



**HUON VALLEY  
COUNCIL**



**HUON VALLEY  
ARTS AND CULTURE STRATEGY  
2018 - 2022**

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## CONTEXT

In 2018 Huon Valley Council engaged Kylie Eastley Consultancy and PDF Consultants to undertake consultation with the Huon Valley Council, community and stakeholders to produce an Arts and Heritage Strategy 2018-2022.

This draft strategy was presented to Council in June 2018 and released for public comment in July 2018.

Throughout this document reference is made to Arts and Culture, which incorporates:

- Heritage – structures, places, history, language and stories.
- Art practices including but not restricted to visual arts, multi-media, music, performance, writing, digital, dance, festivals, events, and
- All creative endeavours that have creative, economic, social, cultural or community benefits and outcomes.



Huonville Skate Park Mural, Liam Baker

## CONSIDERATIONS

Considerations in developing the Arts and Culture Strategy:

- The current annual budget allocation of \$10,000
- The resources available to undertake the revision of the plan
- The directive by Council to revise the previous plan, rather than undertake a new plan for the region
- That the plan needs to be accessible, easy to read, with clear timelines and achievable and tangible outcomes
- That the work of the Arts and Heritage Advisory Committee is recognised
- That the relevance of festivals and events be considered
- Management of stakeholder and community expectations.

## OPPORTUNITIES

A number of opportunities were identified in developing the Arts and Culture Strategy:

- To focus on achievable goals and outcomes
- To build on the enormous arts and cultural activity that is already happening throughout the region
- To build the connection between Council departments and strategy plans to enhance the outcomes and share resources
- To leverage off the annual budget to attract other funding and investment, and look for new funding opportunities
- To ensure there are a combination of short and long term aspirational goals.



Palais Theatre, Franklin

## THE PREVIOUS STRATEGY

The Huon Valley Arts and Heritage Strategy and Action Plan 2012-2017 included goals that gave some direction to the Council, community and stakeholders. General feedback was that many of the actions were not attainable, given the resources of Council and the community, and that there was an unrealistic expectation on the Arts and Heritage Advisory Committee to deliver significant project outcomes. However, there were considerable achievements between 2012-2017 that relate to Arts and Culture in the Huon Valley; some directly linked to the previous strategy and others populated of the strategy.

### **Some of the direct and indirect activity identified between 2012 and 2017 relating to the previous strategy included:**

- A part time contractor was engaged to reassess heritage-listed properties to determine relevance against the Huon Valley Interim Planning Scheme
- Members of the Arts and Heritage Advisory Committee produced a draft public art policy
- Council facilitated workshops and networking events (2011-2015) including arts and heritage, marketing, catastrophes and calamities, hall committees and social media
- Community accessed the Roving Curator; a program within Arts Tasmania, for training and support for some groups between 2012-2016
- Council completed Township Theming Plans via the Community Development Officers
- Cygnet Art Trail brochure was produced in 2012/2013 as a result of Federal Government grant funding. Following this, Arts and Heritage was broadly promoted in the Huon Trail brochure
- Some duties of an arts and heritage officer were incorporated into the Community Development Officer role which transitioned to the Economic Development Coordinator role. Some activities were included in the Business Development Role funded by the annual budget allocation for Arts and Heritage. This is now encompassed within the Council's Community Liaison Role
- Venue assessments were completed on all halls across the Huon Valley
- 20 Community Grants were provided to arts and cultural projects in the Huon Valley
- Building and restoration priorities were undertaken on Palais Theatre, Cygnet Town Hall, Ranelagh Hall, Glen Huon and Geeveston Town Halls
- A vision for the re-imagined Geeveston Town Hall was created in 2015 which included a Public Art Space, Museum, Event space and a Visitor Centre
- Council designated staff to provide ongoing advice, support through planning, grant processes and event facilitation via the Economic and Community Development Areas
- A database was created for artists and heritage facilities
- An online arts cooperative with listings of artists was created on the Council website



