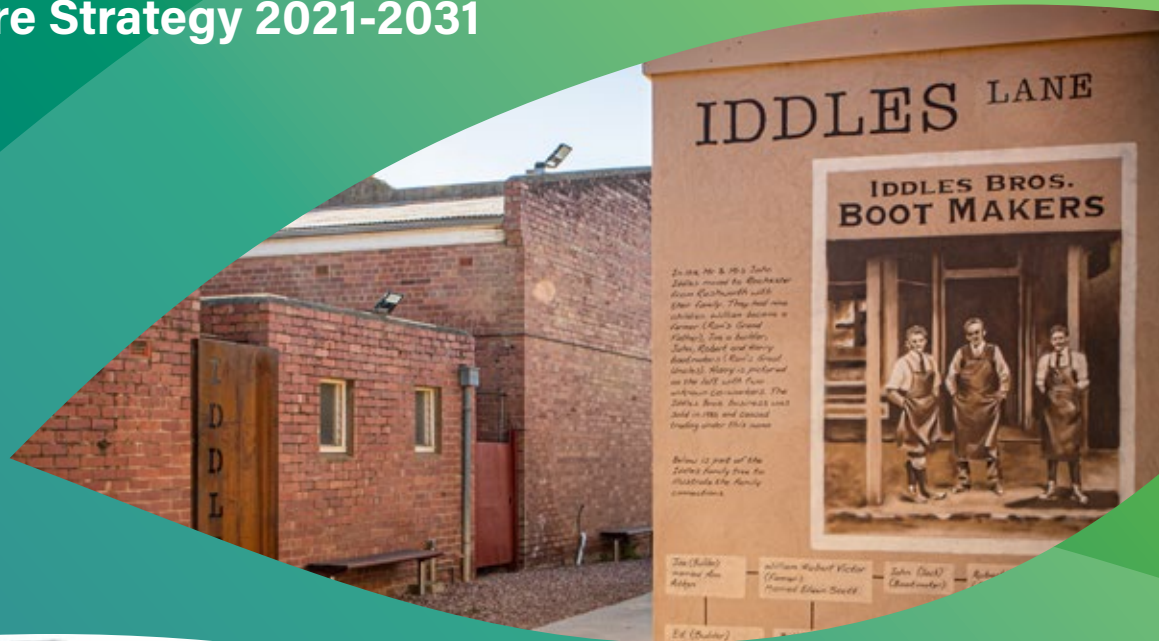


Creative Campaspe

Arts & Culture Strategy 2021-2031





Acknowledgement of Country

The Shire of Campaspe is the traditional lands of the Dja Dja Wurrung, Taungurung and Yorta Yorta peoples.

We respect and acknowledge their unique Aboriginal cultural heritage and pay our respect to their ancestors, descendants and emerging leaders as the Traditional Owners of this country.

We acknowledge their living culture and their unique role in the life of this region. The contemporary First Nations communities remain connected to their country today and we celebrate and acknowledge their culture and creative practice.

Contents

Executive Summary	1
Introduction	2
Definitions	3
Campaspe's Creative Communities	4
Community Engagement	9
Arts and Culture Strategic Plan	11



Executive Summary

Campaspe is home to a diverse collection of creative communities whose artistic and cultural activities are celebrated and supported. Council recognises the essential role arts and culture plays in the life of its residents, contributing positively to health and wellbeing, community vibrancy and economic prosperity.

This strategy has been developed in consultation with the community, with the aim of creating an environment where arts and cultural endeavours are supported across the shire so they can flourish and continue to evolve for the benefit of all.

Creative Campaspe identifies three key strategic priority areas, supported by actions linked to existing Council strategies, plans, policies and community priorities. These strategic priority areas are:

- **Support the artistic and cultural endeavours of communities within Campaspe by:**
 - Providing place-based planning, advice and networking/partnership development
 - Providing services and infrastructure that meet community needs in a sustainable manner
 - Ensuring equitable access and inclusion for Campaspe Communities of Priority
 - Access to community grants to progress arts and cultural initiatives
- **Ongoing sustainable management of Council's arts and cultural assets, including:**
 - Facilities
 - Open spaces
 - Art collection
 - Public art
- **Development of a public art management framework for Campaspe.**

Through this strategy, Council acknowledges the unique needs and ambitions of Campaspe's creative communities and reaffirms its commitment to, and role in, supporting artistic and cultural activity and endeavour, by:

- Management of Council's art collection
- Providing sustainable access to facilities and open spaces
- Supporting artistic and cultural organisations to grow
- Overseeing the delivery of public art.



