

Nambucca Shire Council

CULTURAL PLAN



Nambucca Shire Cultural Plan

The Cultural Plan has been prepared by Nambucca Shire Council's Community Services Staff, Ms Coral Hutchinson (Community Worker) and Ms Marilyn Pearson (Community Services Assistant), in conjunction with a Working Party and Council's Community Services Committee.

Details of the planning process and list of the Working Party members are outlined in Chapter 1.

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The Cultural Plan was adopted by Council on 19 April 2001

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Nambucca Shire Cultural Plan

Preamble

INTRODUCTION AND BACKGROUND

<i>CULTURE</i>
The ideas, customs and art of a particular society

PURPOSE OF THE CULTURAL PLAN

A Cultural Plan shows where Nambucca Shire's arts and cultural resources are and what we need for the future.

The plan will assist Council, Government Agencies, Arts Councils and the community to work towards the desirable level and range of cultural services, programs and facilities in the Nambucca Shire. The Plan also acts as a guide by which requests for funding can be prioritised. It is not a guarantee of funding.

It overviews local cultural activities and recognises our cultural strengths and diversity.

It also assists Nambucca Shire Council meet its responsibilities under the Local Government Act (1993) to provide for the needs of various groups within the community Eg children, young people, people of different cultural and linguistic backgrounds, older persons and women.

The Cultural Plan sets out to provide a framework and a direction for cultural development within the Shire. To this end the Cultural Plan lists Stakeholders/Interested Parties alongside the various strategies to be implemented. The list of individuals and organisations is not exhaustive, and is an indication of parties to be consulted within development of that part of the Cultural Plan. The parties listed as Stakeholders/Interested Parties do not incur any responsibility for development of the Cultural Plan and may not have been consulted with directly in relation to their interest and inclusion. It is the intention of the Steering Committee to progressively consult with these groups where time did not permit during the planning stages due to the deadline for the Plan's adoption.

<i>AJM</i>
To provide Nambucca Shire Council, the local community and government agencies with an outline of the current and future cultural needs of the community, and to identify responses to those needs.

Nambucca Shire Cultural Plan

OBJECTIVES

-  To improve quality of life by improving the availability, diversity and quality of cultural resources.
-  To improve equity in access to cultural resources.
-  Contribute to local economic growth through arts and cultural facilities and programs.
-  The co-ordination of cultural activities.
-  To promote increased utilisation of local resources.
-  To enhance the experience of tourists to the Nambucca Shire by providing a unique local cultural dimension to their visit.
-  To provide a framework for professional development for individuals and groups.
-  To recognise the various art forms and cultural activities, both mainstream and alternate, as part of the Nambucca's cultural fabric.
-  To contribute to social and community cohesion and development.
-  To guide Council in its future role regarding cultural services and in its allocation of resources to cultural pursuits.
-  To ensure the needs of the Nambucca Shire residents for cultural activities and facilities are adequately met.
-  To provide support for lobbying for increased resources from government and non-government sectors.
-  To establish action plans and priorities for addressing cultural issues.

THE NAMBUCCA SHIRE

The Nambucca Shire is a small rural, coastal council on the Mid North Coast of NSW. The Shire is made up of 3 main towns which act as service centres, and numerous scattered villages. The most recent estimated resident population is 17,434 (30 June 2000, ABS).

History

The Nambucca's first residents were the Aboriginal Tribe called Gumbaynggir. The name "Nambucca" comes from the Aboriginal *ngambugka* and meaning "winding or crooked river".

Timber getters arrived in the area in search of cedar in the period 1830's to 1840's. These people settled at locations similar to the present urban areas and in 1915 Bowraville was made the location for the newly formed Nambucca Shire Council. The area was linked by rail in 1923 and in 1935, ferry services across the Nambucca River at Macksville were replaced by a road bridge.

Nambucca Shire Cultural Plan

THE NAMBUCCA SHIRE (continued)

History (continued)

The next main cultural shift occurred in the 1980's with quite high population growth, including a large immigration of people seeking a more laid-back, less hectic life. These people brought a corresponding growth in alternative lifestyles and ideologies. Also during the 80's Nambucca Shire Council was relocated to a new facility in Macksville and the Bi-centennial year (1988) was marked with a refurbishment of the Nambucca School of Arts, which became the Entertainment Centre, a major focus for cultural activities.

The most recent major change for local Indigenous arts, craft and culture came in the mid 1990's with the establishment of the Ngurala Corporation and Murrabay Language Centre.

Towns, Villages And Rural Population

TOWN	1991	1996	ANNUAL GROWTH
Bowraville	969	884	-1.7%
Eungai Rail	158	139	-2.4%
Hyland Park	153	284	17.0%
Macksville	2872	2722	-1.0%
Nambucca Heads	5669	6248	2.0%
Scotts Head	834	832	0%
Valla Beach	488	729	9.8%
Rural/Non Urban Balance	5556	5729	
TOTAL SHIRE	16699	17567	1.04%

Note: There are no separate statistics for villages of Taylors Arm, Warrell Creek, Eungai Creek or Donnellyville.