Far South Memorial by The Sea, Dover

- Feedback from the previous consultation process supported the development of Council's community engagement framework
- Promotion of arts and heritage activity was part of the Community Services section of the Huon Valley Directory. The Directory now produced by a third party as a Business Directory and has been combined with Kingborough
- Partnerships were developed with Ten Days on the Island, Arts Tasmania, Tasmanian Regional Arts, Wooden Boat Festival, TSO touring and Tasdance delivering programs throughout the region
- The regional tourism marketing brand transitioned from Huon Trail to Southern Trove
- Artists, galleries and arts and heritage activity were listed as part of the Huon Trail, now replaced with Destination Southern Tasmania. Branding between the region and Destination Southern Tasmania was aligned with a focus on local visitation
- Arts and heritage practitioners and experiences are promoted via Council website, newsletters and other material with a focus on organisations
- Interpretive panels relating to the history of buildings were installed at Cygnet, Franklin, Dover and Geeveston, with involvement in the process by representatives of the Aboriginal community via SETAC, with a plan for all to be completed by August 2018
- Wooden sculptures featuring the Geeveston township history were completed
- Council provided support to community events including facilitation, equipment, signage, environmental, health and safety requirements, food handling, workers and resources. Events include the Huon Show, Mid-Winter Fest, Taste of the Huon, Cygnet Folk Festival, Dover SeaFest, Wheels in the Park, etc.
- Council assisted numerous organisations through the event application process with local and state government requirements and Tasmania Police permits
- Increased social media marketing for all events
- Street art walls at Huonville skate park – Council-funded with community and school undertaking the design, maintenance and updates
- Upgrade to performing arts equipment in Huonville Town Hall in partnership with the theatre group including new curtains, lighting, audio, painting and heating
- Three-year school film program facilitated by Council via the Mobile Youth Liaison Officer and funded by the Tasmanian Community Fund
- Input into the Tasmanian Planning Scheme in line with needs of the Huon Valley arts and heritage stakeholders
- Liaison with developers to encourage incorporation of local history and heritage such as Willie Smiths and Franklin Evaporators
- Restoration, conservation and interpretation work underway for the Dover Kiln
- Annual Mayoral Art Acquisition award and roving exhibition held throughout the valley
- Huon Trail Tourism interpretative panels and roadside markers installed describing local history.



A Taste of the Huon 2016

## PROCESS FOR DEVELOPING THE STRATEGY

The first stage of the process was to consider the brief, understand the community and determine what was needed. This meant undertaking a:

- Review of the previous strategy,
- Discussion with Council, community and stakeholders and
- Research into other similar municipalities within and outside of Tasmania.

Through this process we discovered some stakeholder's priorities:

- A desire for visual and tangible representation of art and heritage in the Valley
- A commitment to improved quality of life, health and wellbeing of residents
- That the Huon Valley be an interesting and stimulating destinations for visitors
- That Arts and Culture form part of the long term branding of the Valley
- That community pride is enhanced through art and cultural activities
- A need for effective consultation and engagement processes
- Clever uses of resources and support are required
- Collaboration and collective effort can develop efficiency and effectiveness
- Recognition that the makers have a pivotal role
- That Arts and Culture needs to have status within council
- That we recognise the value of Aboriginal Arts and Culture and that engagement is led by the Aboriginal community
- Council has a role as an enabler of Arts and Cultural activity
- That Arts and Culture contribute to the economic life of the Valley
- That the private sector is involved as key players in Arts and Culture
- That meaningful consultation, engagement and advisory mechanisms are established, both within and outside of Council
- That Art and Culture is acknowledged as a whole of Council responsibility and opportunity.