Introduction

Overview

98% of Australians engage with the arts and 84% acknowledge the positive impacts of the arts – on child development, our sense of wellbeing and happiness, dealing with mental health issues, understanding other people and cultures, and bringing customers to local businesses.*

Council recognises that arts and culture are important to the mental health and wellbeing of our residents, the vibrancy of our towns and the economic prosperity of our shire.

This recognition underpins Creative Campaspe by affirming Council's commitment to the ongoing development of culturally vibrant, resilient and active communities, and clarifying Council's role to support community aspirations, and encourage creative industries and community-based endeavours through planning, advice and the sustainable usage of Council facilities.

Council recognises the need to support all groups explore opportunities to celebrate the artistic and cultural heritage that exists within Campaspe. Building and growing key relationships base upon trust and mutual respect with the Aboriginal community ranging from individual artists and representative groups is a critical element within this strategy.

Aligned with the Council Plan and informed by extensive stakeholder and community engagement, this strategy will guide Council decision-making and resource allocation to support arts and culture across the shire for the decade 2021-2031. It applies to arts and cultural programs, services and projects led by or involving Campaspe Shire Council.

At its heart, the strategy seeks to create an environment where arts and culture is nurtured so it can continue to flourish and make a valuable contribution to Campaspe's vibrancy, sense of identity, community connectedness and local economy.

Alignment to Council's Vision

While Creative Campaspe is a standalone document, each year, based on programs, services and community requests, Council will identify specific Actions to promote the strategy.

These Actions will be always be referenced to the Council Plan in operation at that time.



**Source: Australia Council for the Arts "Creating Our Future – Results of the National Arts Participation Survey" August 2020, <https://www.australiacouncil.gov.au/research/creating-our-future>*

Definitions

Arts and Culture

Arts and culture is a broad term encompassing all forms of creative expression. It includes activities in which individuals and communities seek to interpret, explore and celebrate their identities. These activities include music, literature, performing and visual arts, textiles and craft, multimedia, events and festivals, and heritage. Arts and cultural activities can range from hobbies through to amateur and professional pursuits, and be for a myriad of purposes such as economic development, personal development, personal enjoyment and therapeutic value.

Creative Industries

Creative industries are those based on individual creativity, skill and talent, and/or which have the potential for job and wealth creation through the generation and exploitation of intellectual property. Creative industries include commercial galleries, graphic designers, printers, dance studios, writers, musicians and the like.

Public Art

Public art is art designed for, and situated in, the public realm. It can be physical or sensory, permanent or temporary, functional or passive. It can include, but is not limited to, sculpture, painting, installation, assemblage, sound, digital, performance, textile and video. Most public art in the Shire of Campaspe is the result of community-driven initiatives, and includes silo art, soundscapes and murals.



Campaspe's Creative Communities

Artistic and cultural activity in communities across Campaspe has evolved in response to changing economic conditions and a growing desire by local people to participate in creative endeavours for their own enjoyment, social connection and wellbeing. Embracing the opportunity to stimulate tourism and local economies through arts and culture, many Campaspe townships have successfully established new events, festivals and artistic displays. This, in turn, has further encouraged community involvement and participation in arts and cultural activities.

Below is a summary of the diverse and eclectic artistic and cultural endeavors conducted throughout the Shire of Campaspe.

Echuca and Moama

Echuca and Moama, located on the Murray River and connected by a bridge crossing, share a vibrant arts and cultural scene.

