

Shoalhaven Arts Board

Meeting Date: Thursday, 07 December, 2017

Location: Jervis Bay Rooms 1 & 3, City Administrative Centre, Bridge Road, Nowra

Time: 1:00pm

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Agenda

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2. Confirmation of Minutes

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3. Declarations of Interest

4. Reports

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5. General Business

Membership

Clr John Wells – Chairperson
Clr Kaye Gartner
Clr John Levett
Mr Ian Grant
Ms Alison Chiam
Ms Karen Morrow Akehurst
Ms Barbara Dawson
Dr. Peter Lavelle

Quorum – Majority of the members.

Purpose

- a) To contribute to and develop strategy and policy both for the Shoalhaven City Council as well as in alignment with the Region.
- b) To develop and implement policy, planning and vision for the broad arts within existing resources and use a co-opted panel of peers for professional advice. They include:
 - Visual Arts
 - Heritage and Museum Sector
 - Literature
 - Performing Arts
- c) Advocate and maintain specific arts related portfolios.
- d) Advocate and promote Board recommendations.

Delegated Authority

- Act within adopted budgets aligning with Council's strategic plans and document, and make recommendations on the arts to Council
- Appoint suitable representatives to fill casual vacancies on a set term basis
- Inform and recommend policy for arts related funding programs, and where required by Council, vote on related matters
- Establish a peer panel of professionals, experts and practitioners across art forms, heritage and cultural platforms to be co-opted as needed for input and advice to the Shoalhaven Arts Board
- Establish a Shoalhaven Arts Foundation:
 - To support the development and enrichment of broad arts across the Shoalhaven including visual, heritage, literature & performing arts
 - To ensure that the Foundation in its governance, membership and charter are independent/ and at arms-length from Council yet works in concert with the Shoalhaven Arts Board, Council and the community needs
 - To fundraise and develop a sustainable principal investment to generate ongoing grant funds

Relevant staff will work collaboratively with the Shoalhaven Arts Board to:

- Develop and implement activities to achieve objectives in line with the Shoalhaven Arts Board recommendations, the Council's policies and corporate plan

MINUTES OF THE SHOALHAVEN ARTS BOARD

Meeting Date: Thursday, 7 September 2017
Location: Jervis Bay Rooms 1 & 3, City Administrative Centre, Bridge Road, Nowra
Time: 1:00pm

The following members were present:

Clr John Wells - Chairperson
Clr Kaye Gartner
Clr John Levett
Ms Karen Akehurst
Mr Peter Lavelle
Ms Alison Chiam
Ms Barbara Dawson

Others present:

Bridget Macleod – Gallery Officer
Robin Sharpe – Outreach and Digital Services Manager
Karen Patterson – SEC Manager
Joe (Dos Enos)
Lachlan (Somethings Wild)

Apologies / Leave of Absence

An apology was received from Ian Grant.

Confirmation of the Minutes

RESOLVED (Clr Gartner / Clr Wells)

That the Minutes of the Shoalhaven Arts Board held on Thursday 15 June 2017 be confirmed.

CARRIED

REPORTS

AB17.18 Draft Arts Board Strategic Plan 2017 - 2021

HPERM Ref:
D17/261551

Clr Wells addressed the meeting and made reference to the Vision, Mission and Values in the Strategic Plan.

Note: Error on Page 7 (Last paragraph under Review, Evaluation and Reporting) – should read:

The Chair and members of the Shoalhaven Arts Board will undertake an annual review and prepare a report to Council on the Goals, Strategies and Success Indicators. This will be presented at the end of each financial year.

Recommendation (Clr Gartner / Peter Lavelle)

That Council adopt the draft Shoalhaven Arts Board – Arts & Cultural Strategic Plan “smART Ideals 2017 – 2021”.

Recommendation (Clr Gartner / Peter Lavelle)

That Council adopt the draft Shoalhaven Arts Board – Arts & Cultural Strategic Plan “smART Ideals 2017 – 2021”.

CARRIED

AB17.19 Council Policy Revision - South Coast Cooperative Libraries Collection Development Policy

**HPERM Ref:
D17/261794**

Robin, addressed the meeting and provided a background on what the South Coast Cooperative Libraries is.

A collection of adult, young and junior items, including but not limited to: books multimedia, CDs and DVDs, audio books digital library, newspapers and magazines, and databases .

Other services include: Outreach services, programs and events, grant opportunities, pathfinders program, community groups using library, programs for babies up to seniors, indigenous literacy day, history week, opportunities to connect with people in the community, creation of events for free or at very low cost. The libraries hold at least one author talk a month from local and well known authors . Provides support to local authors. Aims to be inclusive.

Hosted the Australian poetry slam last weekend. Would encourage more events involving local poets.

Clr Wells addressed the meeting and advised that he had received a letter last week from Jennifer Dickerson requesting that the Arts Board increases the value of the Writers Award from \$1000 to \$1,500. He has referred this request onto the appropriate Group Director for consideration and if the matter can not be approved internally then a report will be submitted to the next meeting, however he will keep members informed via email.

A request has also been received from the Shoalhaven Historical Society regarding the conservation costs for works from Samuel Elyard for contribution of \$2000 to be contributed, this will come as a separate report to the Board.

Recommendation

That Council adopt the revision of the South Coast Cooperative Libraries Collection Development Policy.

