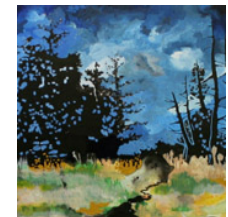
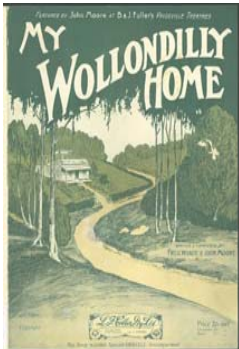




Wollondilly Cultural Plan

Connecting Communities & Culture



**Adopted
19 April 2010**

Acknowledgement of Country

We would like to acknowledge the D'harawal people who are the traditional Custodians of this land.

We would also like to pay our respects to the Elders past and present of the D'harawal nation and extend that respect to other Aboriginal people.

Cr Col Mitchell

Ross Evans

Mayor of Wollondilly Shire Council

Aboriginal Development Officer

Wollondilly comes from the Aboriginal name of the river flowing through the region – **Worrondilly** – now know as the Wollondilly/Nepean/Hawkesbury River system that flows northward and out to sea at Burranjoey (Broken Bay)

In D'harawal language **Worron** means the black rock that burns and **Dilli** means the basket made of Waratah stems for carrying the skull with the coals in, which comes from an Aboriginal story.

As told by Frances Bodkin 2009

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Mayor's Message

Welcome to the Wollondilly Cultural Plan that is about connecting communities and culture in our Shire.

Wollondilly Shire has a wonderful natural and rural environment and with a rich creative arts community, it can inspire and strengthen the communities in which we live and work. Cultural Planning embraces the creative ideas and thoughts of the community, assists in decision making frameworks and encourages people to think outside the square, the circle or what ever creative shape they put their minds to.

Council's first Cultural Plan is seeking to expand the creative potential of our community, to enrich and contribute to our social and community lives. It builds upon the Wollondilly Community Strategic Plan 2030 with its core vision of 'Rural Living' and the community engagement undertaken by Council officers over the past two years.

The planning process is now drawn to an end and the goals and objectives are a consolidation of issues and opportunities put forward by our local residents and stakeholders.

This Plan recognises that Wollondilly Shire Council has role to play in encouraging and facilitating arts and cultural activity, to provide leadership and direction in cultural development and to provide support for cultural organisation to facilitate their continued contribution to Wollondilly's development and lifestyle. However, Council also recognises that without the community playing a major role in developing and providing cultural activities, events and services, this Plan cannot be put into action.

The Cultural Plan provides a set of social planning directions and options for further development into a sound policy and implementation framework. By having a Cultural Plan it will provide a basis for creating strong partnerships, enabling Council and the community to continue to work collaboratively towards achieving positive outcomes for the Shire.

It is also important that creative ways are sourced to obtain financial resources to allow the Plan's actions to be undertaken.

Cr Col Mitchell
Mayor of Wollondilly



Acknowledgements

Wollondilly Shire Council would like to thank the many local residents, community organisations and Council staff who participated in the discussions, meetings, and consultations to develop this Cultural Plan. Their support and involvement has created an in-depth plan with practical actions that are coupled with aspirational visions for the future of the Shire.

The initial research and development of the Cultural Plan was due in part to a Regional Initiatives Grant awarded by the University of Western Sydney (UWS), University Engagement. The grant application entitled *Dynamic Cultural Plans – Processes and Implementation* was developed by Dr Gregory Teal from the School of Management UWS and Angela Pasqua, Cultural Development Officer Camden Council. The project was facilitated as an active partnership between UWS through Dr Gregory Teal along with Dr Lynnaire Sheridan (Research Assistant), Camden Council and Wollondilly Shire Council.

Council would also like to recognise the assistance provided by Elizabeth Brown from STARTS (Southern Tablelands Arts) to the development of the Cultural Plan and STARTS ongoing support of the activities cultural organisations provide in the Shire.

We acknowledge that whilst the Cultural Plan cannot reflect everyone's ideas and suggestions, Council looks forward to working in collaboration with the community to advance cultural vitality over the next four years.

The Wollondilly Cultural Plan can be downloaded from Council's website at www.wollondilly.nsw.gov.au or by contacting Council's Community Development Section on 4677 8261.

Key Objectives and outcomes of the Plan

The following have been identified as the key objectives of the Wollondilly Cultural Plan informed by community consultation and research by Council's Community Development Team. They should be viewed as being interrelated with linkages across all sections of the community and undertaken through actions outlined later in the Plan.

Key Objective	Outcome
1. Reinforce a sense of connection, community pride and stewardship in Wollondilly.	1.1 The Shire's public places have programs of events and activities that sustain community involvement and helps build local communities. 1.2 The Shire's cultural assets are showcased 1.3 Technology access for Wollondilly residents is improved 1.4 The natural environment and open spaces are better utilised 1.5 The Shires places and villages are connected whilst recognising and appreciating each community's uniqueness.
2. Ensure Aboriginal spiritual, social and cultural connections to the Shire's land and waters are maintained, encouraged and linked with all sections of the community.	2.1 There is greater Aboriginal community participation in Council's cultural decision making processes 2.2 The profile of Aboriginal people and their cultural heritage within the Wollondilly Shire is raised. 2.3 Mutual awareness and respect for the cultures of both the Aboriginal and non Aboriginal communities is promoted
3. Use culture to engage people into community life and build a welcoming culture	3.1 There is greater participation by young people in cultural activities 3.2 Access to cultural activities for all section of the community is improved and enhanced
4. Build a vibrant and sustainable community cultural sector within Wollondilly	4.1 Cultural Centre and community spaces are established to provide focuses for cultural activities, education, community involvement and a sense of belonging 4.2 Establishment of effective communication networks between cultural providers and with the local community 4.3 The local community cultural sector's capacity is increased by being resourceful, skilled and sustainable. 4.4 Resources for a vibrant community cultural sector are secured
5. Build and foster Wollondilly's creative economy	5.1 The local arts and cultural sector is engage in developing Wollondilly's creative economy 5.2 Rural living and agriculture is fostered by encouraging widespread consumption of locally produced creative and farm based products 5.3 The relationship between tourism and the local creative economy is enhanced

Introduction

Wollondilly Shire is located at the south western fringe of the Sydney metropolitan area 75 to 90 kilometres from the Sydney CBD. The Shire encompasses a land area of 2,561 square kilometres of which 90% is predominantly national park, water catchment or used for rural activities. Fifteen towns and villages are scattered throughout the Shire from Warragamba and Silverdale in the north, Bargo and Yanderra to the south and Appin and Wilton to the east. The largest town by population is Tahmoor, with Picton being the administrative centre of the Shire.

The Shire is rich in natural beauty and has a wealth of heritage features, countryside vistas and friendly rural villages and locations. Its cultural makeup is expressed through a range of local community arts groups, community library, museums and historical societies and a calendar of diverse events, markets and community celebrations.

The Wollondilly Cultural Plan 2010 process was an opportunity for all residents of the Shire to express their aspirations for the cultural life of their community and contribute to the development of a plan to implement actions that will achieve their aspirations. Cultural Planning is embedded within Council's other planning processes however, this is Council's first attempt to articulate a cultural vision, goals and objectives in a strategic document focused specifically on Wollondilly's cultural life.