- The historic Port of Echuca Wharf is a world heritage listed icon. The **Echuca Creative Arts Space Masterplan** has been developed by Council as part of the Echuca Port Precinct Vision and Strategy. The Arts Precinct consists of the Council-owned Foundry Arts Space, the Old Murray Hotel and the Old Brothel.
- **The Foundry Arts Space** is a multipurpose, volunteer-run facility used for workshops, exhibitions and performances. It is run by **Echuca Moama Arts Initiative Inc**, a not-for-profit community organisation established in 2010 to lift the profile of arts and culture in the region. Membership includes a range of arts groups, artists and interested community members.
- Established in 1954, **Echuca Moama Artists Inc** is a small, traditional community art group located at the Alton Gallery in the Echuca central business district. The group holds a licence agreement with Council to occupy the building.
- **The Loco Shed**, located within the Echuca Rail Precinct, is owned by Echuca Loco Shed Inc. This site has been identified as a potential function, entertainment or arts venue for the future. However, funding is required to bring this to fruition.
- **Echuca Moama Theatre Company** is an active local musical and theatre performance group, operating from the Paramount Theatre in Echuca. It aims to stage one large show and a series of smaller performances, annually. The group has indicated a need for a small Black Box Theatre, located locally.
- The **Echuca Paramount Theatre** hosts cinema and live shows, and is jointly owned through a private/Council partnership.
- Located within the historic Echuca Port Precinct, the **Old Court House** is owned by Njernda Aboriginal Corporation. The corporation is redeveloping this venue into a cultural and gallery space.
- The **Bridge Arts Project Echuca Moama** is a large-scale, community-led project located in Moama. The **Bridge Arts Masterplan** consists of several staged projects with a total estimated cost of \$25+ million. The focus is to provide a broader understanding of Indigenous history and culture, and the natural environment.
- The Echuca Moama area also hosts several **festivals** annually that have a significant impact on Campaspe's economy. These festivals include the Riverboats Music Festival (over 6,000 attendees and \$2.75m impact on local economy, 2019) and the Echuca Winter Blues Festivals (19,000 attendees and a \$7.2m impact on the economy, 2019).





Kyabram

As the second largest town in the Shire of Campaspe Shire, Kyabram is a service centre to local agricultural industries, including dairying and fruit growing. In recent times, there has been significant development in arts and cultural activities.

- **Kyabram Town Hall** has four different gallery spaces – each with a different theme e.g., Classic, Community, Splinter Contemporary Art and Isabel Harvie. Exhibitions change on a regular basis and feature both local and national artists, contemporary art, textiles, historical fashion, memorabilia, and travelling exhibitions. There is also a shop, tourist information service and meeting rooms for hire and is home to a writer's group and Splinter contemporary artists. It is managed by a community committee of volunteers.
- **Kyabram Plaza Theatre** is a volunteer run facility for the past 30 years with seating capacity for 437 persons. During this time, it has been transformed from a cinema only, to staging live theatre with an orchestra pit. It holds cinema films weekly, stages local school and ballet and drama school productions, and opportunity for travelling live shows. There is also interest in regular art house movies.
- The **Clearwater Mural Project** has been recently completed. It's unique, as the artwork completely circles this very large tank located at the Goulburn Valley Water site.
- **Key cultural festivals** in Kyabram include RV and Country Music Festival, Kyabram Rodeo, Ky Engine and Machinery Rally.

Other areas of interest are:

- Within the CBD there are murals, feature sculpture and cultural displays.
- **Hazelman's Cottage** located at Kyabram Fauna Park is an example of an early European dwelling furnished relevant to the era with a display of old-time machinery and horse drawn vehicles.
- Key cultural festivals - include RV and Country Music Festival, the Gift, Kyabram Rodeo and Ky (antique) Engine and Machinery Rally.

Rochester

The Rochester Community Economic Plan 2018 was developed in response to the closure of the Murray Goulburn Dairy manufacturing plant. One of the most successful projects of the plan was the painting of murals on the Grain Corp silos, an initiative driven and funded by the community. A local Arts and Culture Strategy and action plan was also developed for the town, identifying how community engagement in artistic and cultural activity could be increased.

