



URANA SHIRE COUNCIL CULTURAL PLAN 2009-2014

THE NEED FOR A CULTURAL PLAN?

Cultural Planning is a strategy increasingly being used at the local government level, and also at State, National and International levels. Research has shown that culture and the arts play an important role in strengthening communities and contributing to the quality of life. In 2004 in recognition of the role and importance of culture in communities, local governments and cities from around the world developed Agenda 21 for Culture, a guide for public cultural policies and cultural development across the globe.

Cultural planning has been occurring informally at Urana Shire Council for many years through planning for library services, heritage areas, cultural events and citizenship ceremonies. However, Council now realises the need to develop a formal Cultural Plan to address community expectations in relation to programs and services.

Cultural planning is not only about the strategic management of physical assets and facilities such as libraries, museums and community spaces, but also about the strategic processes, activities and programs which engage the residents of the Shire.

The development of a Cultural Plan in consultation with the community, gives Council an opportunity to improve its capacity to make informed decisions with an understanding of the needs and values in the community, and to allocate resources accordingly. Development of a Cultural Plan will also increase opportunities for State and Federal funding for cultural development projects and activities.



INTRODUCTION

This draft Urana Shire Council Cultural Plan 2009-2014 is an invitation to all residents of the Shire to express their aspirations for Cultural Planning and the cultural life of their communities. Cultural Planning is embedded within Council's other planning processes, however this draft plan is the first attempt to articulate a cultural vision, goals and objectives in a document focused specifically on Urana Shire's cultural life.

The aim of this document is to draw all aspects of local culture and activities together so that existing efforts can be identified and all cultural initiatives can be encouraged within the community.

The New South Wales government's Cultural Planning Guidelines for Local Government, defines culture as:

"Culture in its widest sense is about what matters to people and communities. It is about relationships, shared memories and experiences. It is about identity, history and a sense of place. It is about the different cultural and religious backgrounds found in most communities. It is about the things we consider valuable for passing on to future generations. It is our way of connecting the present with the past and the future."

The culture of Urana Shire is therefore the way we live our daily lives, in particular our rural lifestyle, our celebrations as well as how we express ourselves via art, performance and other types of community events. Urana Shire's culture is authentic, unique, and contributes strongly to our shared sense of identity.

Fundamentally, Urana Shire Council believes that cultural planning is integral to achieving the overall goal outlined in its adopted Strategic Plan.

The Council's Statement of Purpose and Vision included within the Urana Shire Strategic Plan 2006-2015 aspire as follows:-

"Provide services and develop opportunities that enhance the quality of life and economic well being of the people of Urana Shire and to preserve and enhance the lifestyle of our communities by encouraging, promoting and facilitating the sustainable development of the Shire."

OBJECTIVES, GOALS, OUTCOMES and ACTIONS

The objectives, goals, outcomes and actions outlined in this Draft Cultural Plan are founded in the Council's belief that every person can usefully contribute, if given the invitation and the opportunity. It is Council's role to break down any barriers to participation in our community's cultural life.

Since a community's culture reflects the energy, courage and resilience of its people, a need to focus more on strengthening community and regenerating civic engagement arises. This can mean supporting a wide range of leisure activities and cultural practices for people of all ages and circumstances which:

1. Express, explore, interpret, present or develop community cultures and individual view points.
2. Enable individuals and groups to acquire new responsibilities, skills and opportunities to contribute to community life.
3. Enable individuals and groups to engage in new affordable activities and meet new challenges.
4. Promote social and community development, as well as artistic outcomes.
5. Cultivate the community wide leadership skills needed to sustain community involvement.
6. Recognise and develop the talents of residents.
7. Show leadership skills to our youth and encourage involvement of the next generation.
8. Create, foster and continue to support opportunities for the youth of the Shire.

OBJECTIVE 1: Reinforce a sense of connection, community pride and stewardship in the Urana Shire.

