations of Council. Whilst the primary responsibility for Arts and Cultural Development rests with Enterprise, Communications and Cultural Development an integrated approach needs to be taken. Arts and Cultural development within Stonnington is affected by all of Council's operations, ranging from Local Laws relating to busking, planning decisions and planning for use of Open/Public Space.

## **BACKGROUND**

Council commissioned an Arts Consultancy firm in 1999 to prepare an Arts and Cultural Plan, the document titled; ‘City as Art’ was presented to Council in November 1999. The document whilst never formally adopted has been used as a reference for ECCD. The Plan recommended a framework and direction within 5 key program directions, those being:

- ◆ CREATIVE ARTS            Investing in Creativity
- ◆ CIVIC ARTS                Promoting the City’s cultural identity and assets
- ◆ CELEBRATORY ARTS    Celebrating the City’s distinctive cultural character, heritage and contemporary culture
- ◆ IN-SITE ART & DESIGN   Reflecting the City’s depth of cultural meaning and character within the social and physical environs
- ◆ BUSINESS ARTS           Adding value to the business of culture

As a consequence of establishing a direction for ‘In-Site Art & Design’ a report was commissioned to address how the City’s cultural character could be reflected via our approach to the physical environs a report was commissioned. The result of this was the presentation of the ‘Integrated Art and Design Strategy’, in summary the strategy would return to the idea of engaging an artist at the conceptual of a Capital Works project. The consulting artist would incorporate design into the project that would seek to reflect the City’s cultural achievements and aspirations of the communities associated with the sites. Additionally, the Strategy proposes the introduction of a Public Art levy on all commercial developments that do not/cannot accommodate the Integrated Art and Design Strategy. The Integrated Art & Design Strategy has yet to be formally adopted by Council.

## **THE JOURNEY TO 2006 AND BEYOND**

The City’s Arts and Cultural Development Strategy has been compiled utilising the ‘City as Art’ and the ‘Integrated Art and Design’ documents as foundations to build from. The original 5 key program directions have been modified and, these are outlined as follows:

- ◆ ARTS DEVELOPMENT    Creating opportunities for local artists and groups to develop their craft and create new works. Also offering the Community the opportunity to discover new art forms and in turn encourages local arts practitioners to further develop their audience base within our Community and beyond.

- ◆ CELEBRATION Celebrating (and developing) our Community’s distinctive character and contemporary culture through quality Council produced events for the Stonnington Community.
- ◆ CIVIC VENUES Highlighting the diversity and capability of venues within the City of Stonnington for hosting a wide range of Festivals and Events.
- ◆ VISUAL ARTS Reflecting the City’s depth of cultural character through visual art and design, including streetscape art and design and local environmental art on parks and open spaces. This will include the implementation of the Integrated Art and Design Strategy
- ◆ BUSINESS ARTS Encouragement of constructive and beneficial partnerships with Council, business and arts sectors.

**VISION**

Establish the City of Stonnington as a leader in government for the support and development of quality Artistic Ventures (Events, Festivals, Exhibitions, and Productions). Ensure that these activities celebrate, challenge and enrich the deep cultural fabric of our Community. As an organisation we should strive to effectively (and efficiently) promote such activities, to our residents, businesses and tourists alike. That this leadership in the development of Artistic ventures also extends beyond the traditional performing and visual arts to include the integration of art into built design.

For the Enterprise Communications and Cultural Development Unit to lead Council in an integrated approach to Arts and Cultural Development.

**MISSION**

To create an environment and provide the resources that encourage Council, Community, Trader and Arts groups to produce Artistic Works, these works should reflect, challenge and in turn develop the cultural fabric of Stonnington. To act as a conduit between all those groups and encourage the development of local talent through the establishment of successful partnerships and provision of an environment of artistic nurturing.

To preserve and celebrate Stonnington’s history and heritage and using that history and heritage in the ongoing development of the cultural fabric of the area.

To develop an environment and infrastructure that will assist and encourage audience development for Stonnington arts practitioners.