- Development of the **Rochester Sports Museum** was the result of funding received via a Victorian Government Pick My Project bid in 2018. The museum opened in 2019. The Sports Museum collection was made possible by the late John Forbes' donation of a large collection of sporting memorabilia and was driven by the local Lions Club.
- Silo extension and Sculpture Trail
- Rochester is home to a variety of other arts and culture venues and activities, including:
 - The Mural Festival established in 2015
 - The Fine Arts Exhibition (biannual event)
 - The Opperman Museum (opportunity to combine with the Rochester Sports Museum being pursued)
 - Rochester Historical & Pioneer Society
 - Motors and Music Festival (annual event)
 - Rochester Rod, Custom and Classic Car and Bike Show (biannual event)
- Although the township of Elmore is not within the boundaries of Campaspe, the **Elmore Events Centre** is located in the shire and is one of the nation's leading outdoor events spaces. It hosts several nationally renowned events, including the Elmore and District Machinery Field days. Developed as a community-owned social enterprise, this facility is a prime example of the community using festivals and infrastructure to support economic development.



Rushworth

An old goldmining town, Rushworth has a strong artistic community and uses many of its heritage buildings for arts and cultural activities.

- The **Rushworth Events Group Inc**, established in 2015, is the umbrella organisation for a number of arts and culture initiatives, including:
 - The annual Winter Film Festival
 - Open Garden Weekend
 - Rushworth Renaissance Group
 - Other arts activities organised by the Rushworth Artistry group.
- Other arts and cultural events and activities include:
 - Rushworth Heritage Easter Festival, a long-term annual event
 - "Fire in the Belly"; a locally produced and filmed short film released in 2018, involving many community members
 - Moora Working Draught Horse event, also at Easter, celebrates this community's pioneering culture and history.
- The **Rushworth Arts Precinct** is in the early stages of development at the former Campaspe Shire Council depot site. Owned and managed by the Rushworth Community House, this is a community-led project with the aim of providing a space for artists, performances and workshops.



Colbinabbin

- The Colbinabbin community was successful in receiving funding through a Victorian Government Pick My Project bid in 2018 to establish **murals on privately-owned silos**. These giant murals tell the story of Colbinabbin and have activated the local economy with increased tourist visitation and stopovers.



Stanhope

- A partnership between community and local business, the Fonterra Mural, a community-based arts project, is a montage of thousands of photos taken by the local community.
- In addition, the Arts Space located in the new rest stop area in town, has the potential to hold small-scale exhibitions.



Tongala

- Known as the 'Mural Town', Tongala has more than 70 murals throughout the town. In January 2019, an old grocer's shop was temporarily leased as an art studio where artists from Echuca, Tongala and Rochester have gathered to produce many artworks. The group is looking for a permanent arts venue.
- Tongala also hosts the biennial Beersheba Rod, Custom and Classic Car and Bike Show, which draws visitors from various locations and has a positive impact on the local economy.



Girgarre

- In 2016, Girgarre was awarded a Small Town Transformations grant through Regional Arts Victoria. This funded several initiatives, including: an outdoor performance space known as The Gargarro Soundshell within the developing Gargarro Botanical Garden; an artist-in-residence program which formed the junk orchestra 'The Junkestra'; and creation of a five-panelled quilt - **The Fabric of Girgarre: Past, Present and Future** located in the Girgarre Memorial Hall. The grant has enabled a number of ongoing art activities, such as the Girgarre Sound Walk.
- Girgarre is renowned for its **strong music program**, including its monthly community **Jigarre Jamming** sessions, where people come together to learn and play musical instruments. Girgarre also holds an annual weekend music festival - the **Girgarre Moosic Muster** featuring 60 workshops and five concerts, as well as a concert program.



Lockington

- Opened in 1997, the **Lockington & District Living Heritage Centre** is a community-owned, volunteer-run local history museum and resource centre, as well as a community venue.
- The Lockington District and Community Centre has held an annual weekend country music festival. Another significant event held in Lockington is the Vintage Tractor and Stationary Engine Rally.

Torrumbarry

- Events such as the Summer Startup Ute Show and Camp Over Cook Off are Torrumbarry's main cultural activities, to support social connectedness and economic opportunities.

Other Communities

- It is recognised that many other smaller communities in Campaspe have begun, and / or developed, a range of arts and cultural activities. The activation of halls and other spaces for craft markets, car meets and agricultural shows are examples of such activities.

