GANNAWARRA
Shire Council

Creative GANNAWARRA STRATEGY 2021 – 2025

Creative Gannawarra

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Acknowledge of Country

Gannawarra Shire Council acknowledges the Barapa Barapa, Yorta Yorta and Wamba Wamba people as the traditional owners of the land now known as Gannawarra. We pay our respects to Elders past, present and emerging and acknowledge their rich culture and connection to Country.

The Creative Gannawarra Strategy 2021 – 2025 provides directions in the creative sector (arts, culture and creative activations) over the next four years.
This Strategy reflects Council's commitment to effective engagement with the Gannawarra community in promoting and supporting local creative people, industries and organisations.

The Creative Gannawarra Strategy 2021-2025 has been developed in the wider context of Council's vision, values, policies and plans for its community.

Purpose

Creative Gannawarra is the Council's department dedicated to growing and supporting local creatives, to integrate people, places and programs at a local, regional and national level, to enhance the viability and vitality of towns, and to provide opportunities that will help achieve the Gannawarra Shire's Community Vision.

The Creative Gannawarra Strategy 2021 – 2025 reflects Council's commitment to provide the Gannawarra community with genuine opportunities to contribute to and inform strategies, projects, services and decisions that affect them. This Strategy aims to guide future delivery of Council's creative programs and activities for the benefit of its community in the next four years, to support community wellbeing and sustainable growth.

Council's Strategy Statement

The Gannawarra will be renowned as an Australian destination of choice for its liveability and unique opportunities in innovative agriculture, renewable energy and nature-based tourism. We focus on inclusive services and assets that enhance the health and wellbeing, cultural heritage, connectivity and productivity of our communities.

Council's Values

Trust, Respect, Innovation, Collaboration

Our Community Vision

Our community will be proud, connected and inclusive as we actively seek opportunities that enhance lifestyle and liveability. We will recognise and appreciate the value of the natural environment and how it connects our communities. We will strive to be resilient to a changing environment through innovation and collaboration. The Gannawarra will grow through encouraging economic diversity, creating unique tourism destinations, and embracing our cultural and natural assets.