Selected Characteristics

PERSONS	MALE	FEMALE	TOTAL	% PROP
Total persons (a)	8656	8911	17567	100%
Persons under 18 years (a)	2506	2347	4853	27.6%
Persons 65 years (a) & over	1619	1821	3440	19.6%
Aboriginal & Torres Strait Islander peoples	394	390	784	4.5%
Born overseas in non-English speaking countries	201	220	421	2.4%
Unemployed (b)	804	424	1228	-
Employed (b)	2836	2298	5134	-
Unemployed Rate (b)	22.1	15.6		19.3%
In labour force (b)	3640	2722	6362	36.2%
Not in labour force (b)	2801	4107	6908	39.3%
Overseas Visitors (c)	20	23	43	0.2%
Number of occupied dwellings			6793	
(a) Excluding overseas visitors				
(b) Applicable to persons aged 15 years and over				
(c) On census night as at 6 August 1996				

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THE NAMBUCCA SHIRE (continued)

Age of Population

13.3% of people are over 70 years and 23% are under 15 years of age

POPULATION BY AGE AND SEX						
Age	Male	Female	Persons	%	Region	NSW %
0-4	591	541	1,132	6.5	6.8	7.1
5-9	727	675	1,402	8.0	7.7	7.1
10-14	753	746	1,499	8.5	7.9	7.1
15-19	585	503	1,088	6.2	6.4	6.8
20-24	320	359	679	3.9	4.8	7.2
25-29	360	386	746	4.2	5.0	7.4
30-34	489	533	1,022	5.8	6.3	7.8
35-39	604	715	1,319	7.5	7.7	7.9
40-44	639	626	1,265	7.2	7.6	7.3
45-49	609	565	1,174	6.7	6.8	6.9
50-54	463	483	946	5.4	5.3	5.5
55-59	454	468	922	5.2	4.9	4.5
60-64	443	490	933	5.3	5.0	3.9
65-69	517	572	1,089	6.2	5.5	3.9
70-74	524	527	1,051	6.0	5.0	3.5
75-79	332	318	650	3.7	3.4	2.5
80-84	164	225	389	2.2	2.0	1.6
85-89	56	126	182	1.0	0.9	0.8
90+	26	53	79	0.4	0.4	0.3
TOTAL	8,656	8,911	17,567	99.9	99.4	99.1

Income

- Median Weekly individual income of \$195 is amongst the lowest in the State
- 30% of households earn < \$300 per week
- Median weekly family income was \$453 (**lowest on the North Coast**)

Industry

Of the employed persons

- 16% are in Retail
- 12% Agriculture and Manufacturing
- 10% Health and Community Services
- 6% Construction

Nambucca Shire Cultural Plan

THE NAMBUCCA SHIRE (continued)

Language

1.6% of people in the Nambucca Shire speak a language other than English and the number of people speaking indigenous languages is increasing.

Education

67% of people left school at 16 years or younger

Transport

There are 6,788 motor vehicles in the Shire, however 12% of households have no vehicle.

Socio-Economic Indicators

The Nambucca Shire is documented as one of the most socio-economically disadvantaged in NSW and most vulnerable communities in Australia. (Vinson 1999; Baum, Stimpson et al 1999)

SOCIO-ECONOMIC INDICATORS					
<i>Local Government Area</i>	<i>Median Age</i>	<i>Median Individual Income</i>	<i>Unemployment Rate</i>	<i>% ATSI</i>	<i>% NESB</i>
Nambucca	39	\$195	19.3	4.5	2.4
Coffs Harbour	36	\$228	16.8	2.4	4.4
Bellingen	37	\$204	18.6	2.0	3.0
Kempsey	37	\$199	19.6	6.8	2.1
Hastings	41	\$220	16.1	1.6	2.9
North Coast	38	\$218	15.8	2.7	3.1
NSW	34	\$298	8.8	1.7	15.7
<i>Note: % ATSI (Aboriginal and Torres Strait Islander peoples) and NESB (non-English speaking background people) as a percentage of total population.</i>					
<i>Source: Australian Bureau of Statistics and NSW Premier's Department Socio-economic Profile 1998</i>					

Note: Statistics are sourced from the Australian Bureau of Statistics unless otherwise stated.

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PROCESS USED TO DEVELOP THE PLAN

The Nambucca Shire Council Cultural Plan has been developed with input and involvement from a broad cross section of the local community.

The process has been guided by a Steering Committee and the Nambucca Shire Council Community Services Committee.

The following stages were involved in developing the Plan.

A Community Overview

This involved a review of statistics and information regarding the distinctive physical and demographic characteristics of the Shire.

The ABS 1996 Census "Basic Community Profile" and Nambucca Shire Council's Community Profile were used.

The Nambucca Shire Council Community Services Directory, Shire Guide and Mid North Coast Arts Directory identified the various organisations, groups, individuals and businesses with an interest in the arts and culture.

Needs Analysis and Strategic Development

This stage involved the review of a range of documents which contained cultural issues and strategies. This information was then refined and updated through a series of community meetings at Nambucca Heads, Macksville and Bowraville, as well as specific consultations with the local indigenous community.

Implementation

Lack of resources is a major issue for the Nambucca Shire and will impact on implementation of the Plan's strategies.

The potential for more effective implementation of the Cultural Plan will be increased if and when the Council is able to access funding to employ a Cultural Development Officer either part-time or full-time.

The Plan can identify which strategies Council will incorporate into its annual Management Plan and may then lead to the inclusion of certain items in Council's budget.

The Plan also points the way for applications for funding from external sources.

Evaluation

The Plan is a living document and provides for updating and review processes so that it remains current and relevant.

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PLAN FORMAT

The Plan addresses cultural issues in the following areas:

Performing Arts

These art forms include theatre, dance, mime, music, busking.

Visual Arts

Whilst there is considerable overlap between visual arts and the products from craft and cottage industries, for the purpose of this Plan visual arts include: painting, sketching, cartooning and the like; as well as electronic and video art, cinema, sculpture, body art and photography.

Literature

This section deals with issues and strategies relating to the written word (whatever the language), ie libraries, writers, poets, plays etc.