Libraries throughout the Shire

The Campaspe Library service network supports arts and cultural activity with a range of groups across Campaspe. Its primary focus is literature which it supports by author/literary events and partnerships with writing groups. The library network also participates in music festivals, hosts art, culture and photographic exhibitions and links people together through arts and culture activities.



Community Engagement

This strategy has been informed by an extensive stakeholder and community engagement process. This involved a community online survey, and stakeholder consultations with arts and cultural community groups, Indigenous representatives, councillors, Council staff and the Youth Advisory Committee.

Community Survey

Conducted in late 2020, the online community survey aimed to identify current arts and culture participation trends, perceptions about the importance of arts and culture, and future support needs.

A snapshot of the survey results shows:

- 96% of respondents participate in arts and culture to some degree - 66% often (a few times a week or more) and 30% regularly (once every week or so).
- The top five arts and culture activities people would like to see more of in Campaspe are workshops (76%), festivals (73%), live music (70%), theatre (63%) and exhibitions (60%).
- On a scale of one to 10 where 10 is the highest rating, 86% of respondents rated arts and culture between eight and 10 for its importance to the community.
- On a scale of one to 10 where 10 is the highest rating, 79% of respondents rated arts and culture between eight and 10 for its importance to the economy of Campaspe.
- 96% of respondents indicated that Campaspe Shire Council should provide more support to arts and culture into the future.

Stakeholder Consultations

The stakeholder engagement program included a variety of consultation opportunities and was conducted in line with COVID-19 restrictions of the day. Methodologies included face-to-face, video conference and telephone interviews as well as email correspondence.

Stakeholders consulted in the development of this strategy, included:

- First Nations community representatives
- Individual artists
- Community art organisations
- Youth Advisory Group
- Councillors
- Council staff
- Partner agency representatives
- Broader community



Engagement Themes

Community Identity

Almost all stakeholders spoke about the unique identities of their communities and how “cookie cutter” approaches were not appropriate when determining how Council could support community groups. Population size, community capacity, geography and community facilities all play a role in determining both the requirements and aspirations of an individual community.

Marketing and Promotion

Promoting events and activities was a key challenge identified by many groups, primarily due to volunteers lacking marketing skills and time. The situation of similar events, such as markets, happening on the same day in different towns, was seen to be impacting on the ability of each event to attract good numbers of patrons.

For groups that book musical performances in venues, such as community halls, the effort in generating awareness and being able to attract enough patrons to cover costs was seen as an added burden given the existing commitments of volunteers.

Local newspapers were identified as being very supportive in promoting and supporting arts and cultural activities in the shire. Prime example being the promotion of the Campaspe Arts Trail.

Grants and Permits

Completing required paperwork is time-consuming for community event organisers and groups managing community cultural facilities. Many stakeholders noted that Council only allowed one grant application per organisation in the community grants program. Feedback from volunteers indicated that further support from Council in navigating the required paperwork would assist in event planning.

There is a general perception that there is too much “red tape” that impacts on the ability of groups to deliver community arts and cultural events and activities, year after year.

The majority of stakeholders considered Council's support of community groups was generally appropriate. Most thought Council performed relatively well in its role of supporting activity rather than leading it. Ongoing financial support was a key issue for many and the constant need to apply for grant funding was an ongoing challenge.

Note: While Council provides a range of support and resources to assist the community to promote and run arts and cultural activities, awareness and take-up of these by groups is fairly low.

Succession Planning

As with most volunteer groups, succession planning was highlighted as an issue. Council is able to assist with this matter and has done so successfully with Colbinabbin's Silo Art and Girgarre's ongoing arts and cultural events.

Exhibitions and Performances

Exhibition, performance and commercial opportunities were identified as lacking, particularly in smaller communities. Many community halls do not have the technical equipment needed, such as lighting and audio to host performances. Outside Echuca and Kyabram, exhibition opportunities were perceived to be lacking.

Infrastructure Plans

Many groups identified specific infrastructure needs to support ongoing endeavours to engage the community in artistic and cultural activities. Some of the infrastructure needs identified included “Black Box” theatres and improved access to exhibition, studio/workshop spaces.