To provide our Community with the possibility to witness quality Artistic endeavours and increases its pride in being a member of the Stonnington Community.

### **OBJECTIVES**

Have more groups/organisations produce quality works staged within the City of Stonnington for our Community and visitors alike.

Through these activities Council will maintain and further enhance our Community's sense of belonging to, and pride in, the City of Stonnington.

To promote the use of Community Assets for use in staging Artistic Activities, whether they are halls, parks pavilions or streetscapes.

To increase the profile of the Artistic endeavours within Stonnington to the wider Community, ie: promote these activities to potential tourists, residents and investors.

### **VALUES**

Council will continue to produce events for our Community that other Local Governments use as benchmarks for their events. We will encourage and reward excellence and innovation in artistic and cultural endeavours and nurture the development of excellence.

Council will actively assist in advancement of its artistic and cultural icons.

### **BEST VALUE PRINCIPLES**

Receive feedback from Stonnington residents and businesses on our performance and the social and economic impacts of Council's Artistic and Cultural endeavours (short and long-term) and what future outcomes they would like from Council produced and assisted Artistic and Cultural Endeavours.

Establish the level of the Stonnington Community's satisfaction with City of Stonnington produced Artistic and Cultural endeavours and Artistic and Cultural endeavours that Council sponsors/assists.

Obtain a measure of benchmarking Stonnington's cultural activities with other Local Governments.

### **FUTURE GOALS & STRATEGIES**

Creation of an informal incubator system where artists are encouraged to utilise our venues and as they develop encourage those artists to develop through our venues (and others that exist within the City of Stonnington). The venues that Council manages, at this point, include:

- ◆ Malvern Community Arts Centre
- ◆ Fire Station Print Workshop
- ◆ Malvern Town Hall
- ◆ Prahran Town Hall
- ◆ Chapel Off Chapel
- ◆ Phoenix Park Community Centre
- ◆ Grattan Gardens Community Centre

Other venues that exist within the City of Stonnington and nearby include:

- ◆ Como House
- ◆ St Martin's Youth Theatre
- ◆ Herring Island
- ◆ Cromwell Road Theatre
- ◆ Cinemas (mainstream and arthouse)
- ◆ Licensed venues including The Space, Boutique, Revolver etc
- ◆ Commercial Galleries
- ◆ The Como Centre
- ◆ Chadstone Shopping Centre
- ◆ Prahran & Malvern Central

Develop an extensive database of arts practitioners and supporters that reside have their business in and/or perform/exhibit within the City of Stonnington (or plan to do so). Use the database to promote services and assistance that Council can provide to the Arts Community and also promote Artistic endeavours being staged within Stonnington.

From the database establish an informal, 'Stonnington Arts Reference Group' (SARG) and a 'Galleries of Stonnington Information Panel' (GOSIP) for quarterly consultation and feedback.

Create partnerships that develop an environment (and facilities) that attracts and encourages existing Festivals to stage significant components of their festivals within the City of Stonnington.

Provide at least one more 'youth-oriented' event, the event should encourage a hands-on role and be jointly developed by ECCD and Youth Services.

The Community Grant process (Arts & Cultural Sponsorships) has already been improved so as inform successful applicants of their requirements and accountability to Council. The next step would be to create a sub-committee of SACC to assist in the evaluation of the applications; this committee (in conjunction with Council Officers) would make its recommendations to Council.

The entire process for Arts & Cultural Sponsorship should be managed by ECCD and the actual funding rounds are separated from Civic Community Grants. The funds could be allocated to ECCD budget or the financial administration could remain as is. In addition to Sponsorships there should be the establishment of small artistic development grants for local artists/performers.

To continue to produce quality events for the Community and to utilise wherever possible local organisations and talent in the event. In short, to ensure that the audiences are not only entertained and that members of the Community are given the opportunity to participate, but also takes pride in the depth and diversity of talent that thrives within Stonnington.