Geeveston Twilight Feast

## CONSULTATION PROCESS

The consultation process included face-to-face interviews and structured workshops with community representatives, stakeholders and council staff that were conducted between March and May 2018. Those included in this process represented the following:

- Palais Theatre Management Committee
- A Taste of the Huon - Festival Manager & President
- Huon Arts Exhibition Group - Committee & Members
- Huon Valley Theatre
- Geeveston Community Hall
- Huon Arts
- Geeveston Archives and History Society
- Huon Kingston FM
- Cygnet Singers
- Cygnet Folk Festival-Artistic Director, Coordinator & Committee Members
- Huon Valley Mid-Winter Festival
- Willie Smiths Management
- Arts and Heritage Advisory Committee
- Local creatives including a ceramicist, producer, broadcaster, writer, musician and conductor and a teacher
- Upper Huon History Group
- Rotary Club Huon Valley - Blossom in the Valley
- Health and Wellbeing Advisory Committee
- Wooden Boat Centre - Franklin
- Cygnet Arts Council
- SETAC Cygnet
- Geeveston Community House
- Living Boat Trust
- Business Enterprise Centre
- Glen Huon History Group
- Dover History Group
- Huon Valley Visitor Centre
- Cygnet Association
- Wayraparattee Child & Family Centre
- Franklin Progress Association

Huon Valley Council staff participating in the consultation workshops included:

- Director Environment and Development Services
- Senior Planning Officer
- Manager Asset and Planning
- Manager Finance and Information
- Director Community Services
- Manager Community Development
- Manager Environmental Services
- Director Corporate Services
- General Manager
- Strategic Planning Officer
- Manager Customer Services
- Manager Economic Development
- Coordinator Economic Development
- Community Liaison Officer

## WORKSHOP DESIGN

The workshops were designed to:

1. Invite visionary and aspirational ideas of how arts and culture could be part of the Huon Valley
2. Identify the opportunities and uniqueness of the valley and
3. Invite ideas and suggestions for what was needed.



# ARTS AND CULTURE STRATEGY 2018-2022

## INTRODUCTION

This Strategy:

- Provides a key document to inform Council decision making in relation to arts and culture
- Communicates Council's long-term direction to the community and other stakeholders
- Guides the community and relevant stakeholders wishing to deliver arts and cultural activities in the valley
- Serve as the basis for annual operation and work plans.

This Strategy will be used to inform the work of the community, Arts and Culture Committee (or the equivalent) and the Huon Valley Council. The strategy has been designed with flexibility to accommodate the changing needs and dynamics of the Huon Valley community within the broader art and cultural context.

This Strategy has been developed with input from the community through a range of engagement workshops, interviews and public comment.



Rural Health Expo

## VISION

A vibrant community in which art and culture is an expression of place, story and people that is unique to the Huon Valley

## PRINCIPLES UNDERPINNING THE STRATEGY

- To ensure that the Aboriginal history, heritage, art and culture is acknowledged and included through early engagement with members of the Aboriginal community
- Focusing on short term goals with long term vision to ensure that each step taken builds on the previous one and moves towards the Huon Valley being seen as an exciting and desirable arts and cultural destination
- Building and attracting additional resources to encourage growth and sustainability
- Making art visible and accessible while maintaining the authenticity of the region.



Huon Valley Mid-Winter Festival Launch 2016

# GOAL 1: SUPPLY - DELIVER CREATIVE PRODUCTS, SERVICES AND EXPERIENCES

## OBJECTIVE ONE

**Reinvigorate, protect and showcase heritage assets and places of significance**

- **Direction 1** – Identify and develop current and new heritage assets and places of significance
- **Direction 2** – Showcase and interpret heritage buildings, places and stories
- **Direction 3** – Work with the Aboriginal community to determine the Aboriginal heritage they wish to be featured and how this is to be done.