Arts & Culture Strategic Plan

Council's Role

Council's primary role is to provide support and resources to foster the continued growth of artistic and cultural endeavour across the shire, and to enrich the lives of our community through diverse and accessible arts and cultural opportunities.

Council acknowledges the different aims and significant community benefits of the broad range of artistic and cultural activities conducted by various community groups across the shire. These aims and benefits include:

- Economic development and jobs growth through tourism, event facilitation and small business expansion
- Participation by members of the community
- Social connectedness
- Community health and wellbeing

Council provides a range of supports and resources to enable community groups to achieve their goals in conducting successful arts and cultural activities for the community.

These include:

- **Place-based planning** to help communities identify and prioritise artistic and cultural activities within their catchment. Examples include:
 - Rochester, Stanhope and Kyabram Place-Based Plans
 - The Echuca Arts and Culture Precinct Masterplan
- Specific **project-based support** including:
 - Event development and management
 - Tourism and marketing
 - Community engagement
 - Exposure to broader stakeholder networks and external funding opportunities
 - Partnership development
- Provision of **facilities and locations** that support the participation and delivery of artistic and cultural activity.

Council is also the curator of an extensive art collection and has a role in the ongoing management of public art.

Strategic Priorities

Two strategic priorities underpin this strategic plan, as follows:

- **Support the artistic and cultural endeavours of communities within Campaspe** by:
 - Providing place-based planning, advice and networking/partnership development
 - Providing services and infrastructure that meet community needs in a sustainable manner
 - Ensuring equitable access and inclusion for Campaspe Communities of Priority** through grant advice and assistance
 - Access to community grants to progress arts and cultural initiatives
- **Ongoing sustainable management of Council's art and cultural assets**, including:
 - Facilities
 - Open spaces
 - Arts collection
 - Public art

** *Communities of Priority* are Aboriginal and Torres Strait Islanders, Youth, People with Mental illness, Older people, Women, LGBTIQ+, People with disability, People with Social disadvantage, Culturally diverse groups.

Potential Actions

The below table identifies key activities over the next ten years to support delivery of the two key strategic priorities.

No.	Action	Council Teams	Potential Partners	Measures of Success	Timeframes
1. Support the artistic and cultural endeavours of communities within Campaspe					
1.1	Through a Place-Based Planning process, support Campaspe's communities to identify artistic and cultural activities that facilitate economic and jobs growth.	Community Development Property Management Recreation Planning and Building	Relevant community groups involved in arts and cultural activities, Regional Arts Vic, South West Arts (NSW)	Place-Based Plan process identifying and facilitating community-based activities that support economic and jobs growth	All townships across shire have a Place-Based Plan by 2026
1.2	Action identified initiatives in the Echuca Arts Precinct Masterplan, based on available funding.	Community Development Property Team Infrastructure Project Management Recreation Parks and Gardens Discovery Centre	Regional Arts Vic, South West Arts (NSW), Echuca Port traders	A vibrant precinct is developed with usage contributing positively to the local economy and increased community participation	Masterplan strategies enacted by 2030
1.3	Work collaboratively with local Indigenous organisations, groups and artists to support artistic and cultural endeavour.	All of Council	Individuals and organisations that represent Dja Dja Wurrung, Taungurung, Yorta Yorta peoples Njernda Local Aboriginal Network (LAN) Brokers Primary Care Partnership Aboriginal Healthcare partnership Aboriginal Liaison Officers at various government agencies examples being: <ul style="list-style-type: none"> ▪ VicPol ▪ Campaspe based health agencies ▪ Dept of Justice ▪ Dept of Premier and Cabinet ▪ Dept Families, Fairness and Housing 	Increased Indigenous artistic and cultural activities	Annual review