Craft and Cottage Industries

These industries are not easy to define, however the following practices would be included: furniture makers; jewellers; metal smiths; glass, leather; textile artists; spinners/weavers; potters; wood workers; ceramicists etc.

Other Activities

For cultural pursuits not covered elsewhere.

Heritage

Our history is dealt with in this section. It includes both indigenous and non-indigenous history and the preservation of the physical infrastructure as well as places of significance to the community.

Cultural Diversity

This section addresses issues and strategies, which recognise and include the many elements of our local cultural fabric. The interests of Australia's indigenous peoples; minority groups such as the gay and lesbian community; and people of different linguistic backgrounds are considered here. This section also deals with cultural issues around religion; youth culture such as that of skaters; surf culture; alternate lifestyles and the like.

Infrastructure and Networks

This section deals with linkages within the community. Information Technology and information flow around the community is the core business of this section. Transport issues are included here.

Marketing and Promotion

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The means to improve marketing and promotion of local cultural events and to raise the profile of our unique culture, is covered in this section.

PLAN FORMAT (continued)

Resources

This section contains strategies for how to provide the financial and non-monetary means to implement the Plan. For the purpose of the Plan resources included social capital, partnerships, sponsorship, government grants, community fundraising, and human resources.

Evaluation

The Plan includes indicators by which the community and Council can determine the Plan's success and need for change.

PLAN STEERING COMMITTEE

A Steering Committee was formed from interested community members, to assist Council's staff with the development of the plan, and to oversee its progress and development. The various arts and cultural interest groups across the Shire were invited to nominate a representative.

Members of the Committee were as follows:

Councillor Michael Holton (Chairperson)
Tom Port (Nambucca Shire Council General Manager)
Richard Holloway (Regional Arts Development Officer)
Marilyn Pearson (Nambucca Shire Council Community Services Assistant)
Michelle Hyde (Nambucca Shire Council Youth Worker)
Coral Hutchinson (Nambucca Shire Council Community Worker)
Michele Donovan (Nambucca Shire Council Community Worker Aboriginal)
Pat Richardson (Nambucca Valley Arts Council President)
Paul le Cerf (Bowraville Arts Council)
Phyllis Pearson (Valley Community Arts)
Betty Colbran (Artist)
Nick and Carol Kirwood (Community representatives)
Noel Robertson (Bowraville Arts Council)

REFERENCES

"Unequal in Life...", Prof Tony Vinson, The Ignatius Centre for Social Policy & Research., 1999

"Community Opportunity & Vulnerability in Australia's Cities & Towns", Baum, Stimpson, O'Connor et al, Aust Housing and Urban Research Institute 1999

CORAL HUTCHINSON COMMUNITY WORKER

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1. PERFORMING ARTS – Presentation and participation in all forms of performance art

OBJECTIVE	ACTION	STAKEHOLDERS/INTERESTED PARTIES	TIME FRAME
1.1. Support local performers' participation in local activities and ceremonies	1.1.1 Seek funding for transport and training	Arts MNC, NVAC, BAC; Local performance groups, Relevant Indigenous groups	Short term and ongoing
	1.1.2 Consult with local pubs and clubs regarding strategies	As above + hotel and club management	Short term
1.2. Utilise alternate venues for major productions	1.2.1 Assess suitability of open air venues for some performances	NSC, NVAC, BAC, Art groups, Relevant Indigenous groups	Medium term
	1.2.2 Promote support for major productions in local and regional centres	As above	Ongoing
1.3. Develop funding strategies to bring artists and performances to the Shire	1.3.1 Continue Guarantee Against Loss fund	Arts MNC; NVAC, BAC	Short term and ongoing
	1.3.2 Seek funding for two classical concerts annually	As above	Short term
	1.3.3 Seek funding for one major youth concert annually	YDO, Youth Worker, Arts MNC	Medium term
	1.3.4 Investigate running workshops in conjunction with visiting performers	Associated groups, Arts MNC	Short term and ongoing
	1.3.5 Investigate possibility of including Nambucca Shire as part of the annual "Which Way Tour"	Music NSW, YDO, Youth Worker, CW (Aboriginal), Arts MNC	Medium term
1.4. Recognise the importance of Gumbayngirr culture	1.4.1 Promote the performance of stories, music, song and dance within the wider community	Ngurrala, Arts MNC, Private Investors, NSC, NVAC, BAC,	Short term
	1.4.2 Seek seeding funding to record the song, dance and music of the Gumbayngirr people	As above	Medium term

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PERFORMING ARTS (continued)

OBJECTIVE	ACTION	STAKEHOLDERS/INTERESTED PARTIES	TIME FRAME
1.5. Future of Nambucca Valley District Band	1.5.1 Seek suitable practice venues and storage space for instruments and music	NVAC, NV District Band, NSC	Short term & ongoing
	1.5.2 Investigate the feasibility of conducting a Marching Band Competition in the Shire	As above	Medium term
1.6. Increase opportunities for marginalised groups to be involved in performance art	1.6.1 Provide workshops in areas of identified interest	ACE, TAFE, NVAC, BAC, YDO, Art groups, NSC	Short term & Ongoing
	1.6.2 Provide public space for performance art	NSC, Private groups/investors	Short term
1.7. Encourage music education in schools	1.7.1 Develop school choirs and bands	Dept of Education; NVAC, BAC; Arts MNC, NSC, Chambers of Commerce, Relevant Indigenous groups	Short term
	1.7.2 Introduce an annual Eisteddfod competition with local sponsorship		Medium term
	1.7.3 Encourage young people to contribute musically to the community	As above	Ongoing
1.8 Encourage and promote the development of communication skills	1.8.1 Promote debating and public speaking	Dept of Education, Toastmasters, ACE, TAFE, U3A	Short term & ongoing
	1.8.2 Investigate the possibility live or recorded debates broadcast on local radio	As above + Community Radio	Medium term