It has drawn upon the knowledge and experience of local communities through formal and informal consultations, on line discussions and the composite knowledge of Council staff involved in community and cultural activities and development. Reference has been made to a number of key Council strategic documents to ensure that the Cultural Plan reflects the overall vision of Council and its community and sits within a framework of planning and development.

The aim of this Plan is to draw information on local culture and activities together so that existing efforts can be identified and all cultural initiatives can be fostered in our community. It will:

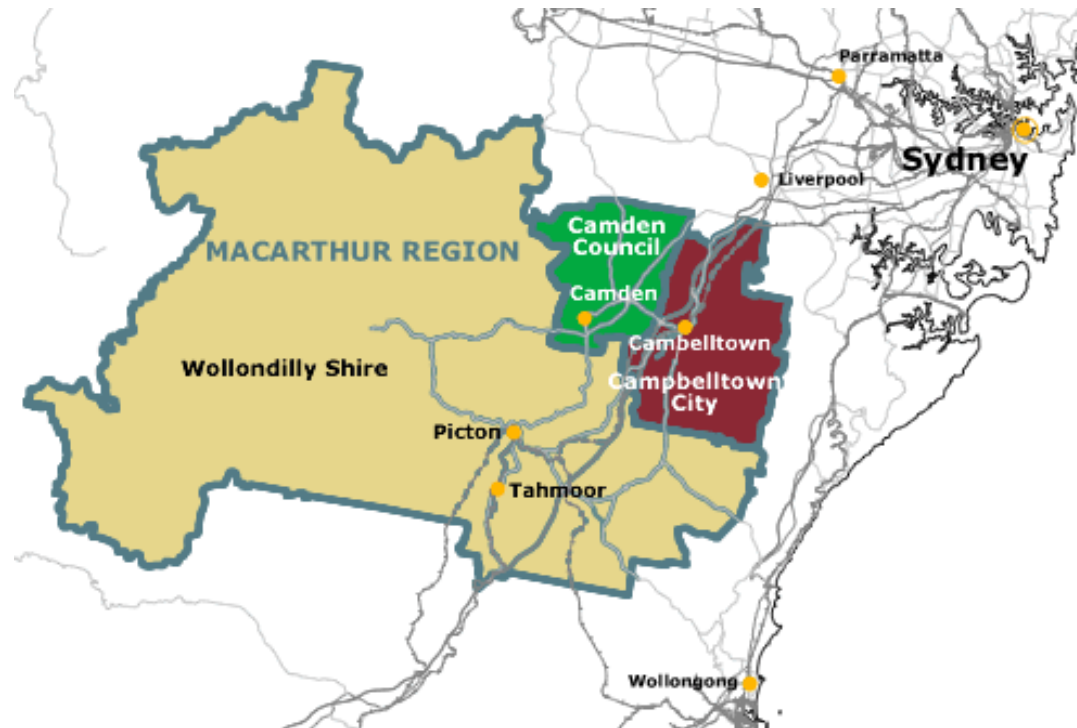
- Help Council and the community support and promote the cultural identities and interests within the Shire
- Highlight the key issues that need to be addressed, and
- Provide a set of priority objectives, outcomes and actions for implementation

Council believes the Cultural Plan will further define the arts, culture and heritage interests of communities within Wollondilly Shire and will be used to:

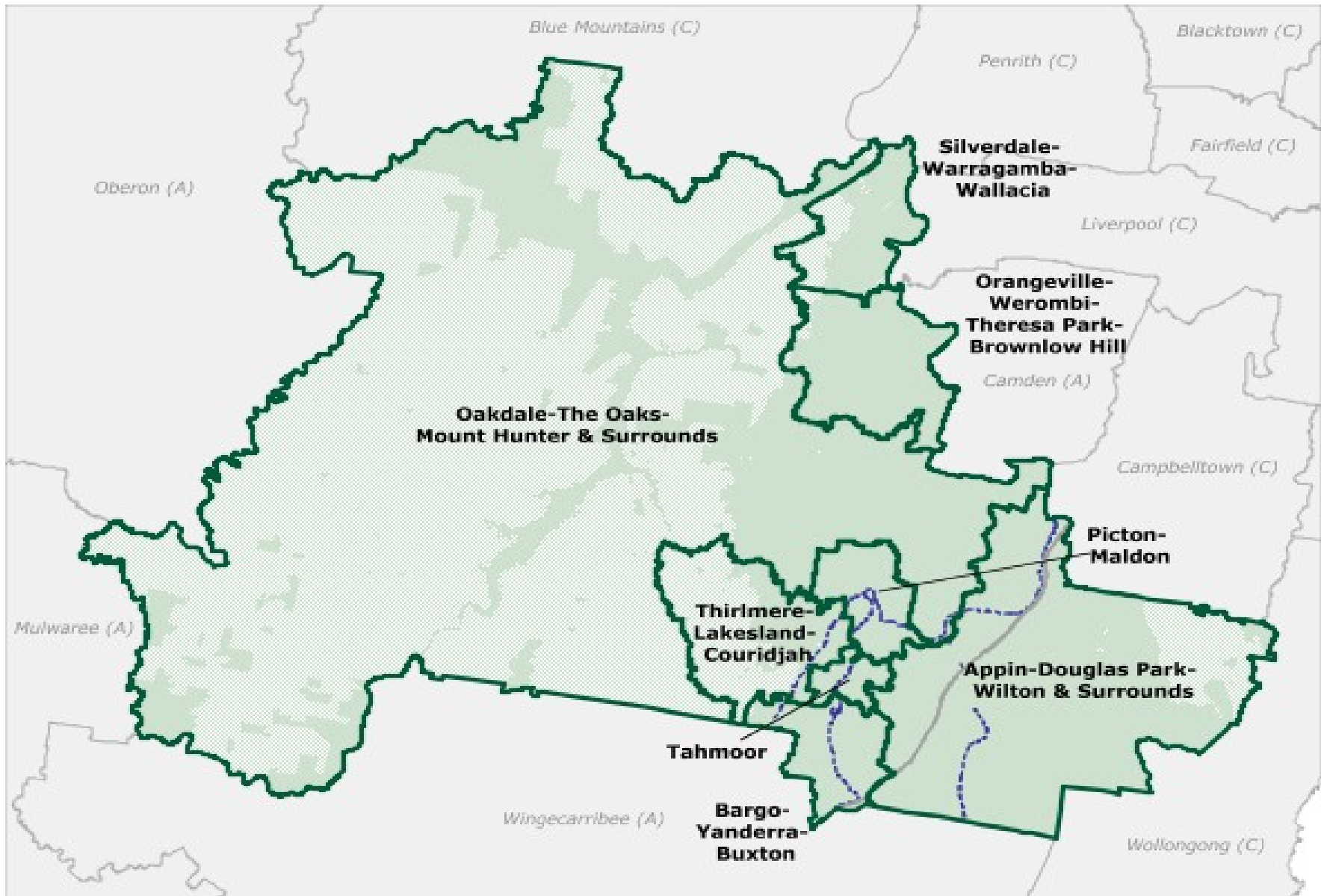
- Guide the future delivery of the Shire's Cultural programs, services and activities,
- Assist with the planning, development and resourcing of cultural facilities,
- Support key organisation and groups to provide arts, culture and heritage services,
- Further increase community participation in cultural-based activities,
- Further develop partnerships with State and Federal Governments and agencies, and local community organisations, and
- Better position the Shire to access funds for local arts, cultural and heritage activities

The Plan will be a living document that sets out actions for a range of cultural development initiatives and be added to over time by the community and its partners. The Plan will be reviewed every two years, to evaluate the impact it has had upon cultural activities within the Shire and the outcomes expected. The first review will be conducted by June 2010.