Recommendation (Clr Gartner / Clr Levett)

That Council adopt the revision of the South Coast Cooperative Libraries Collection Development Policy.

CARRIED

AB17.20 Arts Board Awards Cancellation & Future Use of Dedicated Fund

**HPERM Ref:
D17/264394**

Recommendation (Item to be determined under delegated authority)

That:

1. The 2017 Arts Board Awards, scheduled for 20 October 2017, is cancelled due to insufficient entries.
2. The Arts Board continues to provide \$500 prize money for the 2017 Outstanding River Festival Environmental Artist, to be announced by the Arts Board in conjunction with the festival.
3. The Arts Board develops a working party to investigate the potential for repurposing the Arts Award fund to develop community capacity for programming festivals and community events with an arts focus, dependent upon staff workload and operational priorities.
4. The Arts Board working party meets with Council's Tourism and Events Section to ascertain professional development/support opportunities currently provided by Council to festival and event organisers.
5. The Arts Board writes to the River Festival Committee and those who made nominations to alert them to its decision on this year's Awards and the future of the Arts Awards.

RESOLVED (Clr Gartner / Karen Akehurst)

That:

1. The 2017 Arts Board Awards, scheduled for 20 October 2017, is cancelled due to insufficient entries.
2. The Arts Board continues to provide \$500 prize money for the 2017 Outstanding River Festival Environmental Artist, to be announced by the Arts Board in conjunction with the festival.
3. The Arts Board develops a working party (comprising of members: Karen Akehurst, Alison Chiam, Clr Gartner and Barbara Dawson) to investigate the potential for repurposing the Arts Award fund to develop community capacity for programming festivals and community events with an arts focus, dependent upon staff workload and operational priorities.
4. The Arts Board working party meets with Council's Tourism and Events Section to ascertain professional development/support opportunities currently provided by Council to festival and event organisers.
5. The Arts Board writes to the River Festival Committee and those who made nominations to alert them to its decision on this year's Awards and the future of the Arts Awards.

CARRIED

AB17.21 Shoalhaven Arts Board Grants 2017/18

**HPERM Ref:
D17/269494**

Verbal Update delivered by Bridget Macleod Gallery Officer.

Arts Board working group met on September 4 at SRG.

Post meeting at midday SRG staff were alerted to another application which had been handed at council enquiry desk 4.45pm Friday not taken to records until late Monday morning. All working group members were notified and supplied this application via email. After careful consideration working group members agreed to the original recommendations as follows:

1. Developing the Arts - Sense of Place \$5,000
\$5000 Anna Thompson – 'Artist in Conversation' A short film: Artist Ann Glynn
Digital Story telling touring with show.
2. Developing the Arts - Sense of Place \$5,000
\$5000 Syd Green – Bird Women/Tree Men – Produce & record musical collaboration

Jazz and Classical

3. Public Art – Sense of Place \$10,000
\$10,000 Vanessa Barbay – Bherwerre Wetland Mural Project – Stage 3
Completion of 12 painted panels installed Larmer Ave Sanctuary Point – documenting birds and orchids of the wetlands.

It was also noted that a sub committee be established to review the guidelines for the arts grants programs, this will be reviewed in 6 months time.

Recommendation

That the following Shoalhaven Arts Board Grants be awarded:

1. Developing the Arts - Sense of Place \$5,000
\$5000 Anna Thompson – ‘Artist in Conversation’ A short film: Artist Ann Glynn
Digital Story telling touring with show.
2. Developing the Arts - Sense of Place \$5,000
\$5000 Syd Green – Bird Women/Tree Men – Produce & record musical collaboration
Jazz and Classical
3. Public Art – Sense of Place \$10,000
\$10,000 Vanessa Barbay – Bherwerre Wetland Mural Project – Stage 3
Completion of 12 painted panels installed Larmer Ave Sanctuary Point – documenting birds and orchids of the wetlands.

Alison/Peter

Recommendation (Alison Chiam / Peter Lavelle)

That the following Shoalhaven Arts Board Grants be awarded:

1. Developing the Arts - Sense of Place \$5,000
\$5000 Anna Thompson – ‘Artist in Conversation’ A short film: Artist Ann Glynn
Digital Story telling touring with show.
2. Developing the Arts - Sense of Place \$5,000
\$5000 Syd Green – Bird Women/Tree Men – Produce & record musical collaboration
Jazz and Classical
3. Public Art – Sense of Place \$10,000
\$10,000 Vanessa Barbay – Bherwerre Wetland Mural Project – Stage 3
Completion of 12 painted panels installed Larmer Ave Sanctuary Point – documenting birds and orchids of the wetlands.

CARRIED

GENERAL BUSINESS

AB17.22 Additional Item - Presentation of Far Meadow Blues (Video)

Clr Wells invited Joe from Dos Enos (a local band) and Lachlan from Somethings Wild (Videographer) to present their Video presenting Far Meadow Blues and congratulated Joe and Lachlan for their work.

This Video was premiered at the Tea Club and has been viewed on YouTube almost 10,000 times. Joe and Lachlan thanked the Shoalhaven Arts Board for their support.

It was noted by Alison Chiam that Bridget Macleod – Gallery Officer had interviewed Rick Amor and had written an article in Issue 39 of the Artist Profile Magazine.

There being no further business, the meeting concluded, the time being 1.59pm.