The Urana Shire is an interconnected set of towns and villages with a vigorous and vital cultural life. A strong whole of Urana Shire identity will be realized encouraging residents to respect and value their community and to further build local identity in the face of a rapidly changing world and demanding economic times.

GOALS

1. Use cultural initiatives to connect people to place and build local identity so that the Urana Shire is a place to be treasured.
2. That the Urana Shire will be able to express itself to the world and be connected with cultural expression around the world via the internet.
3. Improve utilization of local resources to assist and enhance cultural development within the Urana Shire without creating dependency on additional funding.
4. Engage the youth of the Shire in cultural activities.
5. Continue to support existing cultural activities and foster new opportunities.
6. Develop an annual events/cultural/heritage program in line with the Council Management Plan.

OUTCOME 1: The Shire's indoor and outdoor public places have programs of events and activities which sustain community involvement and help build community.

ACTION	PARTNERS	TIME FRAME	BUDGET	STATUS
Utilise and promote indoor music/arts/internet centres by identifying and securing spaces that would allow people to learn and practise music and art or explore the internet and the world of computers for pleasure.	MBEC Urana Council Mobile Library Shire Schools Urana Hall	Every second year Annually Ongoing	\$1000.00 As per adopted budget	Children's workshop Local Government week art comp Web Access at Shire Office implemented
Creative uses of community facilities and spaces to facilitate cultural and community activities.	Urana Courthouse Museum Shire Schools	Ongoing	As per adopted budget	Local Sports Grounds & public spaces utilized.
Establish an Artist and Author in residence program.	Mobile Library and community groups.			Investigating

OUTCOME 2: Showcase the Shire's cultural assets.

ACTION	PARTNERS	TIME FRAME	BUDGET	STATUS
Greater use of promotional technologies and facilities by council staff, local schools, sporting clubs, community groups and enterprises to showcase the diversity of the Shire's natural and built heritage and the advantages of living, working and playing in the Shire to the wider community.	Urana Council Community Groups Shire Schools Sporting Groups	Ongoing	As per adopted budget	Shire website is continuing to be upgraded Investigating joining Riverina First Tourism Event information on neighboring Shire websites implemented Production of Sequi Centenary DVD
Annual photographic competitions and art shows to assist in promoting the Shire and its talented population.	Urana Courthouse Museum Urana Council Shire Schools Community Groups	Annually	As per adopted budget	Annual Art Show implemented Local Government Week art comp implemented
Use town entry points and signage to reinforce local identity.	Urana Council Community groups	Completed		New entrance signs fitted in all villages completed

OUTCOME 3: Internet access for Urana Shire residents is improved.

ACTION	PARTNERS	TIMEFRAME	BUDGET	STATUS
Lobby Telstra for broadband access and explore wireless hotspots which increase residents capacity to engage in local and global culture.	Telstra Urana Council Community Groups	Ongoing	As per adopted budget	Public phone boxes not removed due to poor mobile service. New tower connected in Morundah area.
Record and disseminate Urana's oral histories and cultural heritage.	Heritage Groups	Completed		Sequi centenary DVD produced and disseminated

OUTCOME 4: Parklands and open spaces are better utilized.

ACTION	PARTNERS	TIMEFRAME	BUDGET	STATUS
Maintain and enhance use of parklands and spaces for diverse demographic needs.	Urana Council Community Groups Sporting Groups	Ongoing	As per adopted budget	Public Art in Morundah completed. Oaklands mural project completed. Victoria Park improvements implemented.

OBJECTIVE 2: Use culture to engage potentially excluded groups into community life.

It is important that the culture of the Urana Shire recognizes and actively includes participation by all members of the community.

Groups that have been identified as vulnerable to marginalization including youth, Aboriginals, those without public transport, and newcomers need to be actively engaged to participate in the cultural life of the Urana Shire.

OUTCOME 1: There is greater participation in cultural activities by marginal groups.

