

## **CULTURAL VISION**

THE ALBURY COMMUNITY CELEBRATES ITS CULTURAL AND CREATIVE LIFE. WE ARE A CENTRE FOR IDEAS WITH A STRONG SENSE OF IDENTITY, WHICH IS BASED ON OUR DYNAMIC COMMUNITY AND THE QUALITY OF OUR NATURAL AND BUILT ENVIRONMENT.

ALBURY IS TRADITIONAL WIRADJURI LAND WHERE THE CULTURE OF ALL PEOPLE IS RECOGNISED, ACKNOWLEDGED AND RESPECTED.

### **Cultural Actions for Integrated Community Plan**

#### **Making Connections**

**To build a network of accessible cultural programs and facilities across the City whilst utilising the cultural precinct as a vibrant cultural hub.**

- 1.1 Plan, design, build and resource a state of the art, innovative, accessible and functional Library/Museum complex in Albury's Cultural Precinct.
- 1.2 Plan, design and build stages two to four of the Cultural Precinct facilities upgrades including, stage two; Gallery Extension, stage three; Public Spaces and Civic Square, Stage four; Convention Centre Redevelopment.
- 1.3 Provide imaginative and accessible cultural programs to the public via a series of regular programs and outreach activities administered by the Cultural Development Team. (A minimum of two public programs focused on the cultural precinct per year).

#### **Regional Opportunities and Tensions**

**To continue to develop our cultural sector in an inclusive manner, focusing specifically on the strategic needs of Albury but also ensuring that the cultural needs of the wider region are taken into account, respected and integrated.**

- 2.1 Work in partnership with external regional cultural based organisations to strengthen their role as a leader and strategic partner in a regional setting. Eg. Murray Arts, Upper Murray Regional Library.

### **Open Communication, Collaborations and Information Sharing**

**To foster a coordinated approach to information, the encouragement of cultural networking and the dissemination of cultural information utilising a variety of innovative and imaginative methods aimed at reaching diverse audiences.**

- 3.1 Develop and foster cultural networks, within our region, to encourage collaboration, enhance joint venture opportunities and build cultural capital. Eg Albury Performing Arts Network, CDO network, Murray ROC, etc
- 3.2 Establish co-ordinated, efficient and effective models of operations for the “friends of” groups at all AlburyCity’s cultural facilities. Eg gallery, museum, libraries, convention centre and garden groups.
- 3.3 Promote and engage the community in cultural activities through a range of communication and audience development techniques. Eg cultural calendar- “the fridge”, new residents kits, interactive and up to date website information, Accent on Albury, etc.

### **Valuing Albury’s Cultural Organisations**

**To adopt a more pro-active advocacy and support role in relation to the City’s major cultural organisations, in recognition that AlburyCity is in a position to assist their future development, and this will benefit the City long-term, including positioning Albury as a leading regional Australian cultural centre.**

- 4.1 Support and foster Albury’s professional cultural organisations and implement service agreements with these organisations. Eg; Hothouse Theatre, Flying Fruit Fly Circus, Murray Conservatorium.
- 4.2 Support and foster Albury’s community based cultural organisations. Eg; Foot and Mouth Theatre, Historical Society, Albury-Wodonga Artists Society.
- 4.3 Continue to promote and expand Council’s community and cultural grants scheme. Funds allocated and administered annually.

### **Education and Culture**

**To establish and foster active collaborative networks with Albury's diverse education sector in order to reposition Albury as a national leader in the training and development of artists.**

**To continue community education and awareness programs in the cultural sector which generate a better understanding of culture and our environment, thus building community respect and an increased sense of connectedness and identity.**

- 5.1 Develop and implement innovative cultural education programs designed to create better community appreciation and understanding. Eg. Aboriginal awareness programs, built heritage programs.
- 5.2 Work in partnership with community and cultural groups to generate a greater appreciation and connectedness to significant local sites. Eg Noreuil Park, Wonga Wetlands, Albury Pioneer Cemetery
- 5.3 Work in partnership with local education providers to develop relevant training and personal development opportunities for Council staff. Eg built heritage significance training, Aboriginal awareness training, audience development training.

### **Heritage Advocacy**

**To recognise the role that heritage conservation and protection plays in economic development, as well as in enhancing local identity, and allocate additional resources to support heritage conservation within Council.**

- 6.1 Generate a full-time Heritage Officer position at Council in order to maintain and preserve our heritage significance.
- 6.2 Upon the appointment of the Heritage Officer develop and implement heritage programs and mechanisms to raise awareness of the benefits of heritage conservation. Eg heritage forums and discussions, improve interpretation methods, heritage small grants scheme, etc
- 6.3 Adopt best practice guidelines for conservation of built heritage, collections management, cultural heritage and natural heritage in accordance with state/commonwealth institutions and international codes of practice.

- 6.4 Support the development and preservation of the AlburyCity Collections; Museum, Art Gallery, Libraries, Public Art, Built Heritage Register, Botanic Gardens etc.
- 6.5 Develop comprehensive conservation and management plans for major natural and built environments. Eg significant Albury streetscapes.

### **Albury Demographics**

**To integrate imaginative and accessible cultural projects, services and sustainable cultural industry initiatives which respond to the special interests and needs of our changing demographics and diverse community.**

- 7.1 Develop and present a range of events to attract and engage our diverse community. Eg: Carols by Candlelight, Wonderful World Day, Australia Day, Youth Week Festival, Cinema Under the Stars, Children's Week.
- 7.2 Strengthen the relations with Albury's Sister Cities, Nanping City, China and Merced, USA through the development of cultural exchange programs.

### **Celebrating Indigenous Culture**

**To actively acknowledge and respect Indigenous heritage as well as contemporary lifestyle by the development of strategies that support the celebration of Indigenous culture.**

- 8.1 Consolidate the employment of the Aboriginal Liaison Officer as a permanent position within Council.
- 8.2 Celebrate and promote indigenous culture via a variety of programs and events. Eg Reconciliation Activities, Ngan Girra Festival, NAIDOC Week Celebrations etc
- 8.3 Consolidate and expand Aboriginal Employment strategies and programs. Eg Aboriginal Traineeship program.
- 8.4 Work in partnership with local Aboriginal organisations to improve communication and networking. Eg What's Happen'en, Memorandums of Understanding.

### **Public Art and Design**

**To enhance public spaces by making a commitment to the integration of public art and design into all future major Council capital improvement projects including landscaping and building projects.**

- 9.1 Develop and implement a Public Art Framework for the Albury Local Government Area, incorporating a public art funding pool based on 2% of Council's capital works budget and identifying key locations across the city.
- 9.2 Work in partnership with other Council Business Units and appropriate external bodies to generate an integrated approach to civic planning. Eg Street design & beautification, landscape design, public art, signage etc.

### **Cultural Industries and the Local Economy**

**To identify project partners to work with AlburyCity in further researching the City and the region's cultural industries, whilst at the same time, building audiences for the arts in the City and across the region.**

- 10.1 Maintain and develop the Cultural Resources Inventory, Heritage Register and other AlburyCity Collections databases.
- 10.2 Research and identify the impact of the cultural industry on our community. Eg Cultural Industry Audit, Social Impact Analysis.
- 10.3 Consolidate and expand cultural tourism marketing initiatives in partnership with tourism and arts organisations. Eg Destination Albury-Wodonga, Murray Arts etc
- 10.4 Generate a full time cultural marketing position to market and create new audiences for our cultural facilities.
- 10.5 Secure permanent employment of a Cultural Services Manager position within Council to provide strategic advocacy and direction.
- 10.6 Secure permanent full-time employment of the Cultural Development Officer position within Council.