Clr John Wells
CHAIRPERSON

AB17.23 Draft Shoalhaven Libraries Strategic Plan 2017 - 2021

HPERM Ref: D17/324683

Group: Finance Corporate & Community Services Group
Section: Recreation Community & Culture

Attachments: 1. Shoalhaven Libraries Strategic Plan 2017 - 2021 (under separate cover)
[⇒](#)

Purpose / Summary

To present the Draft Shoalhaven Libraries Strategic Plan 2017 – 2021 to the Shoalhaven Arts Board and seek their endorsement to place the document on public exhibition.

Recommendation

That:

1. Council place the Draft Shoalhaven Libraries Strategic Plan 2017 – 2021 on public exhibition for a period of 28 days
2. If no significant adverse comments are received at the close of the public exhibition period, the Draft Shoalhaven Libraries Strategic Plan 2017 – 2021 be deemed adopted.

Options

1. As recommended

Implications: Placement on exhibition allows community feedback and adoption of the draft Shoalhaven Libraries Strategic Plan 2017 – 2021 provides a clear framework and strategic direction for Shoalhaven Libraries.

2. Provide an alternate recommendation

Implications: Unknown at present

3. Decline to adopt the draft Shoalhaven Libraries Strategic Plan 2017 – 2021.

Implications: This will result in no feedback and if not adopted no clear framework and strategic direction for Shoalhaven Libraries.

Background

The Shoalhaven Libraries Strategic Plan was due for review, with the previous plan 'Shoalhaven Libraries Infrastructure Model Report' having served well over the preceeding years.

The draft Shoalhaven Libraries Strategic Plan 2017 – 2021 was prepared over a 12 month period using professional public library research, direction and benchmarking; information regarding the changing role and profile of libraries and librarians; community expectations of

libraries; technological advances; branch usage statistics; customer survey data and industry trends.

This new strategic plan aims to provide clear direction for staff and the community on the library's future priorities and the strategies and actions to achieve the desired goals. An alignment with Council's integrated planning and reporting framework and relevant strategies, as well as the overarching Cultural Plan, has been achieved. Shoalhaven Libraries 2021 works towards key themes and priorities that have been identified by the community, which are to:

- Build inclusive, safe and connected communities
- Activate communities through arts, culture and events
- Deliver reliable services that meet daily community needs

Community Engagement

In 2015 a Library Customer User Survey was conducted which saw over 800 respondents provide information about the current level of service and future wishes. The information gathered during this consultation has been used in the preparation of the strategic plan.

Further community consultation will be undertaken inviting submissions on the draft Shoalhaven Libraries Strategic Plan 2017 – 2021 including:

- Placing the document on public exhibition for a period of 28 days,
- Public Notice in local newspapers,
- Copies of the draft document available for review in all the libraries and at Council Administrative Centres,
- Media release,
- Council's website - Current Projects and Get Involved pages,
- Library website site and other Council social media platforms,
- Council and Library e-newsletters .

If no significant adverse comments are received at the close of the public exhibition period, the draft Shoalhaven Libraries Strategic Plan 2017 – 2021 will be deemed adopted.

Policy Implications

There are no policy implications arising from the adoption of the draft Shoalhaven Libraries Strategic Plan 2017 – 2021.

Financial Implications

There are no current budget implications arising from the adoption of the draft Shoalhaven Libraries Strategic Plan 2017 – 2021.

AB17.24 Arts Board Awards Cancellation and Future Use of Dedicated Fund

HPERM Ref: D17/387447

Group: Finance Corporate & Community Services Group
Section: Recreation Community & Culture

Purpose / Summary

The 2017 Arts Board Awards, scheduled for October 20, 2017, were cancelled due to insufficient entries. The Arts Board selected a working party to investigate the potential for repurposing the fund to develop community capacity for programming festivals and community events with an arts focus.

Recommendation (Item to be determined under delegated authority)

That the Shoalhaven Arts Board

1. Approves the reallocation of the 2017/18 annual awards in funding of \$4,500 to the delivery of:-
 - I. two workshops focusing on social media marketing, and data collection to assist with event evaluation and eligibility for grant applications, and
 - II. the development of an Event Marketing Tool Kit

Options

1. Adopt the recommendations to repurpose the Arts Award Funds to deliver an Event Marketing Toolkit; and deliver two workshops on the subject of data collection and Digital Marketing on a Shoestring Budget.

Implications: The proposed repurposing of the funds will assist the Arts Board to raise the profile of the Board, and provide practical resources and training for community festival committees which program the arts.

2. Amend the recommendation.

Implications: Currently unknown

Background

The Arts Board Awards, scheduled for October 20, 2017, were cancelled due to insufficient entries.

At its September 9, 2017 meeting the Arts Board resolved to continue to provide the \$500 already pledged for the Outstanding River Festival Environmental Artist.

The Arts Board developed a working party, comprising members Karen Akehurst, Alison Chiam, Clr Gartner, and Barbara Dawson. The working party has discussed making an annual award for Outstanding Lifetime Achievement in the Arts to the value of \$1,000, plus a \$500 grant for the winner to commission a work from an emerging artist. The working party suggested each annual winner should be celebrated by way of a plaque to be installed in

Council's administration building. Further clarification is required on the costs involved in advertising the award, presentation of the award, whether the proposed plaque can be accommodated, and the potential cost.

The skills training for event organisers and committees was proposed by the Arts Board. Council's Tourism and Events team also identified skills gaps in community festival/events teams were commonly event evaluation, digital marketing and succession planning in terms of transferrable skills and tools.