Wollondilly in perspective



The Wollondilly Shire – predominate locations and planning areas



Cultural Framework

What is Culture?

Considerable discussion and debate is always assured when it comes to trying to define the meaning of culture. However, it is a critical issue in the development of any Cultural Plan. What is distinctive about Wollondilly, its people, places and opportunities that can help create a picture of culture in Wollondilly?

The NSW State Government's Cultural Planning Guidelines for Local Government, defines culture as:

In its widest sense Culture 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.¹

Culture is both tangible and intangible, with the arts in all its forms and community events and opportunities being the tangible way people and communities express their intangible sense of spirit and creative feelings. Culture is more than just the arts or issues concerning history and heritage - it includes the values regarding ones community and environment. Healthy communities are often seen as ones that have a sustainable and vibrant arts/culture engagement.

Cultural activities encompass the visual, performing and literacy art; the social events, festivals and activities; the planning, design and creation of our built environment; and the cultural educational activities leading to development of skills and knowledge.

Art is multifaceted and includes a range of mediums engaged in by people to creatively express and communicate their culture and spirit. Art makes the intangible tangible and can 'give a voice' to those sections of our community that are least well represented by mainstream cultural expression.

Cultural development describes the process in which communities interact and is the nurturing, expanding and expression of a community's cultural life by the community itself. Council can implement Cultural Development by enhancing the opportunities for people to participate in the cultural life of their communities by supporting locally based cultural initiatives and organisations.

Culture for one person or a one group of people can mean something different or even the opposite for others. It takes many forms and shapes and can be seen in all parts of our lives and community interaction.

Culture has recently been seen by academics as the fourth pillar of a sustainability society joining Economical, Social and Environmental aspects that should be considered by planners and government². Art in its broadest meaning can be a medium for achieving government policies and engaging communities on issues faced locally and on a global scale eg environment and climate change.

The culture of Wollondilly is about 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 cultural activities. Wollondilly's culture is authentic, unique, and contributes strongly to our sense of identity.

Our Local Distinctiveness

The Shire is located on the outer fringes of Australia's first and largest urban area Sydney, with the relative convenience of access to a wealth of cultural facilities and activities a large cosmopolitan city has to offer. However it is also placed within a rural environment that accommodates large areas of natural bushland, water catchment areas and farmland enterprises. This natural environment is conducive for people to pursue their artistic expression and involvement in a range of cultural activities.

With a low population density and limited urban areas, the Shire offers a unique opportunity for people to live the rural lifestyle and still be involved in community life and activities.

Heritage places and landscapes are made up of living stories as well as connections to the past, which can include natural resources, objects, customs and traditions (in their own context) that individuals and communities have inherited from the past and wish to conserve for current and future generations.

Natural elements of the environment, including what some may typically think of as 'natural resources', such as ponds, rivers, particular plants, clearings, soil types, the local wildlife and hills, also have cultural meanings and values. It is vital that this rich heritage is acknowledged and preserved by the whole community.

The Shire's physical geography has a history, the people who live here have their own history and stories; together this forms the culture of the Shire. We need to know and understand this and through creative expression, performances and the arts we are able to express it identify it and understand it.

Influences of Culture in Wollondilly

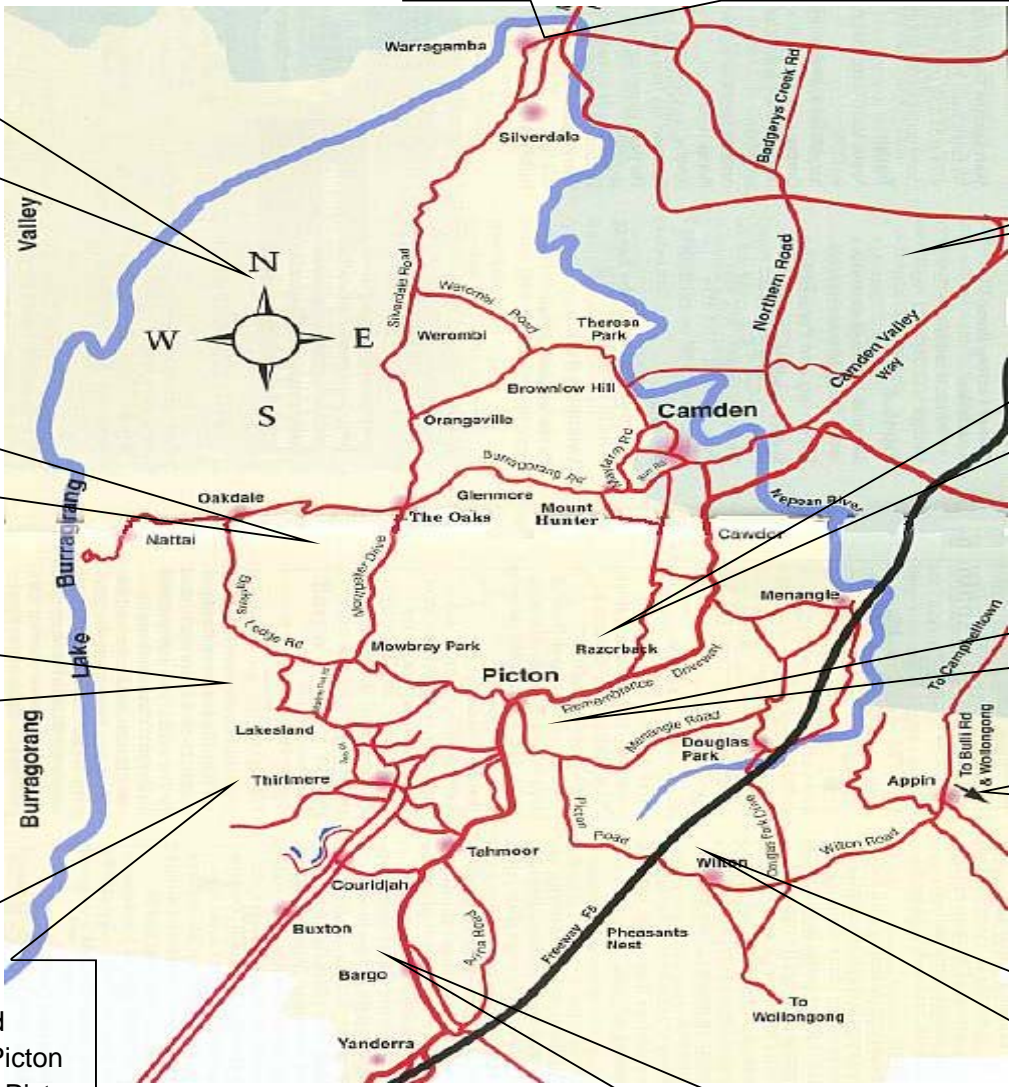
National Parks and Catchment Areas
 Constrains land use and provides natural environment backdrop to Shire eg Natti National Park. Thirlmere Lakes, Avon Dam

European Heritage
 Our past influences who we are and our values eg The Oaks Heritage Centre, Picton and Appin townships

Rural Land use
 Bases of Shire's lifestyle and frames a sense of community and connection eg Lakesland, Bargo, The Oaks, Mt Hunter

Facilities and Events
 Access to space, information and opportunities eg Picton Library, Picton Show, Thirlmere Steam Festival, Picton Shire Hall, Village Community Halls and spaces, Community Trader's Markets

Warragamba Dam
 Building and operation influenced township's development and makeup and the changes to the environment



Regional Context
 Facilities and venues in Camden and Campbelltown and beyond

Increased urban, semi-rural areas. Access for leisure and work. Changing lifestyle and aspirations. eg Wilton, Razorback, Tahmoor

Aboriginal Culture
 Acknowledging our past & keeping Culture strong. Association with the land.