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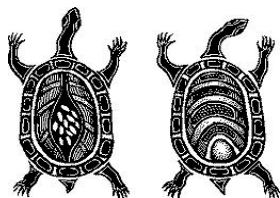
2. VISUAL ARTS – Appreciation of and involvement in visual arts

OBJECTIVE	ACTION	STAKEHOLDERS/INTERESTED PARTIES	TIME FRAME
2.1 Promote local art exhibitions	2.1.1 Improve lighting at NEC hall and & Stringer Gallery for art exhibitions	NVAC, VCA, NEC Committee; NSC; Chambers of Commerce	Short term
	2.1.2 Use of cafes, store windows, business houses, etc as exhibition spaces and identify public areas to be utilised for art displays and performance art	As above + Relevant Indigenous groups, BAC	Ongoing
	2.1.3 Develop the concept of Art in the Park	As above	Short term
2.2 Utilise existing visual display areas and galleries and develop new venues	2.2.1 Identify a visual arts display area for travelling exhibitions eg Higher School Certificate Art exhibition	Arts MNC, VCA, NVAC, BAC; Education Dept; Youth services, Relevant Indigenous groups	Medium term
2.3 Share equipment and facilities eg identify existing public and private facilities and resources for film and video	2.3.1 List resources in Shire register	Associated groups, , NSC; Relevant Indigenous groups, Chambers of Commerce	Short term
2.4 Encourage public art and sculpture	2.4.1 Develop a set of protocols which address issues of concern Eg insurance, appropriate design, ongoing maintenance	NVAC, BAC, VCA, Chambers of Commerce, NSC, Relevant Indigenous groups	Short term
	2.4.2 Promote the break wall at Nambucca Heads as a public art space	As above + Tourism	Ongoing
2.5 Make alternative visual art forms available for tourists and locals	2.5.1 Support Raymond Theatre Complex as a multi-functional venue including locally made film exhibitions	BAC; VCA, NSC; Arts MNC, Tourism, Relevant Indigenous groups	Short to medium term

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VISUAL ARTS (continued)

OBJECTIVE	ACTION	STAKEHOLDERS/INTERESTED PARTIES	TIME FRAME
2.6 Create regional opportunities for local artists	2.6.1 Promote local exhibitions at Regional Galleries	NVAC, BAC; VCA, Arts MNC, Exhibition organisers	Short term
	2.6.2 Explore possibilities of taking local exhibitions to regional venues eg Eungai Art Festival exhibition	As above	Medium term
2.7 Develop youth art	2.7.1 Seek funding for resources Eg public art on bus shelters	NSC; YDO, Youth Worker; NVAC, BAC; Education Dept, Relevant Indigenous groups	Short term & ongoing
2.8 Recognise the importance of Gumbayngirr art within the wider community	2.8.1 Promote gallery at Ngurrala as an outlet for display and sale of Gumbayngirr artworks	Ngurrala, Tourism, NVAC, BAC; NSC, Relevant Indigenous groups	Short term & ongoing
2.9 Recognise body artists as a visual art form	2.9.1 Potential small business opportunity	Private investors	Short term



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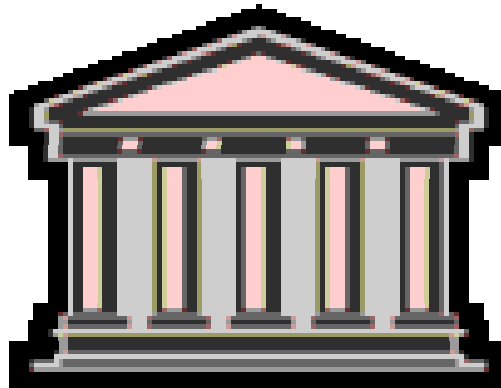
3. LITERATURE – Appreciation of literature and written expression

OBJECTIVE	ACTION	STAKEHOLDERS/INTERESTED PARTIES	TIME FRAME
3.1 Improve existing library services.	3.1.1 Seek funding to extend Macksville Library	NSC; State Library, Clarence Regional Library	Short term
	3.1.2 Provide resources for additional staff and volunteers with a view to extending opening times	As above	Short term
	3.1.3 Provide training and programs for library volunteers	As above	Ongoing
	3.1.4 Encourage donation of used books	Community	Ongoing
3.2 Develop additional library services. Develop additional library services.	3.2.1 Develop annexes or outreach services to outlying villages	NSC, State Library, Clarence Regional Library	Medium term
3.3 Promote use of Information Technology	3.3.1 Provide IT services for people with disabilities through adaptive technology	NSC Access Committee, State Library	Short term
	3.3.2 Training for community to enable their independent usage of Internet	ACE; TAFE; NSC, eNambucca	Short term
3.4 Encourage lending libraries within existing groups	3.4.1 Encourage groups to list their resources for sharing amongst their members	Writers Group; Independent writers	Short term and ongoing
3.5 Promote local literature	3.5.1 Establish a local writer's section at libraries	NSC, Libraries, Writer's Group, Independent writers	Short term
	3.5.2 Encourage local writers to donate copies of their works to local libraries	As above	Ongoing
	3.5.3 Acknowledge book donations by local writers via media and NSC networks	As above	Ongoing

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LITERATURE (continued)