The delivery cost for Digital Marketing Effectively on a Shoestring Budget would be \$2,320 to cover offering a workshop in two locations, including catering for networking/information for 40 people, and venue hire. The networking is intended to help festival and events organisers learn from each other and potentially share resources and contacts.

The workshop would address subjects including:

- i. What is Digital Marketing and how can it work for my event?
 - ii. Owning Your Online Presence
 - iii. Reaching Your Target Market – Who Are They and How to Find Them
 - iv. Writing Awesome Content that Engages with our Market
 - v. The Differences between Facebook and Instagram
 - vi. Social Media Analytics and Data Collection (event evaluation, essential for grant applications)
- b. Event Marketing Toolkit
- i. The Event Marketing Toolkit would allow event organisers to access information year-round in the lead up to their event and would cover topics discussed in the workshop and provide additional information, templates, links to further information and contact details. This resource would assist in succession planning when committee memberships change, or new events are proposed. Cost \$1,500

Financial Implications

A dedicated budget of \$4,500 per annum is dedicated to the Arts Board Awards which have traditionally been held biennially. Currently the total budget amount for Arts Award that is held is \$13,843.03.

AB17.25 Shoalhaven Regional Gallery Additional Resources Allocation

HPERM Ref: D17/391923

Group: Finance Corporate & Community Services Group
Section: Recreation Community & Culture

Attachments: 1. Museum Standards Report [↓](#)

Purpose / Summary

Shoalhaven Regional Gallery in the last 18 months, has achieved great success in community engagement and raising the profile of SRG and the Shoalhaven. The Gallery has provided significant growth in relation to its engagement with the community, visitors and playing an important role in the revitalising the CBD. If SRG is not successful in additional resources allocation, this success is in danger of plateauing due to inadequate staff resources.

Recommendation

That the Shoalhaven Arts Board

1. Endorses Shoalhaven Regional Gallery request for additional resources to be allocated to allow for all part-time staff to become permanent staff, allowing continual growth for the Shoalhaven community and CBD.
2. Champions the integral role Shoalhaven Regional Gallery can take in the revitalisation of Nowra CBD

Options

1. Adopt the recommendations to endorse Shoalhaven Regional Gallery request for the allocation of additional resources, to allow continual growth in community engagement and champion the integral role Shoalhaven Regional Gallery can take in the revitalisation of Nowra CBD

Implications: Without additional resources the Shoalhaven Regional Gallery's successful community engagement will plateau and lose momentum. Possibility of key staff looking for other employment.

2. Adopt a modified recommendation.

Implications: This would depend on the actual resolution of the committee

Background

Shoalhaven Regional Gallery in the last 18 months, has achieved great success in community engagement and raising the profile of SRG and the Shoalhaven. The Gallery has provided significant growth in relation to its engagement with the community, visitors and

playing an important role in the revitalising the CBD. If SRG is not successful in additional resources allocation, this success is in danger of plateauing due to inadequate staff resources.

Additional resources have been requested in previous budget processes for Council. Any additional resources would allow staff to generate public engagement and increase SRG self funding opportunities.

Financial Implications

It has been estimated additional resources required for employing part time staff to the capacity of full-time staff is approximately \$60,000. The request is currently being considered. The allocation of the additional resources is considered on a needs/risk basis.



Create NSW
Arts, Screen & Culture

STANDARDS PROGRAM 2017

Field Visit Report

Shoalhaven Regional Gallery

REVIEWERS:
FIELD VISIT CONDUCTED:

Tamara Lavrencic & Yaël Filipovic
Monday 21st August 2017



OVERVIEW

We were warmly welcomed by the Shoalhaven Regional Gallery team and enjoyed a tour of the galleries, shop, atrium and studio/meeting rooms.

The Gallery is open five days per week Tuesday-Saturday from 10am - 4pm (10am-2pm on Saturdays).

It is worth noting that the team have taken on more responsibility during the maternity leave of the director in January and have done an excellent job at continuing to improve the Gallery experience, work collaboratively and implement projects initiated by the Director prior to her leave. We were significantly impressed by the amount of new projects and strategies they have been implemented in the last 6 months while the team continues to deliver their exhibition program.

We were delighted to view the temporary exhibitions *Sea of Waste, Art – maker, patron, lover* by Gary Grealy and *Shoalhaven Mental Health Annual Open Art Competition*. Each exhibition was thoughtfully contextualized to connect with local community interests and issues and offered accessible content. The exhibitions are changed every four to six weeks by SRG staff.

The SRG has a wonderful Gallery shop which offers a mix of local artisans and other goods. The staff are keen to continue to improve this space and will be attending the upcoming Museum Store Association Conference & Expo later this year.

The gallery staff also manage their own website and have enriched this platform in the last six months with new high quality images & texts. Along with this, the team have significantly improved their engagement on social media platforms and further developed their advertising strategies and newsletter. With this the SCAC should be congratulated on increasing visitor numbers from 15,000 to 19,000 over the past 18 months! A very significant increase which shows local engagement.



New signage – front of building



New signage - back of building

The gallery is also to be congratulated for its success in improving signage across its building in recent months. The new banners in the front and back of the building along with activating the forecourt and the signage across its studio and meeting spaces have really transformed the building to feel much more welcoming and accessible. While visiting we received very enthusiastic comments from a community member regarding the new whale installation in the forecourt which was created during a school workshop for the *Sea of Waste* exhibition. Well done! Activating this space has clearly paid off!