Connection to Illawarra
 Access for leisure and work

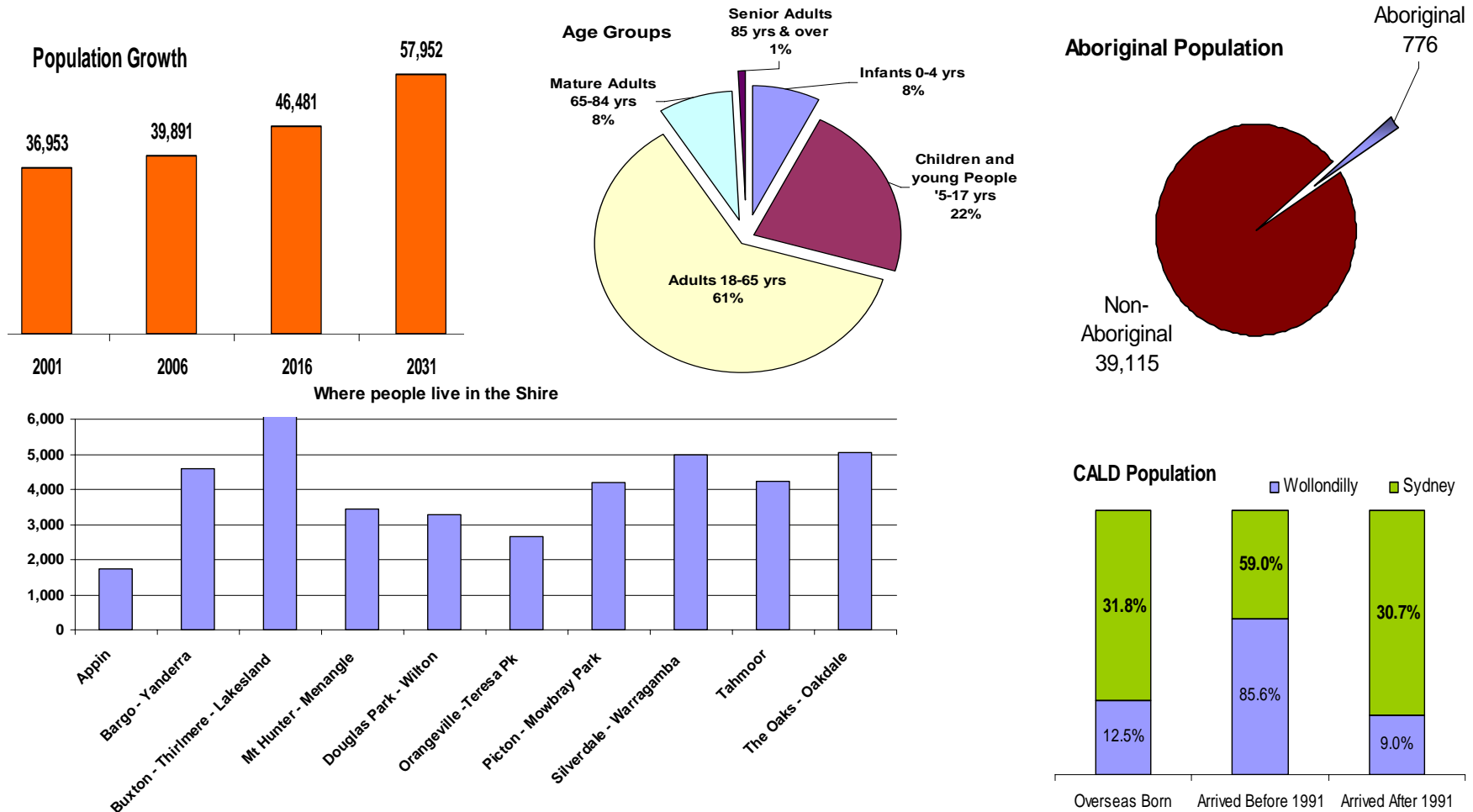
Coal Mining and Industry
 Provides economical base and supports lifestyle. Catalyst for past influx of population. eg Tahmoor, Appin, Oakdale

Small population locations
 31 locations including 15 defined villages and towns

Who lives in Wollondilly

Wollondilly's population has remained steady over the past 10 years and is not expected to grow greatly, unlike Camden and SW Sydney generally. The Shire has a significant Aboriginal population of 2% whilst the CALD population is relatively low and with few recent arrivals from any one cultural background.

The population is spread out across the Shire in 15 different villages within 31 different localities with the majority living within the Picton, Tahmoor and Thirlmere areas. The age of people living in the Shire is generally younger than other LGA's however, this varies from location to location influenced by housing and lifestyle choice, access to transport and services and rural activities.



Assets to Opportunities

Beginning in April 2005, Council's Community Services team and members of the community undertook a project to map the assets of 15 villages across the Wollondilly Shire. The process of the project "Assets to Opportunities", was to identify the resources and strengths in a community and to provide Council and the community with a foundation for:

- Acknowledging existing strengths within each local community
- Directing future resources for further development and retention of existing strengths, and
- Making links between villages, government, community organisations, local businesses and groups to fill gaps through utilising the strengths from other areas.

The Asset maps provide a graphical and community based snapshot of the village areas where people live and work, and gives a sense of its identity and value to local residents. The maps could also be described as a cultural map of the locality based upon how cultural definition is considered within this Plan.

Cultural Mapping is a tool often used as a guide for cultural and economic development in communities, identifying and documenting local cultural resources both tangible (buildings, groups, landmarks) and intangibles (memories, personal history, values and attitudes). The most fundamental goal of cultural mapping is to help communities recognise, celebrate and support cultural diversity for economic, social and regional development.

It was originally proposed that the Assets to Opportunities maps be updated every 4 years to include all local localities, changes in assets and the latest ABS Census data. Such a process that also took onboard the ideas of cultural mapping would provide communities a greater understanding of their cultural identity and assist in focusing resources and opportunities.

Cultural Planning

Fundamentally, Wollondilly Shire Council believes culture planning is integral to achieving one of the overall community goals outlined in Wollondilly Community Strategic Plan 2030, that

*Wollondilly fosters networks of safe, resilient, resourceful, engaged residents, able at all stages of their lives to achieve a high quality of life within a shire with a rural character, by acknowledging, celebrating and catering for its diverse cultures.*³

The community needs to undertake Cultural Planning to ensure that an ad hoc, reactive approach to the delivery and support of cultural services does not occur. It also ensures that valuable resources are not wasted on the latest trend or idea⁴. Cultural Plans can contribute to the pool of information that informs decision making and funding priorities. By investing in cultural planning Council and the community can recognise the important role cultural infrastructure plays and how cultural events and activities can bring vitality to the local community.

