

ARTS BOARD STRATEGIC PLAN 2005 - 2008

The following document is an abbreviated version of the full Arts Strategic Plan developed in 2004 in consultation with the Arts Board. It forms the vision and direction which leads Council and the Board toward future programs and is intended to inform the community of the intent of the Board.

The Aims of the Arts Board

The Shoalhaven Arts Board is charged with the development and support for the Arts in Shoalhaven. Its efforts shall be directed at arts practitioners, arts activities, arts development & arts promotion.

The Board seeks to

- ◆ Prepare a strategic 3 year plan & Annual Management Plan
- ◆ Seek strong financial & strategic support from Council
- ◆ Create links with the Arts Community
- ◆ Support the development of Public Art
- ◆ Administer an annual arts grants program
- ◆ Consult with community & explore arts needs and priorities
- ◆ Develop the Shoalhaven City Art Collection
- ◆ Forge close links with the Bundanon Trust
- ◆ Seek arts grants & commissions for the city
- ◆ Attract arts sponsorship, bequests & endowments
- ◆ Explore Arts scholarship and Arts Education schemes
- ◆ Enhance the cultural image of the city
- ◆ Present an Arts Award system and Presentation Event for the city
- ◆ Create arts Information, promotion and Arts Directories for tourism and residents alike
- ◆ Engage arts research, dialogue, education and mentorship
- ◆ Develop links between Arts, Business, Education & Tourism
- ◆ Develop the Shoalhaven City Arts Centre as a Centre of Excellence
- ◆ Optimise practical use of existing arts facilities
- ◆ Work to engage the Community towards a love and respect for the Arts
- ◆ Interact & liaise with state & federal arts instrumentalities
- ◆ Develop a strategic approach to the support of the City's Museums

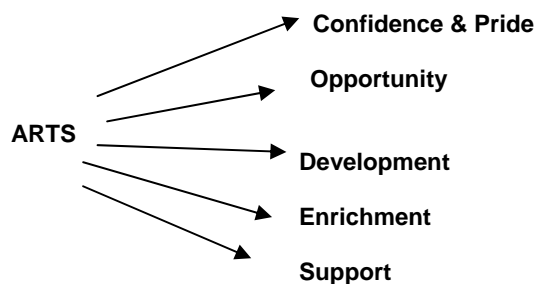
ARTS CODES

While the needs of the city are many, diverse and changing, it is neither the intention nor the capability of the Arts Board to address every need.

It is important to address administrative issues that lead towards enriching and developing the arts in a planned & logical pathway towards access, enjoyment & excellence and providing the arts a place of civic importance.

5 KEY OUTCOMES will drive the Board's direction.

These outcomes can be summarised as 'ARTS CODES'



Confidence & pride requires best practice, promotion, image building and recognition

Oppportunity is about access, involvement & participation

Development requires infrastructure, management, planning & facilities

Enrichment indicates innovation, new events, diversity & contemporary practice

Support requires consultation, links, partnerships and communication

In summary the strategies can be categorised into groupings as follows. . .

ARTS

C	O	D	E	S
Awards Marketing Promotion Public Art Information	Grants Scholarship Education Research Touring Arts	Leadership & Planning The Collection Facilities The Arts Centre Marketing Museums	Events Festivals Innovative projects Contemporary practice Cultural Exchange Celebration	Sponsorship Partnerships Information Consultation Arts Residency Evaluation

CONFIDENCE AND PRIDE STRATEGIES

Awards

- Organise a **Biennial Arts awards** process and present an event to recognise outstanding contribution to the arts by Arts practitioners, young artists, & arts organisations.
- Continue support for the **infrastructure of the COE Short Story Literary award & Photography Award**

Public Art

- Develop Council guidelines for the support & creation of Public art throughout the City.

Promotion

- Produce half yearly **'What's On' Arts Calendar**
- Regularly update the **Arts website**
- Produce a Quarterly Arts Magazine titled **'Dialogue'** for arts interested individuals & groups
- Investigate the feasibility of establishing a **subscription rate for Dialogue** to extend 3 - 4 volumes each year.

Information

- Annual **update of the Arts & Artist's Directory** and develop a more user friendly look and format for clients.

OPPORTUNITY STRATEGIES

Grants

- Continue the **Annual Arts Grants Scheme** for innovative or developmental arts projects in the community
- Maintain financial support annual **Carols in the Park'** event & The Annual Shoalhaven Eisteddfod

Scholarships

- Explore opportunities to **broker scholarship support** for the study or career development in the arts

Education

- Support The **Shoalhaven Youth Orchestra** towards its sustainable continued development
- Initiate a program of **arts workshops** and seminars for community arts education.