Whale installation at front of building

A wide range of programs are offered which engage with different community groups, school workshops, school holiday workshops, talks, a new kids corner, etc. It's great to see the gallery engaging with the community in these ways and seeing return visitors.

Delivered by Museums & Galleries of NSW in partnership with Shoalhaven City Council



Children's corner

The team is currently in the midst of re-valuing its collection (last done in 2010) as well as transferring to a new collection management system, Vernon. Simultaneously they are changing the works on display at the council offices. They currently have a team of 4 of volunteers assisting with this process. In the long term Vernon will feed their collection online on their website. It is great to see their volunteers so eager to assist with this important process.

PRACTICAL ISSUES ADDRESSED

Labels: There is an opportunity to review the labels in the exhibition spaces. Currently they are quite small, hard to read (font size & colour) and placed quite high on the wall (inaccessible for wheelchair users and youth). The more thematic labels could also be significantly increased in size (potentially triple the size) to demark its significance in the exhibition. The feather symbol also used in the Galleries for the kid's activity may be more suited to be positioned at a lower kid-friendly height and cut with straight edges.

Recording Studio: It was great to hear of the increase in booking of the meeting spaces by private groups since updating these spaces. It was agreed that there is clearly an opportunity to increase this revenue stream as well as activate the recording studio (a hidden treasure!). Some research on local music contacts and local initiatives would prove beneficial in assessing the best way forward with this unique space.

Delivered by Museums & Galleries of NSW in partnership with Shoalhaven City Council

Climate Control: The Gallery has recently applied for funds to acquire climate control equipment in order to upgrade their facilities and be able to welcome touring exhibitions which require these conditions. They have found that it is increasingly difficult to keep the current doors closed in these spaces as audiences interpret this as inaccessible/closed spaces.

Research: Currently the Gallery has no resources (financial or staffing) to develop exhibition catalogues or collection research, especially with the Director currently on maternity leave. It was noted that once the collection has finished being entered into Vernon in early 2018, some of the volunteers may be interested in doing some additional research on the collection and contribute to writing on the website.

Grant Writing: The staff have identified this as an area that they would like to gain more skills in. We indicated that M&G NSW is likely to run the Access to Funding workshop in Nowra early in 2018. This workshop included sessions on grant writing. We also recommend that they get in touch with their closest regional arts board as well as Create NSW for opportunities for additional training.

Public Programs: We commend you for your interest and enthusiasm in growing your public programs & audience engagement. Thinking strategically about your audiences will have a positive impact at the Gallery as is the testament to the current growth in audiences from the last 8 months. The addition of the family activity has already received good response and your engagement with young volunteers is also a good sign that you are working towards strong community connections. Your funding application to develop a new school resource will also continue to strengthen your offers. We look forward to discussing further the different audiences that you would like to strengthen and grow.

Opening Hours/Days: Currently the Gallery is open five days per week Tuesday-Saturday from 10am - 4pm (10am - 2pm on Saturdays). They are keen to explore being open seven days per week, but this would require additional funding; comparative research on other regional galleries has been submitted to council to inform their decision. Currently the area surrounded the Gallery is very quiet on Sundays and this should be taken into consideration as to whether the Gallery should spearhead a revival of the community on Sundays or, alternatively, remain closed.

Delivered by Museums & Galleries of NSW in partnership with Shoalhaven City Council

Audience Survey: Given the recent rebranding, new website, marketing events through social media and new programming, we recommend carrying out an audience survey towards the end of the year.

DOCUMENTS AND EVIDENCE SIGHTED

- Shoalhaven City Arts Centre Strategic Plan 2020

AB17.26 Arts Board Workshop - Resourcing Community Groups

HPERM Ref: D17/374643

Submitted by: Alison Chiam

Recommendation (Item to be determined under delegated authority)

That a workshop be designed for arts board members outlining council's resources which are available to community organisations.

Details

Community organisations which run and promote activities such as festivals are able to utilise certain council resources. The arts board members request a workshop/information session to inform them of these resources so they can inform group organisers appropriately.

AB17.26

AB17.27 Cultural Destination - Partnering with Shoalhaven Tourism

HPERM Ref: D17/374650

Submitted by: Alison Chiam

Recommendation (Item to be determined under delegated authority)

That a representative from tourism be invited to attend arts board meetings

Details

Our strategic framework indicates that we form a partnership with Shoalhaven tourism to establish the Shoalhaven as a cultural destination. To assist development of the partnership, I suggest we invite a representative from Shoalhaven tourism to our board meetings and advocate for reciprocal attendance at tourism meetings.

AB17.27

AB17.28 Creation of Action Plan

HPERM Ref: D17/374662

Submitted by: Alison Chiam

Recommendation (Item to be determined under delegated authority)

That an action plan for the goal “identity and destination” be created for co-ordinated communication towards potential funding opportunities like business and development, tourism and re-vitalise nowra committees.

Details

Cultural tourism is an economic opportunity which sits alongside and supports our existing “unspoilt” tourism plan. The arts board ought to have a strong voice in the development of this marketplace. A plan supports a co-ordinated approach from the arts board for communication to other committees and bodies who may offer opportunities to collaborate with design, development and funding.