Plan's Aims

to

- Create a sense of pride and ownership for local communities through arts and cultural development initiatives
- Promote the cultural well being of the Shire
- Improve how people experience their community – their sense of place, identity and personal creativity
- Improve how people relate to the natural and built environment

by

1. Reinforcing a sense of connection, community pride and stewardship in Wollondilly
2. Ensuring Aboriginal spiritual, social and cultural connections to the Shire's land and waters is maintained and encouraged
3. Using Culture to engage people into community life and build a welcoming culture
4. Building a vibrant and sustainable community cultural sector within Wollondilly
5. Building and fostering Wollondilly's creative economy

What Council is already doing around culture

Wollondilly delivers or supports a wide range of cultural activities, events and outlets available to individuals and community groups across the Shire. Council is already achieving in the cultural field through the services and infrastructure provision it provides and the ongoing advocacy and support role within its Community Services section.

Examples include:

- 📖 Library services and activities at Picton and through the Mobile Library
- 📖 Community Grants Scheme that has funded a range of community events and projects over time
- 📖 Visitors and Tourist Centre at Picton and the development of the Creative Trader's Markets
- 📖 Employment through government funding of an Aboriginal Development Worker
- 📖 Provision of recreational and community facilities in most towns and villages eg Wollondilly Shire Hall, Wollondilly Leisure Centre, Tahmoor Community Centre and the Warragamba Neighbourhood Centre, Town Hall and swimming pool
- 📖 Provision of space for the operation of cultural activities – Wollondilly Heritage Centre, Wollondilly Shire Hall
- 📖 Community Nursery at Picton and Shire wide sustainable environment programs
- 📖 Employment of Community Development staff to engage with the community and assist them to develop programs and services to meet local needs – Youth, Aged, Disabilities,
- 📖 Community Engagement Strategy and the Communications Unit
- 📖 Council Website highlighting community events and opportunities
- 📖 Community Art Exhibitions around young people and the Aboriginal community
- 📖 Photographic competitions around the themes of Keeping it Local and Living Macarthur Nature
- 📖 Inclusion of cultural activity in annual celebration of International Day of People with disAbilities
- 📖 Involvement in community events such as Australia Day, Seniors Week NAIDOC Week and Youth Week
- 📖 Sculptures by the Road project to engage young people in road safety
- 📖 Regional collaboration through membership of STARTS, the Campbelltown Regional Arts Centre and partnerships with Camden Council and the University of Western Sydney
- 📖 Advocating local needs via submissions to government inquiries and policies eg NSW inquiry into the development of Arts and Cultural Infrastructure outside the Sydney CBD 2008
- 📖 Successful applications for Commonwealth Stimulus Funding to construct community infrastructure at Tahmoor and Warragamba
- 📖 Consideration in forward planning of Civic Precinct at Picton for inclusion of a Cultural Centre

What the Community is already doing

Communities right across the Shire participate in a wide range of community groups, activities, events and festivals that provide an expression of the local culture. An ABS Survey in 2005-2006 showed that 85% of Australians attended cultural venues and events and that people of all ages actively support arts and culture as audiences, participants, creators and volunteers.⁵

Many people may not see themselves as being culturally involved through such participation but from the viewpoint of the wider definition of culture, they are.

Examples of local involvement included:

- ✂ Thirlmere Festival of Steam
- ✂ Picton Show and Picton Rodeo
- ✂ Wollondilly Artist Group (WAG) – local network of artist meeting to develop their skills and teach others.
- ✂ Wollondilly Community Men’s Sheds – network of three sheds
- ✂ Thirlmere Estonian Society “Koit” – keeping their culture alive
- ✂ Koori’s on the Move Land care group
- ✂ Tharawal Aboriginal Local Land Council
- ✂ Wollondilly Pony Club and other equestrian groups and events
- ✂ Wollondilly Creative Traders and other local markets and school fetes
- ✂ Rotary, Lions, View, the Masonic Club and other service clubs and groups
- ✂ Picton Music and Harvest Festival
- ✂ Dam Fest at Warragamba
- ✂ Picton Harmony Singing Group
- ✂ Wollondilly Tourism Association
- ✂ Douglas Park Catholic Hall Committee
- ✂ Wollondilly Heritage Centre, Picton Historical and Family History Society and Appin Heritage Group
- ✂ Picton Theatre Group, Classics at Picton and other community based cultural groups
- ✂ Wollondilly Country Music Club
- ✂ Wollondilly Garden Club
- ✂ Wollondilly Public Schools Performing Arts Festival
- ✂ Fellowship of Australian Writers Wollondilly
- ✂ SPACE – a group of local community artists, performers and interested residents looking to establish a Cultural Centre in Wollondilly

Many school children and young people are exposed to a variety of cultural outlets through their school curriculum and groups. Many also attend after school activities provided mainly by commercial providers in dance, music, singing and drama.

The Shire is home to a number of artist and performers who embrace the rural environment to develop their cultural talents and skills. Many display and sell their works at local markets and festivals, or teach in community venues and private studios.

Where Culture is taking place

Over the years a variety of venues both public and commercial have been used to provide spaces for a range of cultural activities. Some have remained active while others have changed their usage and are no longer available.

The Wollondilly Shire Hall provides a stage and performance space that is used by a variety of cultural groups, performances and exhibitions. The near by Picton Library is a hub of activities for all ages with free internet usage and holiday programs offering cultural based programs.

The Picton Showground holds the annual Show and Rodeo with buildings used for the Shows annual art exhibition and other activities during the year. Thirlmere is the site of the NSW Railway Museum and the ever popular Festival of Steam that attracts over 10,000 people each year.

At The Oaks is the Wollondilly Heritage Centre operated by The Oaks Historical Society, whilst community halls across the Shire provide a range of spaces for cultural activities and groups. Historically local cafes and restaurants have been venues for exhibitions and sale of local art and craft items however, such opportunities have been greatly reduced over recent years with closure or change of ownership.

Recently an unused shop in Picton has been used by a group of four local artists to exhibit and sell their work. Similarly the Shire Hall was used to exhibit the art work of a highly respected artist (now deceased) whose work had not been publically displayed before. Such activity added to the cultural vitality of the area and showed how local communities appreciate the opportunities presented to them.

Many other venues and places are used to undertake cultural activities and pursuits. To gain a greater understanding of where such activities take place, by whom and for what, this Plan recommends that a Cultural Mapping exercise be undertaken throughout the Shire, in conjunction with the community .

See Appendix for a list of some of the local venues available for cultural programs and events.

Where Cultural Planning fits in

Locally

Council's *Vision 2025* came from what the community wanted the Shire to look like in 2025 under nine Vision Statements that have a range of key outcomes and strategies. It also provides a set of visions for each of the Shire's towns and villages to show how they should grow and retain their individual identities. From this Council developed the *Wollondilly Community Strategic Plan 2030* to assist it realise its vision of 'Rural Living'

Under five key directions, this Plan leads Council in all of its decisions, outcomes and actions for:

1. Looking after the Community
 - The safety, health and well being of the Wollondilly Community is improved
 - Services and facilities are more accessible and more fairly distributed, and
 - Wollondilly community is more engaged, more caring and more inclusive
2. Building a strong local economy
 - An economic base that is broader, more sustainable and environmentally friendly, and
 - Sufficient skills and training and enterprise support exist
3. Looking after the Environment
 - Protect and conserve the Shires natural environment
 - Reducing the impact of existing and new development, and
 - The Wollondilly community lives and works more sustainably
4. Management and provision of Infrastructure
 - The growing vibrancy and liveability of the Shire's towns and villages enhances their strong sense of local identity and place, and
 - Well managed infrastructure supports sustainable living that promotes healthy lifestyles
5. Accountable and transparent Governance
 - Stronger partnerships between all levels of government and the Wollondilly community facilitates the delivery of effective and accountable services

The Cultural Plan can positively contribute to achieving many of these visions and outcomes by forming partnerships and collaborative action between local communities, organisations and Council.