OBJECTIVE	ACTION	STAKEHOLDERS/INTERESTED PARTIES	TIME FRAME
3.6 Improve appreciation of Literature	3.6.1 Expand education opportunities	Education Dept, ACE, TAFE, U3A	Ongoing
	3.6.2 Encourage public readings, and displays to celebrate specific occasions eg Poets in the Pub	NSC, Writers Group, Literary groups	Short term
	3.6.3 Encourage development of literary workshops to be run by local writer's and interested persons	Writers Group, Literary groups, ACE, TAFE, U3A	Short term
	3.6.4 Introduce an annual young writers competition	YDO, Youth Worker, Education Dept, Writers Group	Short term



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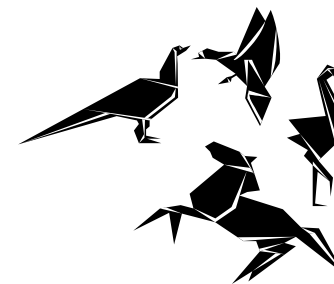
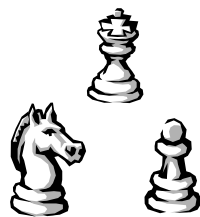
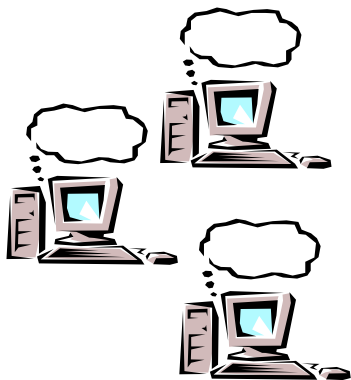
4. CRAFT & COTTAGE INDUSTRIES – Appreciation of local crafts and the creation of crafts and cottage industries

OBJECTIVE	ACTION	STAKEHOLDERS/INTERESTED PARTIES	TIME FRAME
4.1 Facilitate use and development of appropriate venues for craft meetings and displays	4.1.1 Utilise existing venues for display of goods	NSC, VCA, Tourism orgs, Chambers of Commerce, Ngurrala, Arts MNC	Short term
	4.1.2 Develop a directory of potential venues to be used for craft group meetings	NSC, VCA, Ngurrala, Independent craft groups	Short term
	4.1.3 Explore ways to deal with restrictions on venues for unincorporated bodies	NSC, VCA, Ngurrala, Committees of Management, Arts MNC	Short term
	4.1.4 Explore the possibility of sponsored travelling Art Exhibitions of local arts and crafts	NSC, VCA, Ngurrala, Arts MNC, Exhibition organisers	Medium term
4.2 Support local craft festivals, outlets and markets	4.2.1 Research success of existing market days	NSC, VCA, Tourism orgs, EDO	Short term
	4.2.2 List art and craft festivals, outlets and markets in the region in the Shire register and on community websites	NSC, VCA, Ngurrala, Community websites, eNambucca	Short term
4.3 Increase participation in craft activities, especially new comers to the Shire	4.3.1 Use Nambucca Shire Guide to promote craft groups	NSC, VCA, Ngurrala, Arts groups, Relevant Indigenous groups, Nambucca Guardian News, Tourism	Short term
	4.3.2 Display register at Tourist Office and other popular outlets for tourists		Short term and ongoing
4.4 Increase product development and skills training in business development for Arts and Crafts	4.4.1 Explore craft development partnerships with ACE	NSC, VCA, Ngurrala, ACE	Medium term
	4.4.2 Seek funding for professional skills development training courses	Arts MNC, VCA, TAFE, ACE	Short term and ongoing

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5. OTHER ACTIVITIES – Recognition of all cultural pursuits

OBJECTIVE	ACTION	STAKEHOLDERS/INTERESTED PARTIES	TIME FRAME
5.1 Identify other cultural pursuits	5.1.1 Include the wide variety of cultural pursuits in the cultural register	NSC, Individual groups	Short term & ongoing
	5.1.2 Ensure annual updates of details and contact person/s in the Shire Guide, Shire Directory and community websites	Individual groups	Ongoing
5.2 Encourage development of non-sporting recreation	5.2.1 Develop Cyber cafes throughout the Shire	NSC, eNambucca	Short term
	5.2.2 Liaise with schools and youth organisations to promote different intellectual pursuits to young people	Education Dept, YDO, Youth Worker, CW (Aboriginal)	Short term



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6. HERITAGE – Preservation of local heritage

OBJECTIVE	ACTION	STAKEHOLDERS/INTERESTED PARTIES	TIME FRAME
6.1 Preserve Nambucca Shire's natural and built environment	6.1.1 Provide adequate signage of significant sites	NSC, Historical societies, Relevant State/Federal Depts, Elders, Relevant Indigenous groups	Ongoing
	6.1.2 Support and recognise the work of historical societies in recording local history	NSC, Tourism, Chambers of Commerce, Relevant Indigenous groups	Ongoing
	6.1.3 Promote the recording of the history and current events unique to Nambucca Shire	As above	Short term & ongoing
6.2 Preserve and promote historical trails and interpretative walks including Indigenous foods and medicine of the local area	6.2.1 Develop and promote the Clement Hogkinson Heritage Walking Trail (1840)	NSC, Elders, Ngurrala, Relevant Indigenous groups, Historical societies, Tourism orgs, National Parks & Wildlife, National Heritage Trust, Heritage Dept	Ongoing
	6.2.2 Publicise the Great Eastern Walkway		Medium term
	6.2.3 List local historical walks on tourist maps	NSC, Historical societies, Heritage Dept, TAFE, Elders, Relevant Indigenous groups, Chambers of Commerce, Tourism orgs	Medium term
	6.2.4 Develop Interpretative Walks		Medium term
6.3 Recognise the importance and responsibilities of heritage listing	6.3.1 Implement a community education and awareness program dealing with heritage issues and responsibilities including standards of upkeep	NSC, Arts MNC, BAC; Chamber of Commerce, Relevant Indigenous groups, Tourism orgs, EDO, Chambers of Commerce	Short term & ongoing
6.4 Develop Bowraville as a working historic town	6.4.1 Seek funds for the development of a Tourism Heritage Plan for Bowraville	As above	Long term