AB17.28

AB17.29 Vacant Arts Board Position - Aboriginal Local Member

HPERM Ref: D17/374673

Submitted by: Alison Chiam

Recommendation (Item to be determined under delegated authority)

That the vacancy for an aboriginal community member be filled.

Details

This position has become a longstanding vacancy as the past incumbent attended infrequently. It is important that we have a voice from our aboriginal communities, can communication regarding filling this position be raised in priority.

AB17.29

AB17.30 Nowra CBD Revitalisation Committee Invitation

HPERM Ref: D17/375435

Submitted by: Karen Akehurst

Recommendation (Item to be determined under delegated authority)

That the Arts Board invite a representative from the CBD Revitalisation Committee to a meeting to discuss the potential for strategic partnership.

Details

Follows a facilitated workshop hosted by the CBD Revitalisation Committee to seek ideas for future festivals or similar events with the aim of energising the Nowra CBD during the traditionally quiet winter months.

AB17.30

AB17.31 Arts Festivals - Future Directions

HPERM Ref: D17/375439

Submitted by: Karen Akehusrt

Recommendation (Item to be determined under delegated authority)

That the Arts Board determine what role it will take in supporting new and established arts festivals.

Details

- Is there a role for the Arts Board in providing start up assistance or capacity building to new and established arts festivals in the Shoalhaven?
- If so, how?

AB17.32 Shoalhaven Writers Festival

HPERM Ref: D17/375445

Submitted by: Karen Akehurst

Attachments: 1. Shoalhaven Writers Festival - Background [↓](#)

Recommendation (Item to be determined under delegated authority)

That Arts Board auspice a small pilot Writers Festival in 2018 and a sub committee be established to carry the concept further. (Background report attached).

Details

The sub committee would address:

- The role Shoalhaven City Council and the Arts Board would take.
- Who would be responsible for insurance, volunteers, venues etc?
- Possibilities of sourcing council sponsorship and in-kind support.
- Establishing a collaborative Steering Committee with key stakeholders.

SHOALHAVEN WRITERS FESTIVAL 2018



Background information regarding a potential Writers Festival, for the information of the Shoalhaven Arts Board.

Shoalhaven Writers Festival 2018

EVENT SNAPSHOT

- One-day pilot event
- Proposed date: Saturday, August 11th (Two weeks after the Southern Highlands WF and two weeks before the Bateman's Bay WF).
- Attracts visitors during quiet winter business period to the CBD.
- Addresses Arts Board Strategic Plan
- Target market:
 - Shoalhaven writers, readers and students
 - Illawarra, Southern Highlands and Eurobodalla day visitors
 - Sydney short-break market
- Potential to collaborate with the Wollongong WF in 2019 (November 24th & 25th) Utilises council owned cultural facilities



WHY DO WE NEED A WRITER'S FESTIVAL?

An inaugural Writers Festival (WF) is proposed for Nowra during winter (August, 2018) following the July school holidays, during a traditionally soft visitor period. The Shoalhaven Local Government Area enjoys a number of highly successful, annual arts festivals throughout the year which demonstrates the viability of the area as an arts destination. However, none are located in the Nowra CBD itself and none focus on literature.

Writers Festivals are big business and growing in popularity. In 2017, there are at least 203 Readers and Writers Festivals on the Australian festival calendar¹. The Sydney WF is the third largest of its kind in the world. The 2016 Wollongong WF attracted 1000 visitors in its third year with less than \$5000 in funding. 6.2% of visitors travelled from the south coast². Wollongong were successful in securing significant Arts NSW funding for 2017, expanding their program to a major festival event.

The Shoalhaven is the last to LGA in the region to host a Writer's Festival. The Southern Highlands hosted its inaugural festival in 2012 and both Bateman's Bay and Wollongong began in 2013, creating a sizable gap on the festival map with Nowra at its centre. (Kiama Readers Festival not included due to its small size, biannual calendar and inhouse library focus).

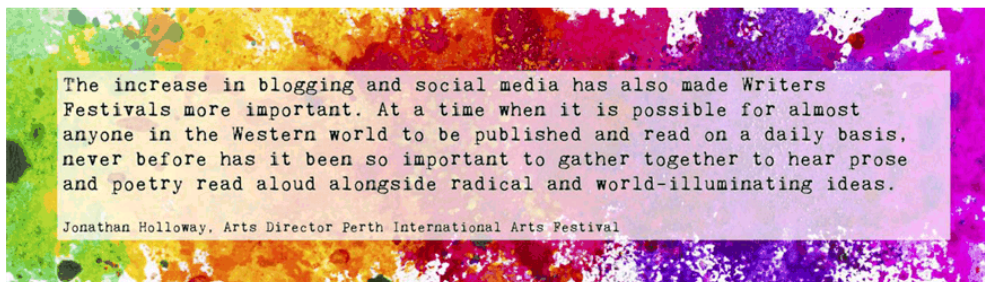
The 2017 Bateman's Bay WF was cancelled due to a clash with the inaugural Canberra WF, drawing much of its ACT target market away. Nowra could potentially draw on those far south participants if the Batemans Bay festival ceases or reduces its program in the future.

Nowra's cultural image is need of refreshing. It is not reflective of the number of established and highly respected authors living in the Shoalhaven, many of whom have indicated support for a local Writer's Festival. An annual Writer's Festival would complement the existing local arts festival calendar whilst attracting a whole new market.