Regionally

People connect in different ways, at different times and at different locations. Choice is a key factor in individual's cultural preference and experiences.

Many Shire residents engage in cultural activities outside of the Shire necessitated by the perceived lack of local opportunities, from working outside the local area where cultural opportunities exist, or the availability of facilities and venues located in more urban or regional locations.

Large licensed clubs in Campbelltown provide a range of entertainment venues and cinemas can be found in Camden, Campbelltown, Bowral and Penrith. The Campbelltown Performing Arts Centre, the Casula Powerhouse Arts Centre at Liverpool and the Joan Sutherland Performing Arts Centre in Penrith provide access to a range of theatre, performances, workshops and exhibitions. Sydney and the Illawarra are relatively accessible for a wide range of cultural opportunities although transport and affordability are issues for many people.

Camden, Campbelltown and Wingecarribee Councils have Cultural Plans that provide opportunities for Wollondilly to create partnerships to achieve cultural outcomes for local residents. In particular, a partnership with Camden Council can have mutual benefit in sharing of resources and expertise in the areas of Aboriginal Culture and the use of modern art mediums.

At a developmental level the Shire is connected through Council with a variety of regional cultural organisation, which allow access to information, advice, funding and opportunities for the community to engage in broader cultural activities and events.

⌘ *STARTS – Southern Tablelands Arts*. A network of 8 Councils, it supports arts and cultural development across all mediums. Support is provided by way of access to funding programs, advice, referrals, promotion of activities and their own projects.

⌘ *I.C.E – Information and Culture Exchange*. Works across Greater Western Sydney on a wide range of innovative programs and projects that engage and support the region's diverse communities and artists to express, create and collaborate on a range of screen, music, radio, sound, online and new media projects. One of its projects is the availability of Artfiles – a register of community artist, performers, cultural workers and organisations.

⌘ *M&GNSW – Museums and Galleries NSW*. A network of cultural organisations and affiliates providing information and development support. Availability of resources, knowledge and touring exhibitions.

State wide

The NSW Government has developed a State Plan, which is its long term plan to deliver the best possible services to the people of NSW. A vision of the State Plan is “Our cities and towns are great places to live; we experience a high quality of life and a strong sense of community”. A target under this vision is to increase the number of people participating in the arts and cultural activity by 10% by 2016.

The State’s Arts Funding Program contributes to this by promoting:

- Sustainable arts and cultural organisations, services and infrastructure across NSW
- Increased access to arts and cultural activities, and
- A creative and diverse arts sector

In 2009 Council made applications for funding under this Program for a Cultural Development Officer and Program Development to begin the implementation of the Wollondilly Cultural Plan. These were unsuccessful however, applications need to be continually made to this and other funding programs to secure cultural based funding for Wollondilly.

State based organisation that support cultural development

- ⌘ *NSW Arts* – is the State Government’s arts policy and funding body and is part of the new Communities NSW Department. It aims to foster a spirited arts and cultural environment which values artists and heritage and builds community, excites imagination and inspires the future.
- ⌘ *Regional Arts NSW* – is the peak body for regional arts activities in NSW providing advocacy, capacity building, communications and support. It aims to build positive futures for regional, rural and remote communities in NSW through the arts and cultural development.
- ⌘ *Accessible Arts* - promotes and provides opportunities for people with disabilities to participate in arts and cultural activities, as audience members; through attending galleries, theatres, museums and festivals; as participants in art, drama, music, dance and multimedia activities; and by developing as professional artists.

Nationally

The Commonwealth Government has undertaken a number of policy and funding reviews in recent years with the creation of the *Creative Australian Advisory Group* and work towards a National Cultural Policy to 2020. The Federal Minister for the Arts has identified three key themes to be emphasised in developing the cultural policy framework

- Keeping culture strong
- Engaging the community, and
- Powering the young

These themes can also be used in the Wollondilly Cultural Plan to embrace all sections of our community and build upon the cultural infrastructure that we already have.

National based cultural organisation

✎ *Australia Council* - is a statutory authority that is advised by art form boards, which are the major source of advice on the development of the Council's arts policies and funding programs. The Commonwealth Department of Environment, Water, Heritage and the Arts is also involved in developing policy and finding cultural programs.

An influential document

This Plan will influence Council's involvement in culture by raising its status and profile within Council and across the wider community. It can be used to inform policies and planning decisions on a range of issues eg town and village planning and development, open space embellishment, provision of community facilities, commercial and public development proposals.

Currently Council's Community Grants Scheme provides a source of funding for local community managed events and projects. The Plan can be used to inform and influence how these funds are allocated to provide creative-based projects that make a contribution to the quality of life in the Shire.

Council's capacity to engage with communities can be enriched by use of the Plan and creative strategies to work with people. The proposed Cultural Mapping exercise and redevelopment of the Assets to Opportunity Project are ways this can occur. These actions can provide a clearer sense of the community's aspirations and values.

The Plan will also influence the cultural opportunities available within the community and assist in making Wollondilly a vibrant and connected place to live. It will build networks within the Shire and at the regional level through the formation of partnerships.

It will be an important tool for seeking funding from government, and through commercial and private foundations and community funding schemes. This Plan can remain a living document that is used by all the community and open to change through consultative processes.

Community Engagement

Community engagement with a wide range of community stakeholders has been a cornerstone to the development of this Plan, from its initial concept in 2006, through its Draft stages and public exhibition in 2009 and its finalisation in the early part of 2010. Following the release of the Plan's first draft in early 2009 the community was consulted through engagement at Australia Day, community markets at Appin and Tahmoor and online through Council's *Bang the Table* website page.

A specially convened community "Spotlight Meeting" at Council in March 2009 put the Draft Cultural Plan up in lights to allow representatives of Council, community organisations, government agencies and interested residents to review the Plan, to embellish the existing strategies and to add ideas and recommendations.

During the remainder of 2009 further development of the Plan was undertaken by way of:

- Council staff discussions and interaction with local cultural groups in the Shire ,
- Observations at community events and activities,
- Review of local news and information showcasing cultural action in the Shire,
- Review of existing Culture Plans of other Councils eg Camden, Hornsby, Bundaberg (Qld) and Fairfield, and
- Research of government initiatives and funding opportunities for the cultural sector

A final consultation with key community stakeholders was held in February 2010 prior to the Draft Plan going to Council for endorsement.

Ongoing consultation in the formation of partnerships, networks and implementation of actions outlined in the Plan will ensure the Plan remains a living and used document by all parties interested in cultural development.