Nambucca Shire Cultural Plan

HERITAGE – (continued)

OBJECTIVE	ACTION	STAKEHOLDERS/INTERESTED PARTIES	TIME FRAME
6.5 Conserve museums as ongoing cultural facilities	6.5.1 Investigate means for broadening use of existing museum facilities	NSC, Historical societies, Relevant Indigenous groups	Short term & ongoing
	6.5.2 Promote use of museums for educational visits	As above + Education Dept, TAFE, ACE, U3A	Ongoing
	6.5.3 Promote use of museums for celebrations and special events	As above	Ongoing
	6.5.4 Open times of museums be widely advertised	NSC, Historical societies	Ongoing
6.6 Preserve local history	6.6.1 Develop Mary Boulton Cottage as the Macksville and district museum by a. Improving access for people with disabilities – provide pathways and toilet facilities b. Seeking additional land for development of historical village c. Improving parking and bus turning areas	NSC, NSC Access Committee, Historical Societies, Tourism orgs, Macksville Chamber of Commerce	Medium to long term
	6.6.2 Investigate promotion of the east end of River Street as a historical precinct that includes the Courthouse and other buildings of interest	NSC, Historical Societies, Tourism orgs, Macksville Chamber of Commerce, Heritage Dept	Medium term
	6.6.3 Continue to develop and improve Bowraville Folk Museum through: a. Improved security b. Increased display area	NSC, Historical Societies, Tourism orgs, Bowraville Chamber of Commerce, Heritage Dept	Medium term

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HERITAGE – (continued)

OBJECTIVE	ACTION	STAKEHOLDERS/INTERESTED PARTIES	TIME FRAME
Preserve local history (continued)	6.6.4 Continue to develop and improve Nambucca Headland Museum by: a. Providing increased display areas b. Restoration of building	NSC, Historical Societies, Tourism orgs, Nambucca Heads Chamber of Commerce, Heritage Dept	Medium to long term
6.7 Preserve Indigenous history 7.3, 7.4 & 1.4	See also 6.7.1 Consult with local indigenous people regarding the security, display and housing of artefacts, tools, art work etc 6.7.2 Erect a plaque at the Stuart Island detailing the history of the island	NSC, CW (Aboriginal), ACAC, Ngurrala, Relevant Indigenous groups As above + National Parks and Wildlife Service	Short term & ongoing Short term



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7. CULTURAL DIVERSITY – The celebration of cultural diversity

OBJECTIVE	ACTION	STAKEHOLDERS/INTERESTED PARTIES	TIME FRAME
7.1 Promote the celebration of cultural diversity	7.1.1 Support and promote cultural events for marginalised groups	NSC, marginalised groups, Event organisers	Ongoing
	7.1.2 Ensure community celebrations are inclusive of all cultural groups through inclusive promotion and planning	As above	Ongoing
	7.1.3 Develop and promote cross cultural training programs	NSC, Education Dept, Adult Education	Ongoing
	7.1.4 Recognise the surfing culture of our coastal identity for further action to be developed	NSC, Tourism orgs,	Short term & ongoing
7.2 Preserve Indigenous culture	7.2.1 Liaise with relevant Indigenous groups to develop strategies to create Indigenous Keeping Place	NSC, CW (Aboriginal), ACAC, Ngurrala, Arts MNC	Long term
	7.2.2 Support the continued operation of the Murrabay Language Centre	CW (Aboriginal), Relevant Indigenous groups	Ongoing
	7.2.3 Seek funding for the writing and publishing of Gumbayngirr history	Relevant Indigenous groups, Ngurrala, Arts MNC,	Medium term
	7.2.4 Continued NSC support for NAIDOC week	NSC, CW (Aboriginal), ACAC	Ongoing

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7. CULTURAL DIVERSITY – (continued)

OBJECTIVE	ACTION	STAKEHOLDERS/INTERESTED PARTIES	TIME FRAME
7.3 Promote acknowledgment and respect for Indigenous culture	7.3.1 Erect signs of entry to Gumbayngirr land	NSC, RTA, CW (Aboriginal), Relevant Indigenous groups	Medium term
	7.3.2 Use of Gumbayngirr welcome speech at appropriate events and functions	Elders, Mayor, Councillors, NSC staff	Ongoing
	7.3.3 Recognise traditional ownership of the land in the introduction at public functions	As above	Ongoing
	7.3.4 Resurrect development of the Friendship Statement with the Relevant Indigenous groups	Elders, NSC, CW (Aboriginal)	Short term
	7.3.5 Promote the understanding of the role of Elders and of Indigenous protocol	As above	Ongoing