No.	Action	Council Teams	Potential Partners	Measures of Success	Timeframes
1.4	Provide advice and support to community groups on artistic and cultural activities that leverage economic and jobs growth, including: <ul style="list-style-type: none"> • Events development • Tourism development • Marketing and promotion • Partnership development • Identifying funding opportunities. 	Community Development	Arts and Culture groups Echuca Moama and District Tourism Association Regional Arts Vic South West Arts	Level of satisfaction with support provided	Annual review
1.5	Provide advice and support to community groups on artistic and cultural activities that focus on broader community health and wellbeing, and access and inclusion for Campaspe Communities of Priority.	Community Development Community Health	Primary Care Partnership Cultural groups Health Services	Level of satisfaction with support provided	Annual Review
1.6	Support artistic and cultural endeavour through the availability of community grants.	Community Development	Regional Arts Vic South West Arts	Success of grants applied for	Annual review
1.7	Facilitate equitable access to, and inclusion in, artistic and cultural activities by Campaspe Communities of Priority.	Community Development Community Health Recreation Property	Agencies that provide services to Campaspe Communities of Priority	Higher usage levels by Campaspe Communities of Priority	Annual review
1.8	Support the attraction of key events that generate significant positive economic impacts for Campaspe.	Community Development	Echuca Moama and District Tourism Association	Increased number of events	Annual review
2.0. Ongoing sustainable management of Council's art and cultural assets					
2.1 Facilities and open space					
2.1.1	Encourage multiuser arrangements between artistic and cultural community groups across all facilities managed by Council or other government entities.	Community Development Property Planning and Building Recreation	Department of Environment, Land, Water and Planning	Higher levels of usage in all facilities	Annual Review
2.1.2	Monitor community usage of Council buildings and identify gaps/opportunities to provide space/venues for local artistic and cultural endeavour.	Community Development Property Planning and Building Recreation	Community groups Council's Commercial and Community tenants	Higher levels of usage in all facilities	Annual Review
2.1.3	Redirect to a different purpose and/or dispose of facilities and assets deemed surplus.	Community Development Recreation Property		Better access to higher standard facilities for the community	Annual review

No.	Action	Council Teams	Potential Partners	Measures of Success	Timeframes
2.1.4	Opportunity to reinvest funds derived from the sale of Council's arts and cultural assets into local arts and cultural activities. This may include reinvestment into remaining facilities or programming.	Council Executive Management Group Infrastructure Community Development Recreation	Department of Environment, Land, Water and Planning South West Arts Regional Arts Vic	Better access to higher standard facilities for the community	As required
2.1.5	Promote the availability of facilities and open spaces (community and commercially based) suitable for artistic and cultural activity.	Community Development Property Planning and Building Recreation Communications	Echuca Moama and District Tourism Association	Higher levels of usage and positive community feedback on access	June 2022
2.2. Arts collection and public art					
2.2.1	Finalise deaccession of Council's arts collection.	Community Development Asset	Community Arts Groups and Galleries	Completed process	June 2022
2.2.2	Curate and display Campaspe's art collection in partnership with community groups.	Community Development	South West Arts Regional Arts Vic Local arts groups	Multiple exhibitions facilitated across the shire annually	Annual Review
2.2.3	Identify opportunities to share Campaspe's art collection with communities external to the municipality through a public art swap initiative, thereby providing opportunities to local community groups to display diverse art.	Community Development	Other Local Government Authorities South West Arts Regional Arts Vic	Multiple exhibitions facilitated	Annual Review
2.2.4	Support the development of community-based public art initiatives in line with Council-endorsed place-based plans, policies and strategies.	Community Development Infrastructure Finance Recreation	Community Groups Regional Arts Vic South West Arts	Completion of projects in line with the strategic direction of the community and Council	As required
2.3.1	Implement a public art policy that supports the development of public art initiatives by the community.	Council Executive Management Group Community Development Infrastructure Planning Recreation Finance	Community Groups Regional Arts Vic South West Arts	Policy enacted	Dec 2022
2.3.2	Wayfinding signage to support increased promotion of artistic and cultural endeavour.	Community Development Recreation Planning Infrastructure	Rural Roads Victoria	Signage installed and updated across shire to effectively support awareness and engagement	Annual review

No.	Action	Council Teams	Potential Partners	Measures of Success	Timeframes
2.3.3	Develop an internal contribution process for Council projects valued at \$1m+ to support temporary or permanent public arts installations.	Community Development Infrastructure Planning Recreation Finance		Process enacted	Dec 2022