Implementation, Evaluation and Monitoring

Whilst Council has an important role to play, implementation of the Cultural Plan should not nor cannot be done by Council alone. It will require the community as a whole to work along with Council and local cultural organisation to achieve the overall vision of the Cultural Plan. Partnerships will need to be encouraged between individuals, local community groups and businesses, regional organisations and government agencies to work together implementing actions.

Through the development of these partnerships and the proposed Cultural Advisory Group, the Plan will be monitored and a formal evaluation undertaken at the end of 2 years. Reporting on the implementation of the Plan will be included in Council's Annual Report and its State of the Environment Report.

Funding Considerations

All individual actions and programs included in the Cultural Plan need to be carefully planned and budgeted. Whilst Council currently supports a number of cultural-based activities, events and community venues through funding within its annual Management Plan, any additional or increases in such support will be entirely dependent upon additional funding being sourced. This will be predominately external funding through government and corporate grants.

This Cultural Plan will be an effective tool in seeking such funding and as a support document in applications to government, corporate and community sources of funding. Council will actively pursue funding that enables outcomes of this Plan to be achieved and assist community based organisation with funding submissions and advice on networking and partnership options.

The Cultural Plan will also be dependent upon community based action through sponsored activities and self sustaining cultural programs.

Objectives, Outcomes & Actions

The Plan's objectives were identified as emerging themes in the community engagement undertaken. There is no order or preference to these objectives and the importance of each objective will be determined and shaped by the community in the implementation of the Cultural Plan

The actions to reach the defined outcomes can be undertaken concurrently, whilst some can be undertaken within existing Council work structures. Others will be longer term strategies dependent upon additional resources and funding being available.

Each Action has been allocated a timeframe in which that action is expected to be completed

Short Term	Up to 18 months
Medium Term	Up to 3 Years
Long Term	5 years plus

OBJECTIVE 1 Reinforce a sense of connection, community pride and stewardship in Wollondilly

Wollondilly Community Strategic Plan 2030 outlines a vision for the future of Wollondilly where “Wollondilly fosters lifelong involvement with sports, music and with volunteer programs and encourages musical and arts activities as much as it’s sporting activities”.

Under this objective Wollondilly is seen to become an interconnected set of towns and villages with a vigorous and vital cultural life. A strong whole of Wollondilly identity will be realised, encouraging residents to respect and value their community and to further build local identity in the face of a rapidly changing world.

Cultural initiatives will be used to connect people to place and build local identity so that Wollondilly is seen as a place to be treasured. Improve utilisation of local resources will assist and enhance cultural development within Wollondilly without creating dependency on additional funding.

Wollondilly will be able to express itself to the world and be connected with cultural expression through access to innovative technology. Council’s Library continues to contribute resources to address the need for equitable community access to technology through public access internet services and computers. This has been expanded to the Mobile service operating in the more isolated villages of the Shire.

Outcome 1.1 The Shire’s public places have programs of events and activities that sustain community involvement and help build local communities.

Action	Implementation Partners	Timeframe	Status
Seek funding to enable the employment of a Community Project Officer - Arts/Cultural Development, to drive and implement the Cultural Plan.	Council STARTS, Arts NSW	Short Term	Funding application unsuccessful in 2009
Undertake a Cultural Mapping exercise to record current cultural values, events, places and groups to provide a better baseline of how the Shire’s communities experiences its place and cultural resources and to enhance Councils Assets to Opportunity material.	Council Community Groups Venue owners	Short Term	

Action	Implementation Partners	Timeframe	Status
Identify and secure indoor venues locations across the shire that would allow people to learn, participate and experience a wide range of cultural pursuits	Council's Library, Churches, Neighbourhood Centres, Heritage Centre, Senior Citizen Centres	Medium Term	
Identification of co-location and 'boundary-busting' activities to facilitate recognition of sport, leisure and recreational activities as forms of cultural pursuits and generate conditions for promoting healthy creativity and crossover between these activities.	Community Facility management, church groups, businesses , established identities and local festival committees Sports organisations	Long Term	
Build on uses of community facilities and spaces to facilitate cultural and community activities facilitated through innovative partnerships and community usage agreements	Council's Library, Facilities and Recreation and Community Services	Short Term	
Incorporate the heritage and contemporary built environment of villages and locations throughout the shire into planning process	Council's Strategic Planning	Short Term	Commenced in new Draft LEP

***Outcome 1.2* The Shire's cultural assets are showcased.**

Action	Implementation Partners	Timeframe	Status
Develop communication processes that are widely available to the whole community about local cultural events	Council's Visitors Centre Local Print Media Community Newsletters Radio Stations	Short Term	
Identify and implement projects that make greater use of emerging technologies and facilities 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.	Council's Library Heritage Centre Visitors Centre	Short Term	Commenced

Action	Implementation Partners	Timeframe	Status
Support and strengthen existing Council photographic competitions and art exhibitions through community participation in their organisation to assist in promoting the Shire and its talented population.	Council's Library WAG Wollondilly Tourism STARTS	Short Term	
Implement an Artist in Residents program to reinforce local identity and cultural attributes and Wollondilly's vision of rural living, through enhancement of village entry points	STARTS Chamber of Commerce	Long Term	
Record and disseminate Wollondilly's oral histories of local residents to capture and raise awareness of Wollondilly's rich social history.	Heritage Societies	Long term	
Establish Artists and Authors in residence programs to develop and support local talent and for local residents to access to skills and knowledge.	WAG FAW Wollondilly Heritage Centre	Medium Term	
Encourage local business and commercial spaces to incorporate cultural works and use of creative materials to value add to their businesses and the local streetscape.	Chambers of Commerce MACROC	Long term	
Encourage the use of unused commercial spaces for exhibition of local artists to bring vitality to commercial areas	Chambers of Commerce WAG	Medium Term	Commenced
Continuation and expansion of the Living Library Initiative	Councils Library, Community Groups Schools	Short Term	Commenced

Outcome 1.3 Technological access for Wollondilly’s residents is improved

Action	Implementation Partners	Timeframe	Status
Provide access to technology outlets within the community that increases residents’ capacity to engage in cultural expression and the use of the internet and computers for pleasure	Council’s Service Providers	Short Term	Commenced
Increase awareness of and access to E-Kiosk points across the Shire	Council	Short Term	
Encourage increased opportunities for education and training courses to improve the technology skills of all local residents	TAFE Community College Service providers	Long Term	

Outcome 1.4 The natural environment and open spaces are better utilised

Action	Implementation Partners	Timeframe	Status
Development of recreational facilities and spaces as multipurpose places, able to sustain high levels of year-round social and cultural activity eg markets, recreational use and as settings for art and community events	Council	Long Term	
Development of a Public Art Policy that allows expression of creativity and interpretation within and of our public places and open spaces	STARTS Local community organisations	Short Term	
Enhance appreciation of the existing qualities of the natural environment through creative projects and community celebrations	National Parks and Wildlife NSW Water	Long Term	
Embellishment of current and future shared cycleways with public art and creative interpretive signage to create tourism opportunities.	Council’s Visitors Centre	Medium Term	

Outcome 1.5 The Shires places and villages are connected whilst recognising and appreciating each community's uniqueness

Action	Implementation Partners	Timeframe	Status
Include information in Council's Welcome Pack for new residents on the range of cultural events and activities available in Wollondilly	Council Community Groups	Short Term	Commenced
Development and support for small scale localised cultural based activities and projects that build a sense of identity and connectiveness in villages and local neighbourhoods.	Heritage Centre Local Festival Organisers	Medium Term	
Develop Council's Sister Region Relationship with the Estonia region know as Viljandi, to highlight cultural information exchanges and diversity of cultures within our local communities	Council Thirlmere Estonian Society KOIT	Long Term	Commenced
Development of a Cultural Festival that celebrates cultural differences, encourages unity and greater understanding of cultural differences	Community organisations	Long tem	

OBJECTIVE 2 Ensure Aboriginal spiritual, social and cultural connections to the Shire’s land and waters are maintained and encouraged

Through the employment of an Aboriginal Development Officer and the establishment of the Wollondilly Aboriginal Advisory Committee, Council has taken significant steps in recent years in enhancing the significance of Aboriginal culture in Wollondilly.