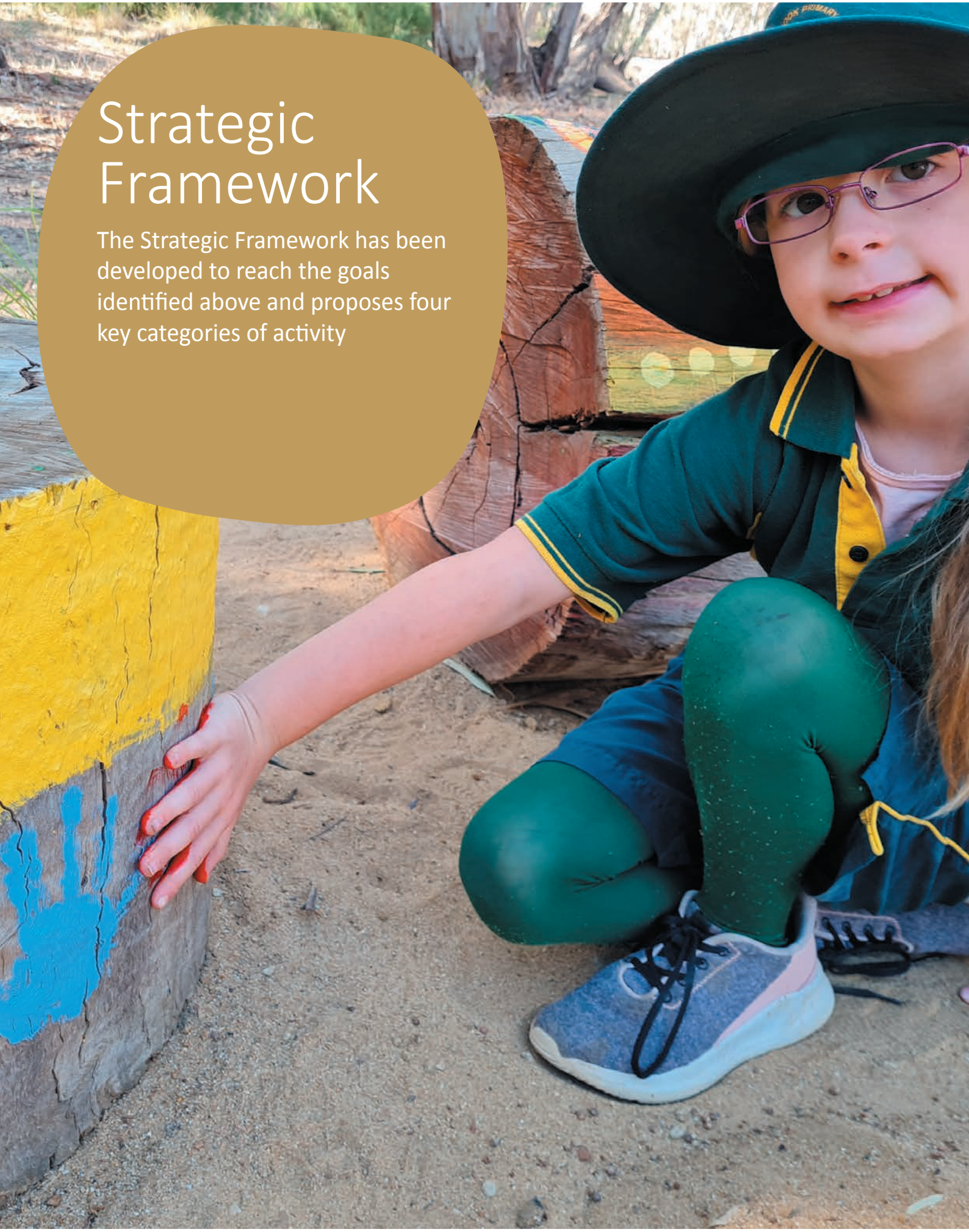
Goals

The Creative Gannawarra Strategy 2021 – 2025 has been derived from, and aligned with the Gannawarra Community Engagement Strategy, Council Plan 2021 – 2025, including Gannawarra Shire's long term Community Vision, and relevant policies and strategic plans for related areas.

1. To create a welcoming, inclusive and collaborative environment within the local creative community.
2. To contribute to the long-term aspirations of the community, delivering positive results in the short and medium term.
3. To ensure that our local community benefits from creative and cultural opportunities.
4. To contribute to economic development in areas influenced by arts, culture, and creative activation programs.
5. To empower Gannawarra's creative community by encouraging community inclusion and participation in arts, culture, sustainability, history and creative activation.
6. To help raising the profile and impact of Gannawarra creatives and artists, and of creative works to be showcased outside the Shire, at a State and national levels.
7. To contribute to community health and wellbeing by offering arts, culture and creative activation programs for all to enjoy and experience.

Strategic Framework

The Strategic Framework has been developed to reach the goals identified above and proposes four key categories of activity



1. Community

Council will focus on community support. Whenever possible, Creative Gannawarra will engage with and support community organisations to deliver community-led projects, with support from Council as required.

Council will provide opportunities for creative communities to learn skills, gain knowledge, tell their stories, express themselves and build networking.

Council will maintain a strong and vibrant creative sector within the community. Creative Gannawarra will encourage communities to develop and maintain a sense of pride and confidence, creating positive attitudes to diversity in all its forms.

2. Partnerships

Council will work in partnership with local groups, organisations, businesses, and individuals; Regional Arts Victoria; Creative Victoria; Australia Council for the Arts; Local Governments; Libraries and other internal Council departments. Creative Gannawarra will maintain active partnerships, build relationships and stimulate interest to make Gannawarra a more creative and artistically vibrant place.

Council will provide and partner with local venues to ensure that there are quality cultural spaces, such as exhibition spaces, museums and performance venues, to provide excellent entertainment and learning opportunities.

3.Programming

Council will foster high quality programming in consultation with the local creative community. Programs will include live performances, creative workshops, and exhibitions that appeal to a wide range of demographics and interests. Creative Gannawarra programming aims to create spaces that are diverse, interesting, entertaining and engaging.

Council will enhance the experience of indoor and outdoor public spaces across the Shire through street activations, art activities and public art as a way of activating public spaces.

4. Engagement

Council will create a welcoming environment for community members to stay informed about the most recent developments in the creative sector. Creative Gannawarra will provide information, foster participation and collaboration, and promote community engagement with the arts, culture and creative activation programming.

Council will enhance online engagement to ensure Gannawarra Shire's unique culture, history, stories and creative assets are appreciated, expressed and celebrated.

Strategies and Action Plan

The Strategic Framework addresses specific strategies and actions that have been designed to achieve the goals. The Strategic Framework will be monitored and evaluated on an annual basis to maintain relevance. An action plan will be in place to guide processes and to ensure continuity and consistency as proposed.

Key Categories	Strategies	Key Actions
Community	1. Creative community consultation.	• Launch the 'Creative Gannawarra Art Salon' (events aimed at consulting with creatives for programming, event feedback, community-led projects and collaborations). • Organise 'Art Salons' quarterly, in different towns each time. • Invite people to participate (marketing materials to be shared on social media and website, sent by email to networking groups and community newsletters.
	2. Focus on community support rather than community leadership.	• Engage with, encourage and support community organisations and creatives to deliver community-led creative projects. • Provide Council's expertise when required (e.g event planning, legislation, digital skills). • Help promoting community-led creative projects.
	3. Provide funding opportunities for community projects.	• Share funding opportunities relevant for creative projects. • Offer help in grant applications when requested.
	4. Promote volunteer engagement with Creative Gannawarra.	• Encourage volunteer registration with Council. • Provide networking and learning opportunities for volunteers. • Engage volunteers in the Creative Gannawarra program.
	5. Encourage leadership by offering learning opportunities to develop and coordinate creative projects.	• Provide/share online and in-person project/event management training opportunities relevant for local creatives.
	6. Offer creative skills development opportunities.	• Provide/share online and in-person creative training opportunities for local creatives.