Establishment an Arts & Culture page on the City of Stonnington website. The page would incorporate the following:

- ◆ Arts Calendar
- ◆ Calendar of Events
- ◆ News updates
- ◆ Funding Information

Establish (in conjunction with Australian Business Arts Foundation) a national prototype procedure for generation of Arts Business Partnerships between Local Arts, Business and Government.

Establish a Stonnington Arts Catalogue, cataloguing all assets of Cultural significance, this document will contribute to the living history of Stonnington.

### **KPI's**

2002-2003: Establish the Melbourne International Jazz Festival as part of the City of Stonnington's Arts Calendar. The Festival will showcase Council venues, encourage local talent and venues and encourage partnerships between established and emerging artists. Additionally, the Festival will give residents the opportunity witness high quality performances within their own Communities.

Introduce Market Research at all artistic endeavours that are supported/assisted by the City of Stonnington (support would need to be a minimum of \$10k). The results of the research would be provided to the producing organisation.

Development of a Stonnington Arts Database

Establish a Balanced Scorecard System for appraisal and acquittal of Arts and Cultural Sponsorships.

Establish an informal, 'Stonnington Arts Reference Group' (SARG) and a 'Galleries of Stonnington Information Panel' (GOSIP) for quarterly consultation and feedback.

Establish a Stonnington Venues Register including a list of all venues in Stonnington available for use in the pursuit of artistic and cultural activities.

Further development of 'Stonnington Arts' page on City of Stonnington website, including facilities such as:

- ◆ On-line surveys for Stonnington events
- ◆ Downloadable Arts & Cultural Strategy
- ◆ On-line registration for Stonnington events (eg Spring into Gardening and VIVA)
- ◆ On-line Arts Calendar and submission facility
- ◆ On-line Event and Film Shoot Applications

- ◆ Arts Links
- ◆ Funding information
- ◆ On-Line registration for Stonnington Arts Database
- ◆ Regular Stonnington Arts Updates

Attract a minimum of 2 additional hires of Malvern Town Hall for Cultural Activities.

Formally adopt the Stonnington Integrated Arts Strategy.

Create a community arts administration base at Phoenix Park, offering an office, studio and rehearsal facilities for Stonnington based Arts Groups, Individuals and Projects.

2003-2004: Research and development of a Stonnington Arts Festival

Establishment and development of a Stonnington Collection Register, include artworks, antiques and assets of historical significance to the City of Stonnington and its Community.

Research the feasibility of developing the Prahran Town hall into a multi-purpose performance-exhibition space

Research the creation a Stonnington Galleries co-operative marketing program/exercise.

Establishment of a City of Stonnington Arts Development Grant Program for independent Stonnington based arts practitioners and companies.

Develop options for a Commonwealth Games Arts Program within Stonnington and the potential benefits for our Community from such a program.

2004-2005: Establish Stonnington Arts Festival.

Continued development of Stonnington Collection Register, with commencement of planning for a Stonnington Collection Exhibition

Research the feasibility of establishing a Stonnington Collection Arts Bank, where Stonnington based commercial and community groups can loan items from the collection for exhibition at their own venues.

Introduce a Stonnington Galleries co-operative marketing exercise.

Develop an integration strategy for the management of Phoenix Park Community Centre and Malvern Community Arts Centre.

The finalisation of the Stonnington Commonwealth Games Arts Program.

Commence the development of a City of Stonnington Filming Policy that will assist in the development of Stonnington as a location and the development of the filmic arts within Stonnington.

Commence consultation with experts in multi-media arts, with a view of developing a strategy for new and emerging artforms.

2005-2006: Publishing of a Stonnington Collection Catalogue and a subsequent staging of a Stonnington Collection exhibition, conducted in conjunction with the newly established Stonnington Arts Festival.

The establishment of a City of Stonnington Visual Arts Scholarship. To be funded through an arts levy raised through commercial building developments, via the Integrated Arts Strategy.

Implement the Stonnington Commonwealth Games Arts Program.

Implement the Phoenix Park and Malvern Community Arts Centre Integrated Management strategy

Commence of review of City of Stonnington Arts & Cultural Strategy.