## OBJECTIVE TWO

**Build the capacity for artists and producers to supply arts and cultural products and experiences**

- **Direction 1** – Know and promote who is in the valley
- **Direction 2** – Connect artists with resources
- **Direction 3** – Support artists and events to establish, strengthen and grow

## OBJECTIVE THREE

**Establish the Huon Valley as a destination for arts and cultural experiences**

- **Direction 1** – Position arts and culture as a distinctive part of the Huon Valley brand
- **Direction 2** – Build the recognition of the Huon Valley arts and cultural sector within Tasmania and beyond.
- **Direction 3** – Build the reputation of the Huon Valley as a producer of art and cultural products and creative experiences
- **Direction 4** – Progressively add large-scale highly visible significant pieces of artwork that are consistent with the identity of the places they are located
- **Direction 5** – Create and further develop a supportive and welcoming environment for makers and producers



'Dover', Susan Freund

## GOAL 2: ACCESS - CONNECT PEOPLE WITH CREATIVE PRODUCTS, SERVICES AND EXPERIENCES

### OBJECTIVE ONE

#### Enable people to find art and culture in the Huon Valley

- **Direction 1** – Increase visibility of arts and cultural activities
- **Direction 2** – Coordinate a comprehensive and complementary calendar of arts and cultural events and experiences for the municipality
- **Direction 3** – Market creative products and experiences to locals and visitors
- **Direction 4** – Work with the Aboriginal community to create access to significant Aboriginal art and stories
- **Direction 5** – Create places and opportunities for makers to collectively display and sell their work

### OBJECTIVE TWO

#### Enable people to participate in the arts and cultural sector

- **Direction 1** – Increase participation in arts and cultural activities
- **Direction 2** – Create opportunities for people to learn about arts and culture
- **Direction 3** – Contribute to the health and wellbeing of locals and visitors



'Wooden Boat Centre', Anne Le Fevre

# GOAL 3: STRUCTURE AND RESOURCES - BUILD AND SUPPORT A STRONG CREATIVE SECTOR

## OBJECTIVE ONE

### Design and implement a functional arts and cultural development structure

- **Direction 1** – Review and redesign the Arts and Heritage Advisory Committee
- **Direction 2** – Incorporate arts and culture into the strategic and other plans of council and other stakeholders
- **Direction 3** – Establish partnerships with key funding bodies, festivals and events
- **Direction 4** – Council allocate arts and cultural functions to Huon Valley staff
- **Direction 5** – Create a mechanism to engage and network the arts and cultural sector
- **Direction 6** – Work with the Aboriginal community to develop an engagement and cultural protocol

## OBJECTIVE TWO

### Create a funding and resource base to support arts and cultural development in the Huon Valley

- **Direction 1** – Establish an arts and cultural grants program
- **Direction 2** – Identify and pursue external funding and grant opportunities
- **Direction 3** – Create a mechanism for the private sector and community to financially contribute to the arts and cultural development of the Huon Valley

## OBJECTIVE THREE

### Identify and develop the infrastructure for the future arts and cultural needs of the Huon Valley

- **Direction 1** – Undertake an Audit of current arts and cultural infrastructure
- **Direction 2** – Consult key stakeholders to determine infrastructure needs
- **Direction 3** – Develop a long term arts and cultural infrastructure plan

# 2019 PRIORITIES

## Building the base and having a strong foundation to go on with

- Work with the Aboriginal community to develop an engagement protocol
- Design the heritage assessment process to enable Council to undertake annual heritage assessment – at least one township per year
- Review the Arts and Heritage Advisory Committee and develop an alternative structure
- Develop an arts and cultural grants program
- Increase visibility of art and culture on the web page, broadening it out to include all makers and producers, e.g.; festivals etc.
- Design a database process for collecting and sharing information about artists & arts and cultural events and activities
- Continue commitment to the Huon Valley Brand, connecting with township theming, and a long-term marketing and strategic plan for Arts and Culture in the Huon Valley.
- Create a public art strategy that aligns with the Arts and Culture Strategy
- Promote opportunities for artists to sell within the current planning scheme



Cygnets Folk Festival

## **Huon Valley Arts and Culture Strategy 2018-2022**

Prepared by Kylie Eastley and Michael Gordon June 2018

Kylie Eastley Consultancy and PDF Consulting

Photos by Huon Valley Council, Robert Elliott, Tourism Tasmania

Cover Photo A Taste of the Huon 2016

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