The model proposed is a community event, including schools and local businesses, acknowledging the high number of Indigenous and aged people living in the Shoalhaven and featuring our unique natural and cultural attractions.

¹ 2017 Australian Literary calendar <https://jasonnahrung.com/2017-australian-literary-festival-calendar/>

² 2016 Annual general Meeting report- Wollongong Writers Festival Inc 2017



WHY SHOULD THE ARTS BOARD AUSPICE THE EVENT?

This festival addresses several goals outlined in the Shoalhaven Arts Board Strategic Plan (2017-2021) as follows:

- (2) Identity & Destination- "...advocate the Shoalhaven as a cultural destination..."
- (3) Enjoyment & Learning- "Support opportunities for artistic collaboration in the community."
- (4) Enrich & expand the arts- "...advocate for the development of an arts and culture precinct in Nowra."

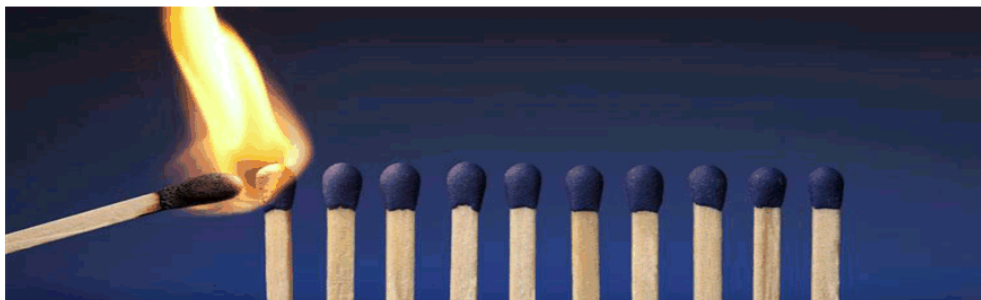
The proposed venues for workshops and author talks include the Regional Gallery, School of Arts and in future years, the library and Entertainment Centre, if appropriate to their needs. The Steering Committee would consult with the Tourism Department at all stages.

The CBD Revitalisation Committee is currently considering a festival during the winter months to draw people to central Nowra. Writers festival events are typically creative and inclusive of local business. For example: author talks and poetry slams in pubs, book signings in bookshops, restaurant and cafés providing meals and refreshments and accommodation services.

The Sydney Writers Festival is the largest in the world outside the UK, largely due to the support of Sydney City Council, in alignment with its 'Sustainable Sydney 2030' strategic plan. For example, the city provided 42% of total grant income, or 13.4% of the festival operating budget in 2014, plus in-kind contributions of \$110, 000 for banner pole hire³. The council engaged in co-branding opportunities as well, such as displaying selected poetry and author quotes on the sides of the city's cleansing trucks during the festival period and sponsoring major events.

Literature is an artform which is currently underrepresented in the Shoalhaven. It is an 'invisible' artform not conveyed via exhibitions and performances. Despite the number of successful and emerging authors living in the region, literature has no presence in the Shoalhaven. No applications were received from writers for the 2017 Arts Board grant program and no nominations were put forward for writers in the 2017 Arts Awards. As the Shoalhaven Arts Board recently expanded its focus to include literature and performing arts, it would be timely to consider the auspicing of a Writer's Festival as a meaningful contribution to literature in the Shoalhaven and the support of local writers.

3 Report to Sydney City Council Cultural Sub-committee, 8th September, 2014



Shoalhaven Arts Board 7th December, 2017

INTEREST FROM THE LOCAL WRITING COMMUNITY

An initial meeting of invited members of the writing community was held on August 26th, 2017 at Nowra Library to discuss the viability of a Writers Festival in the Shoalhaven and to determine the level of interest. Members of the Shoalhaven Fellowship of Australian Writers were also canvassed at the September 9th meeting. Both groups were overwhelmingly supportive of a festival and as a result of both meetings, a list of volunteers was compiled which can be built upon in the near future.

WOLLONGONG WRITER'S FESTIVAL 2019

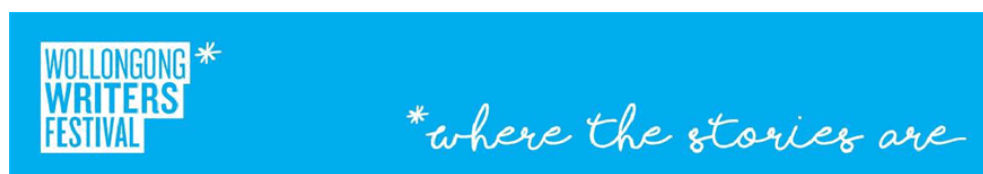
The board and Director of the Wollongong Writers Festival have expressed support for a collaboration between the Shoalhaven and Wollongong in 2019, similar to the affiliation between the well established Melbourne Writers Festival and the new Canberra Writers festivals. This would enable both festivals to split costs associated with high profile authors and presenters and to offer them two paid engagements over one weekend, therefore presenting exciting possibilities not otherwise possible.

The Wollongong Writers festival received major funding from Arts NSW in 2017 resulting in a rebranding and expansion of its program, making it one of the largest festivals in NSW featuring writers such as Clementine Ford, Charlotte Wood and Tracey Spicer. Wollongong WF was incorporated in 2015 and is now known as the Wollongong International Writers Festival.