8. INFRASTRUCTURE & NETWORKS – Appropriate venues and effective communication

Time frame: Short term – 1 year; Medium term - 2-5 years, Long term – 6+ years

Nambucca Shire Cultural Plan

OBJECTIVE	ACTION	STAKEHOLDERS/INTERESTED PARTIES	TIME FRAME
8.1 Provide appropriate facilities	8.1.1 Maintain and improve the Nambucca Entertainment Centre as a major venue and: a. refurbish ceiling b. upgrade lighting and facilities	NSC, NVAC, NEC Management, Arts MNC	Short term & ongoing
	8.1.2 Support development of the Raymond Theatre, Bowraville as a cultural centre	BAC, Arts MNC, , NSC, EDO, Tourism orgs	Short term and ongoing
	8.1.3 Review existing venues/spaces, indoor and outdoor, to maximise use for local and travelling performing arts and other creative works	NSC, NVAC, BAC, Art groups, Tourism orgs, Relevant Indigenous groups	Ongoing
	8.1.4 Investigate infrastructure funding for the development of an arts and crafts centre	NSC, Arts MNC, VCA, NVAC, BAC, Art groups, Relevant Indigenous groups	Long term
	8.1.5 Investigate the feasibility of a Multi-functional Cultural/Civic Centre to support fine performance eg choral and orchestra	NSC, Arts MNC, NVAC, BAC, VCA, Art groups, Relevant Indigenous groups	Long term
	8.1.6 Support the establishment of a Bridge Club facility at Nambucca Heads	NV Bridge Club, NSC	Short to medium term
	8.1.7 Assist with provision of suitable facilities for the expansion of ACE, U3A and other community based cultural education	NSC, Chambers of Commerce, ACE, U3A	Short to medium term

Nambucca Shire Cultural Plan

INFRASTRUCTURE & NETWORKS (continued)

OBJECTIVE	ACTION	STAKEHOLDERS/INTERESTED PARTIES	TIME FRAME
8.2 Increase awareness of our cultural assets	8.2.1 Investigate options for external funding to establish a Shire register of all cultural groups, artists and venues (including facilities, conditions of use, costs and contacts) in hardcopy and to be included on the Shire website. The register should be updated annually	NSC, NVAC, BAC, VCA, Relevant Indigenous groups, Chambers of Commerce, Tourism orgs, eNambucca	Long term
8.3 Access to venues and activities	8.3.1 Liaise with the Shire Transport Working Party to find solutions to transport issues	NSC, NSC Access Committee, Committees of Management, Chambers of Commerce, Tourism orgs	Short term and ongoing
	8.3.2 Work toward accessible venues with adequate parking and fully accessible facilities	As above + NSC Access Committee	Ongoing
8.4 Culturally appropriate means of communication	8.4.1 Liaise with ACAC and NESB groups to develop programs to improve appropriate communication with indigenous and multi cultural groups	NSC, ACAC, CW (Aboriginal), Multicultural groups	Ongoing
8.5 To use local educational institutions to assist in cultural development	8.5.1 Establish links with local schools to incorporate youth issues and events in the cultural calendar	NSC, YDO, Youth Worker, CW (Aboriginal)	Short term and ongoing
	8.5.2 Support the development of U3A as a cultural resource	NSC, U3A	Ongoing
	8.5.3 Establish partnerships with artists, crafters etc and possible sharing of venues	NSC, NVAC, BAC, VCA, , YDO, Youth Worker, CW (Aboriginal), ACE, TAFE	Short term and ongoing
	8.5.4 Lobby TAFE and ACE to include artistic and cultural development courses	As above	Short term and ongoing

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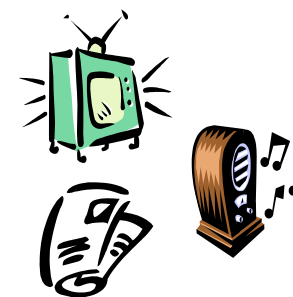
9. MARKETING & PROMOTION – Effective marketing and promotion strategies

OBJECTIVE	ACTION	STAKEHOLDERS/INTERESTED PARTIES	TIME FRAME
9.1 Develop effective marketing and promotion strategies for cultural activities, events and projects	9.1.1 Promote the Shire Calendar and actively encourage groups and individuals to list cultural events and activities	NSC, NVAC, BAC, VCA, Art groups	Ongoing
	9.1.2 Promote development of a Shire Cultural Calendar on community and regional websites	NSC, Arts MNC, NVAC, BAC, VCA, Art groups, Tourism orgs, eNambucca, Relevant Indigenous groups	Short term & ongoing
	9.1.3 Develop stronger links with existing tourism strategies	NSC, NVAC, BAC, VCA, Arts MNC, Tourism orgs, Relevant Indigenous groups	Ongoing
	9.1.4 Liaise with relevant tourism officers to ensure promotion of cultural events	As above	Ongoing
	9.1.5 Support Arts MNC application for a Regional Events Development, Promotion and Coordination Worker	NSC, NVAC, BAC, VCA, Art groups, Relevant Indigenous groups	Short term & ongoing
	9.1.6 Promote events, cultural groups, and artists via the Internet	NVAC, BAC, VCA, Art groups, Relevant Indigenous groups, NSC, eNambucca	Ongoing
	9.1.7 Improve relations and cooperative arrangements with local media	NSC, NVAC, BAC, VCA, Relevant Indigenous groups, Local media	Short term & ongoing
	9.1.8 Use all forms of local and regional media eg TV, radio, press, websites etc	NSC, NVAC, BAC, VCA, Art groups	Ongoing

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MARKETING & PROMOTION – (continued)

OBJECTIVE	ACTION	STAKEHOLDERS/INTERESTED PARTIES	TIME FRAME
9.1 (continued)	9.1.9 Develop a monthly “Community Cultural Profile” on local artists in local media	NSC, NVAC, BAC, VCA, Art groups	Short term & ongoing
	9.1.10 Submit articles which promote and publicise cultural issues, artists and events in local, regional and state Newsletters	NSC, YDO, Youth Worker, CW (Aboriginal), NVAC, BAC, VCA, Art groups	Ongoing
	9.1.11 Erect information boards at appropriate locations throughout the Shire	NSC, Chambers of Commerce, Tourism, Ngurrala	Short term
	9.1.12 Erect storyboards at appropriate sites throughout the Shire	As above	Short term