ACTION	PARTNERS	TIMEFRAME	BUDGET	STATUS
Programs to transition young people into volunteering roles via mentoring from older volunteers.	Urana Council Community Groups Emergency Services	Ongoing	As per adopted budget	Children's workshops every 2 years Implemented. Youth week annually, implemented. Youth involvement in Australia Day & Anzac Day, implemented.
Have young people actively involved in cultural projects in spaces that are often undervalued by youth, such as places that are vulnerable to anti social behaviour, and encourage youth to write their own stories.	Shire Schools Community Groups	Annually	As per adopted budget	Children's workshops implemented. Youth week Australia Day Anzac Day
Assist the community to develop projects to heighten the awareness of the Aboriginal Community of Urana with their cultural, heritage, traditions and the preservation of local history.	Aboriginal Elders Landcare Aboriginal Community TAFE Lands Councils	Ongoing		Investigating
Assist in the development of skills to provide Aboriginal heritage, cultural and historical information and displays to educate the Shire's community on the	Aboriginal Elders Local Aboriginal Community Landcare groups	Ongoing		Investigating

importance of the Aboriginal history of the area and the need for Aboriginal heritage and cultural preservation.				
--	--	--	--	--

OUTCOME 2: Access to cultural activities in the Shire is improved and enhanced.

ACTION	PARTNERS	TIMEFRAME	BUDGET	STATUS
Arts activities are incorporated into community celebrations.	Community Groups Urana Council	Annually	As per adopted budget	Annual Australia Day celebrations implemented
Public Art Policy Development and Implementation.	Urana Council ERAP	Ongoing		Member of ERAP
Acknowledge and plan for transport-isolation needs. Facilities for disabled/elderly parks/buildings are assessed for access.	Urana Council Community Groups Government Agencies	Ongoing		Seniors week Community bus service

OUTCOME 3: Community events, arts and cultural activities serve to build a “sense of community” and common bond among new and existing residents.

ACTION	PARTNERS	TIMEFRAME	BUDGET	STATUS
Welcome pack that outlines the range of cultural activities and Shire events.	Urana Council	Complete by Dec 2011	As per adopted budget	Investigating
Implement youth week activities, seniors week activities.	Urana Council Community groups	Annually	As per adopted budget	ongoing
Assist in the implementation of community arts	Urana Council ERAP REROC	Ongoing	As per adopted budget and	Shire wide as events are identified,

and cultural events.	Community Groups		discretionary expenditure.	implemented.
Support local writers and artists.	Urana Council ERAP	As needed		Two local art pieces completed, ongoing

OBJECTIVE 3: Build and foster Urana Shire's creative economy.

The Urana Shire has a wide range of cultural assets, both physical and social, that can be harnessed to build a sustainable creative economy. By fostering current initiatives and developing new strategies, the Urana Shire Community can work together to grow and reap the benefits of their creativity and rural practices.

OUTCOME 1: Engage the local arts and cultural sector in developing Urana Shire's creative economy.

ACTION	PARTNERS	TIMEFRAME	BUDGET	STATUS
Foster and support collaboration and partnerships between different sectors of the arts and culture in the Urana Shire to maximize opportunity for creative economy.	ERAP REROC Community Groups Local Artists	Ongoing	As per adopted budget	Member of ERAP. Communicating with community groups. Member of REROC. Engaging local artists implemented.
Support local artists, community events, school arts education and community groups.	Urana Council ERAP REROC	Ongoing	As per adopted budget and discretionary expenditure	Implemented And ongoing in partnership with community groups.

OUTCOME 2: Enhance the relationship between tourism and the local creative economy.

ACTION	PARTNERS	TIMEFRAME	BUDGET	STATUS
Facilitate stronger links between Urana Shire's farmers and the local tourism industry to encourage "use, buy local" strategies.	Local Farmers Groups Tourism Operators Business Houses	Ongoing	As per adopted budget	Shire promotion through newsletter and electronic means implemented
Engage local farmers into local tourism initiatives based on creative economy such as farm produce trails.	Local Farmers Groups Tourism Operators	Ongoing	As per adopted budget	Saltbush Lamb, Paradise Pickle Company, Tarabah Organic Beef