The University of Wollongong provided key support in its first two years as well as sponsorship. The South Coast Writers Centre is also a key partner. Both of these organisations include the Shoalhaven within their boundaries and so a natural affiliation exists between the two festivals.

The Wollongong WF program is launched in August annually, with its major events held over a weekend in late November. The Shoalhaven WF would need to coincide with these dates.

It is proposed that the Shoalhaven delivers an independent one-day festival in 2018 under the auspice of Shoalhaven Arts Board and remains engaged with the Board and Director of the Wollongong Writers festival with a view to possibly affiliating in 2019. Decisions regarding affiliating in 2019 will be made following the 2018 festival by the Shoalhaven WF Committee at that time.



GOVERNANCE

It is suggested that the inaugural Shoalhaven Writers Festival may be managed by a Steering Committee comprising of members of the Arts Board (sub-committee) and invited representatives from the Shoalhaven writing community for the purpose of delivering the 2018 festival. Future direction would be determined following delivery of the pilot.

FORMAT

A one day festival program is achievable in the first year with concurrent workshops from 9am to 4.30pm across two to three rooms. A launch dinner may be incorporated the evening before but is not essential. Shoalhaven FAW have indicated an interest in potentially announcing the winner of the Shoalhaven literary award at this dinner.

The South Coast Writers Centre have applied for funding to facilitate a one day (6 hour) creative non-fiction workshop in collaboration with a photographer, using photographs of Nowra CBD. If successful they have offered to deliver the workshop free of charge. The outcome of the grant application will be known in January.

In addition to writing and publishing workshops the committee will consider a range of community based activities. Some ideas already discussed by the volunteer group include short story competitions with local schools, indigenous author talks and writing workshops for children, and an oral history project with people living in aged care. These activities are likely to extend over several months. The committee will also develop the distinguishing character of this festival and its brand moving forward.

The festival should be respectful of the traditional owners of the area, reflect the natural environment, history, military and cultural qualities of the Shoalhaven giving it a unique, distinctly Shoalhaven identity.

INDICATIVE BUDGET

Based on a conservative estimate of the number of 2018 attendees at around 60 and day tickets selling at \$50 each then we can estimate at least \$3000 in ticket sales. Grant funding and sponsorship will also be sought. Ideally grant funding should cover all costs with ticket sale income carried forward to 2019.

A more detailed budget would need to be developed should the Arts Board endorse the auspice so that costs such as venue hire, insurance etc can be accurately costed and funding applications submitted.

Shoalhaven Arts Board 7th December, 2017

POTENTIAL FUNDING SOURCES

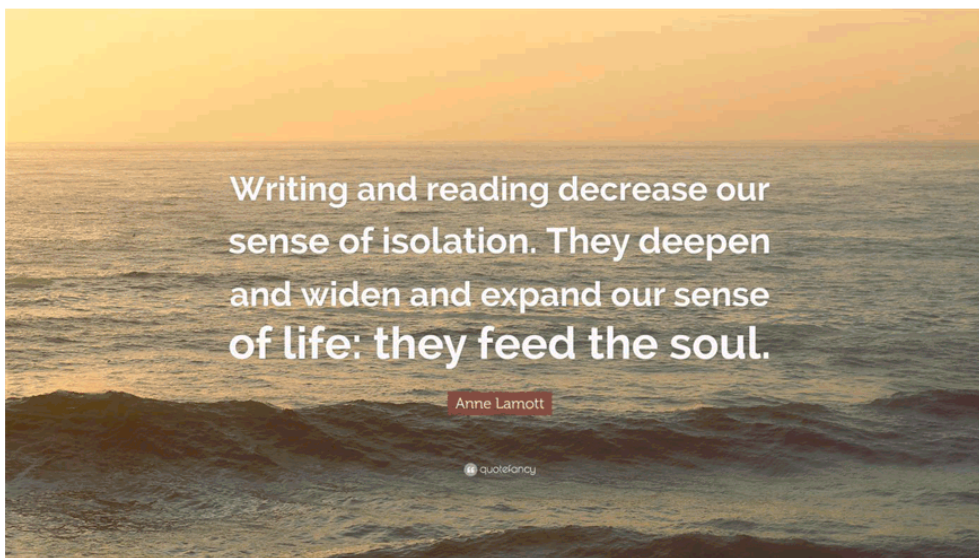
- Shoalhaven Tourism Board Events & Conferences
- Destination NSW Incubator Event Fund
- Australia Council for the Arts- Arts projects (organisations \$10 000 to \$100 000)
- Create NSW

EVALUATION AND FUTURE PLANNING

The event's ticketing system will collect data to inform a marketing plan for 2019. All attendees will be invited to complete an evaluation feedback at the close of the event or shortly after. Advice would be sought from the Tourism Dept about how to best capture data that will support future funding applications.

CONTACT

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AB17.33 Arts Board Awards

HPERM Ref: D17/387910

Submitted by: Barbara Dawson

Recommendation (Item to be determined under delegated authority)

That a portion of the Arts Awards funding for 2017 be used for a 2018 Arts Lifetime Achievement Award.

Details

The award to be widely readvertised and consist of a monetary sum of \$1000 plus a \$500 art gift (made by a local artist) and a small plaque displayed in Council Chambers recognising this award.

This more substantial award will recognise the true worthiness of the Arts Award winner and their hard work and achievement for the Arts in the Shoalhaven community.