Key Categories	Strategies	Key Actions
Partnerships	**1.** Build and maintain good relationships between Council and community organisations, agencies, businesses, creative industries and people.	• Manage partnerships with key local creative groups and organisations. • Offer Council's expertise to build partnerships with and between organisations and people. • Connect stakeholders. • Encourage collaboration in creative projects across the Shire aiming to reduce competition between towns. • Help managing stakeholder conflicts when required.
	2. Partner with community organisations to deliver programs.	• Potential partners: small halls committees, neighbourhood houses, art galleries, craft groups, local clubs, local businesses, sports facilities, creative volunteers, indigenous groups. • Develop a Memorandum of Understanding (MoU) and/or formal contract for each program to ensure agreement between stakeholders. • Assess viability of partnering projects and ensure they align with Gannawarra Shire Council's Vision, Creative Gannawarra Strategy and Strategic Plan.
	3. Promote the use of facilities/ venues that are accessible to people of all ages, backgrounds and abilities.	• Promote spaces that are diverse, interesting, entertaining and engaging. • Help activating small halls across the Shire. • Support partners to provide and maintain high quality facilities.
	4. Develop cross-department partnerships for creative projects, including performances, arts and culture programs, and public art.	• Potential partners: Libraries, Tourism department, Economic Development department, Aquatics department, Aged & Disability Services, Community Health Services, Children and Family Services, Operations.

Key Categories	Strategies	Key Actions
Programming	**1.** Plan and deliver a Creative Gannawarra annual program in consultation with the creative community, internal and external partners.	• Develop a program that addresses all ages, backgrounds, heritage, and abilities, considering budget and partnerships. • Acknowledge and showcase indigenous culture and heritage. • Aim to offer programs evenly distributed across the Shire, considering community interests and demographics. • Empower local creatives by including community-led projects in the program, and/or involving local creatives in Council-led programs. • Enrich local facilities, venues and public places through creative programs. • Ensure the Creative Gannawarra Program aligns with Gannawarra Shire Council's Community Vision, Creative Gannawarra Strategy and Strategic Plan.
	2. Build and maintain partnerships with State and Federal creative agencies.	• Current partnerships: Regional Arts Victoria (RAV), Creative Victoria.
	3. Attend the Showcase Victoria event.	• The Showcase Victoria showcases performances available for touring the state. • Engage Creative Gannawarra Salon members to attend the event. • Council to sponsor community attendance at Showcase annually.
	4. Seek and apply for funding/ grants.	• Increase programming possibilities by seeking funding and/or encouraging partners to seek funding for programs.

Key Categories	Strategies	Key Actions
Engagement	1. Engage with local, neighbouring and State-wide communities.	• Continue to promote Creative Gannawarra's branding and purpose online, at events, and at meetings with local organisations. • Promote the Creative Gannawarra Art Salon. • Maintain a high quality monthly newsletter with engaging content. • Propose a section for Creative Gannawarra in Gannawarra Connect (Council printed newsletter). • Improve presence on social media: o Increase Facebook engagement and audience. o Develop a Creative Gannawarra Instagram Page. o Produce promotional videos for Council's Youtube and LinkedIn channels. • Promote programs within local agencies, in partnership with Council's Communication team.
	2. Support local creatives and organisations to achieve positive outcomes for the broader community.	• Help promote creative programs across the Shire through Creative Gannawarra channels. • Support cross-promotion among internal and external stakeholders.
	3. Foster cultural tourism partnerships.	• Seek for partnerships outside the Shire that can promote creative programs as tourism attractions. • Potential partners: tourism websites, VIC and NSW State government tourism agencies, private tourism agencies, neighbouring local government organisations (e.g neighbourhood houses, art galleries, etc.)

Strategy Review

The implementation of the Creative Gannawarra Strategy 2021-2025 will be overseen by the Council's Community Engagement Department. An overall review of the plan will be conducted in 2025, in line with a review of the strategic directions of the Community Engagement Department.

Related Policies and Plans

The Council Plan 2021 – 2025; Community Engagement Strategy 2020-2025; Environmental Sustainability Strategy; Gannawarra Shire Council Economic Development Strategy 2019-2024; Tourism Strategy; Social Inclusion Strategy 2019-2023.

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