10. RESOURCES – Adequate resources

Time frame: Short term – 1 year; Medium term - 2-5 years, Long term – 6+ years

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OBJECTIVE	ACTION	STAKEHOLDERS/INTERESTED PARTIES	TIME FRAME
10.1 Maximise available resources for cultural expression and development	10.1.1 NSC to act as a source of external funding information and auspice applications where appropriate	NSC	Ongoing
	10.1.2 Link requests for NSC financial support to Council's Management Plan and Budget process	Relevant NSC staff and elected Councillors	Ongoing
	10.1.3 Promote the value "in kind" contributions	As above	Ongoing
	10.1.4 Seek funding for a Shire Cultural Officer	NSC, Arts MNC	Medium term
	10.1.5 Develop community partnerships, joint ventures and business sponsorships in cultural activities	NSC, Arts MNC, NVAC, BAC, VCA, Chambers of Commerce, Tourism orgs, Relevant Indigenous groups	Short term & ongoing
	10.1.6 Continue to promote scholarships, fellowships and financial opportunities for cultural pursuits	NVAC, BAC, VCA, YDO, Youth Worker, CW (Aboriginal)	Ongoing
10.2 Utilise regional resources	10.2.1 Continued NSC financial support for and involvement with Regional Arts Development Officer and Arts MNC	NSC, Arts MNC	Ongoing
	10.2.2 Support the application for an Indigenous Regional Arts Development Officer	NSC, Arts MNC, NVAC, BAC, VCA, Relevant Indigenous groups	Short term
	10.2.3 Investigate regional funding opportunities eg ACC, Holiday Coast Development Board	NSC, Arts MNC, Relevant Indigenous groups	Ongoing

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RESOURCES (continued)

OBJECTIVE	ACTION	STAKEHOLDERS/INTERESTED PARTIES	TIME FRAME
10.3 Encourage and support volunteer participation	10.3.1 Seek funding to develop and implement skills training programs in culturally related projects and programs	NSC, Arts MNC, NVAC, BAC, VCA, Arts groups, Relevant Indigenous groups, TAFE, ACE	Short term & ongoing
	10.3.2 Investigate mentor skills development programs at local, regional, state and national levels in conjunctions with NVAC, BAC and other groups	As above	Short term & ongoing
	10.3.3 Establish a local culture volunteer award program in recognition of volunteers	NSC, Arts MNC, Relevant Indigenous groups	Short term & ongoing
	10.3.4 Encourage voluntary Youth participation in cultural activities eg work placements, mentoring projects	YDO, Youth Worker, Education Depts, Relevant Indigenous groups, NVAC, BAC, VCA, Arts MNC	Short term & ongoing

11. EVALUATION – Ongoing assessment of community cultural needs

OBJECTIVES	ACTION	STAKEHOLDERS/INTERESTED PARTIES	TIME FRAME
11.1 Ensure the Cultural Plan reflects community priorities and meets community needs	11.1.1 Determine the means of providing ongoing cultural advice to NSC	NSC, NVAC, BAC, VCA, Art groups, Relevant Indigenous groups	Ongoing
	11.1.2 Combined community and NSC evaluation work group to evaluate and update the Plan annually taking into consideration funding cycles	As above	Annually
	11.1.3 Community consultations to be conducted every two years to review the Plan	As above	Every 2 years

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Nambucca Shire Cultural Plan

List of Acronyms

ACAC	Nambucca Shire Council Aboriginal Community Advisory Committee
ACE	Adult and Community Education
ATSIC	Aboriginal Torres Strait Islander Corporation
BAC	Bowraville Arts Council
CW	Nambucca Shire Council Community Worker
CPO	Nambucca Shire Council Community Project Officer
EDO	Nambucca Shire Council Economic Development Officer
MNC	Mid North Coast
NAIDOC	National Aboriginal & Islander Day of Celebration
NEC	Nambucca Entertainment Centre
NGURRALA	Ngurrala Aboriginal Corporation
NPWS	National Parks and Wildlife Service
NSC	Nambucca Shire Council
NVAC	Nambucca Valley Arts Council Inc
RTA	NSW Roads and Traffic Authority
TAFE	Technical and Further Education
U3A	University of the Third Age
VCA	Valley Community Arts *Valley Community Arts is affiliated with Nambucca Valley Arts Council. It is an unincorporated group involved in promotion and development of visual arts and crafts.

Nambucca Shire Cultural Plan

DOCUMENTS RELATED TO THE CULTURAL PLAN

- ♦ Nambucca Shire Council Management Plan
- ♦ Vision Statement for Nambucca Shire Council
- ♦ Nambucca Shire Council Section 94 Plans
- ♦ Arts Mid North Coast Strategic Plan
- ♦ The Ageing & Disability Regional Plan
- ♦ Nambucca Shire Council Social and Community Plan
- ♦ NSW Ministry for the Arts and Local Govt and Shires Associations Cultural Accord

CONCLUSION

The Nambucca Shire Council Cultural Plan is a living document and will be reviewed every two years by a Working Party, which is a sub-committee of Council's Community Services Committee.

Where the Plan identifies issues which are Council responsibilities, and require an allocation of Council resources, the usual process will be that high priorities are identified through Council Committee's, including the Community Services Committee and then recommended to Council for consideration in its Management Plan and Budget. This way Council can allocate its scarce resources to the most needed cultural projects.

In regard to areas outside Council's responsibility, any sector of the community will be able to use the Plan to bring the matter to the attention of identified government agencies; community organisations or funding bodies to attract external resources. In this way, the Cultural Plan is a tool for community and Council use, to bring about improved cultural services, programs and facilities.

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The Cultural Plan was adopted by Council on 19 April 2001