Research

- Research the feasibility for the establishment of a **School of Music** in the Shoalhaven

Travelling Exhibition

- Develop a project to travel selected City Art Collection with Major Shoalhaven artists art throughout regional Australia

DEVELOPMENT STRATEGIES

Leadership

- Develop high **profile of the Arts Board's** leadership, their arts strategies and arts project support

Marketing

- Develop a marketing and promotional program for Shoalhaven Arts Board & its projects

Planning

- **Develop a 3 year Arts Board strategic plan**
- **Create an annual management plan**

The City Art Collection

- Review, update and re establish the draft **Art Collection policy**

Facilities

- Update the **cultural facilities plan** & inventory
- **Liaise & consult** with the community on facility needs & upgrades
- Investigate and action a fee structure for hiring the **Mobile Art Gallery**
- Develop Phase 2 of level 1 at the Shoalhaven City Arts Centre into a **Multi Media and Music School**

Arts Centre

To establish the Arts Centre as a **Regional Centre of Excellence**

- Develop strategic operational, business and marketing plans
- Establish *Federal Cultural Gifts Program* for tax deductibility of gifts and monetary donations
- Expand the Collection through acquisitions, loans and bequests
- Initiate Membership & volunteer programs
- Initiate specific 'youth centred' arts programs in multi media, visual arts, music & literature

Performing Arts Centre in Nowra

- Support the development a Performing Arts Centre in Nowra & investigate suitable functions and business synergies.

Museums strategy

- Develop a City strategy that spells out parameters of support for small and large museums, group promotion, staffing, education & conservation programs and business development.

ENRICHMENT STRATEGIES

Innovation & Imagination

- Consult community needs for **Contemporary dance & Visual Arts development**
- Investigate programs that provide specific support for cultural enrichment, consulting on possible **Cross Cultural Projects, mentorships and best practice**

Contemporary Practice

- Investigate the feasibility of a program that introduces **artists in residence** projects to business, industry, educational and government organisations

International Cultural exchange

- Organise a **cultural exchange** for exhibition of works on paper with Sister City **Fuzhou** China

Community Celebration

- Investigate opportunities to facilitate drawing local and /or whole community together for celebration through the arts... for example Arts Week & Museums Week celebration

SUPPORT STRATEGIES

Sponsorship

- Actively **seek bequests & donations** for the Art Collection, & Public Art and corporate and private sponsorship of The Shoalhaven City Orchestra, SAB promoted awards i.e. COE Literary award
- Foster the partnership with **Music Oz** to further sponsor music development projects in the Shoalhaven

Partnerships

- **Strengthen links** with organisations including WCET, The Bundanon Trust, The Conservatorium of Music, The University of Wollongong & Nowra TAFE

Consultation

- Establishing an **Arts Forum and an Arts Reference Group** to advise on programs & strategies and to serve as aesthetics mentors.

Evaluation

- Seek feedback mechanism for **community response** to the Arts Board's plans & programs

Artist in Residence Program

- Investigate programs & funding to initiate & engage **artists in residence** in Council and Shoalhaven Industry

General Information

Arts Board Membership

As member vacancies occur they are advertised in local newspapers public notice section. Nomination packages are sent to interested applicants.

Arts Grants Assessment Panel

A panel consisting of Arts Board members, Council officers and members of the former arts advisory committee assesses annual arts Board Grants. Members of the public Interested in sitting on this committee must be prominent community members or executives of peak arts bodies nominated in writing by their organisations.

Art Collection Committee

An Acquisitions Sub Committee consisting of three members nominated by the Arts Board selects acquisitions for the City Arts Collection. Membership comprises the Executive Officer of the Board as convenor, an Arts Board member with visual arts background/qualifications in art and an invited member of the arts community who possesses knowledge of Australian Art.

How can artists submit their work for consideration in the City Collection?

Artists need to present to the Arts Development Manager an update resume, a clear image of the work they wish considered along with 4 photographs/slides of other recent works. Quality sculpture, photography and art works (especially works on paper) are all appropriate for inclusion. Also send the artist's CV details as well as a clear description of the works size, medium and meaning. (Artists should be residents of the Shoalhaven or have a close and long forged association with the region.

How to Register in the Arts Directory

An arts organisation and artist register has been published. All cultural groups or arts individuals can register. The register is updated regularly on Council's Internet site. Contact 44 293707 for information.

How & when to Apply for an Arts Grant from the Board

The annual Grants Scheme is announced publicly through local newspapers in May. Guidelines and application forms are available from Council's Administrative Office in Nowra. Arts grants of up to \$5000 can be sought. Successful applications are announced in early August.

When & where does the Board meet?

The Board meets bimonthly (commencing February), the second Wednesday of the Month at 5pm at the Council Offices Nowra.

Information about 'What's On ' in the Arts Calendar

Register your planned yearly arts activity/ event details by January 10th (March-August Edition) and June 1st (August - February Edition). Please send title, dates, contact details, an image, costs and a two-line description of the event to the address below.

How to nominate for an Arts Award

There are two ways to nominate a community member prominent in the arts for an award. Firstly by filling in an Australia Day Citizen nomination form. Secondly for a Shoalhaven Arts Board Annual Arts Award, (also a Young Artist Award) , apply for a nomination form available in July. The Awards will be presented in October/November.

How to gain more information

For information, brochures, Literary & art competitions, Grants, booklets, applications, appointments or arts advice . . .

Contact

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