From the flying of the Aboriginal flag and an Acknowledgement of Country before each Council meeting, to participation in Australia Day by Aboriginal people, celebration of NAIDOC week and the remembrance of the Appin Massacre, local Aboriginal Culture has been recognised and the wider community made more aware of its importance. Within the development of Councils new Local Environment Plan (LEP 2009) Aboriginal sites and culture has been highlighted and included for consideration in any future development of the Shire.

Cultural projects undertaken through collaborative community action include the initial stage of the Stonequarry Country Garden at Picton, landcare activities of the Koori’s on the Move project, and the annual *Bringing them Together* Art Exhibition as part of Reconciliation Week.

All this and other action needs to be maintained and encouraged to preserve and foster the Aboriginal culture of Wollondilly

Outcome 2.1 There is greater local Aboriginal community participation in Council’s cultural decision making processes

Action	Implementation Partners	Timeframe	Status
Continued support of the Wollondilly Aboriginal Advisory Committee (WAAC) and its participation in decision making processes	Council Aboriginal community of Wollondilly, Native Title Groups, Tharawal Land Council, D’harawal Knowledge Holders	Short Term	Group is established and support provided by Council
Establishment of appropriate engagement processes with the broader Aboriginal community with development of communication protocols and guidelines for Council and the community	Council Wollondilly Aboriginal Advisory Committee	Short Term	Process developed and to be evaluated

Outcome 2.2 The profile of Aboriginal people and their cultural heritage within the Shire is raised.

Action	Implementation Partners	Timeframe	Status
Continuation of the Aboriginal Development Officer position permanently within Council	Council	Short Term	MACAAS Grant ends Oct 2010
Support the <i>Kooris on the Move</i> Project to assist in providing Aboriginal heritage, cultural and historical information and displays to educate the shires community on the importance of the area's Aboriginal history and the need for Aboriginal heritage and cultural preservation.	WACC Council's Library Tharawal Land Council D'harawal Knowledge Holders	ongoing	Funding gained and implementation commence in 2009
Provide Aboriginal education, information, awareness raising to organisers of community events, festivals and other activities	Council WACC Aboriginal community of Wollondilly, Native Title Groups, Local Aboriginal Land Council	Medium Term	
Encouragement of Aboriginal speakers to talk at local service organisations, to raise awareness and increase opportunities for involvement in cultural activities	WACC Aboriginal community of Wollondilly, Native Title Groups, Local Aboriginal Land Council, Library	Long Term	
Development of an Aboriginal specific "One Stop Shop" at Bargo for the delivery of cultural services and information	Council Aboriginal services Dept of Education	Short Term	MOU developed
Promotion of Book Launches of Aboriginal writers through the Wollondilly Library service	Library Local Aboriginal Land Council	Long Term	
Inclusion in the Development Assessment (DA) process consideration of Aboriginal land issues and Aboriginal cultural heritage	Council WACC	Short Term	Commenced

Action	Implementation Partners	Timeframe	Status
Develop and undertake Cultural Tours within Wollondilly to educate and inform the community of local cultural heritage	Tharawal Local Aboriginal Land Council Council's Visitors Centre	Long term	
Greater focus on Council's website and the Library website of Aboriginal Culture and resources available within the community	WAAC Council's Library	Medium Term	

Outcome 2.3 Mutual awareness and respect for the cultures of both the Aboriginal and non Aboriginal communities is promoted

Action	Implementation Partners	Timeframe	Status
Assist the community to develop projects to heighten the awareness of the Aboriginal community of Wollondilly with their Cultural, Heritage, Traditions and the preservation of local History	Aboriginal Elders, KOTM, Green Corp., WAAC, Aboriginal Community, Lands Councils, Native Title groups, Heritage Centre	Medium Term	
Support an Aboriginal Written History project, from the Aboriginal aspect, to raise awareness of the history of the original custodians of the land and the impact of white settlement, and to assist in the reconciliation processes.	WAAC Wirrimbirra Sanctuary Heritage Centre FAW Wollondilly	Short Term	
Staged development of the Caring for Stonequarry Country Project - a traditional Indigenous land setting to raise community awareness of traditional Aboriginal use of land and native flora species.	Council Aboriginal Elders, Landcare groups, Green Corp., WAAC, Aboriginal Community, Lands Councils	Medium Term	Stage one completed
Development of Meeting Place at Botanic Gardens project to provide a perminate place for interaction between the community	Council Land Council Aboriginal Elders	Short Term	Grant provided

Action	Implementation Partners	Timeframe	Status
Develop a series of information brochures on traditional Aboriginal use of plants, historic events, customs and traditions	Council Aboriginal Elders, WAAC, Aboriginal Community, Lands Councils Native title groups	Short Term	Commenced
Undertake a “Project Inspire” program to provide a lasting memory of the legacy given by Elders in the local area and the reconciliation process	WAAC Aboriginal Community WAG	Long Term	
Investigate the establishment of an Aboriginal / cultural museum within the Shire	WAAC Land Council Wollondilly Heritage Centre	Long Term	

OBJECTIVE 3 Use Culture to engage people into community life and build a welcoming culture

It is important that the culture of the Wollondilly recognises and actively includes participation by all members of the community. Groups that have been identified as not engaging or participating fully in community life included young people, those without public transport or are geographically isolated, people from different cultural backgrounds and new residents of the Wollondilly Shire.

Other sections of the community may emerge as being similarly disengaged and culture development is an ideal process for getting them participating and connected with their community. Such an example is the recent development of Men's Sheds at three locations in the Shire providing men with a recreational pursuit and connection with other like minded people.

Council has recently developed a Draft Wollondilly Area Youth Action Plan and developing an Ageing Strategy, both which highlight the need for these two target groups to be more engaged with their local communities and advocate for the use of cultural activities to do so. Activities undertaken during Seniors Week, Youth Week and NAIDOC Week each year currently reinforce the opportunities available within Wollondilly and can be expanded to include additional cultural activities and events.

The Wollondilly Youth Hub at Tahmoor, completed in march 2010 offers the opportunity to develop a number of creative outlets for young people. The Sound Room will be a space where young people can be engaged through a number of mediums

***Outcome 3.1* There is greater participation by young people in cultural activities**

Action	Implementation Partners	Timeframe	Status
Engage with young people to determine how spaces that are undervalued might be actively involved in cultural projects to make them safe and fun places to use	Council Wollondilly Youth Advisory Group Youth Service Providers	Short Term	
Encourage young people to express their ideas and feelings through creative writing and other mediums to promote positive aspects of youth culture and experiences within the Shire	FAW Wollondilly Wollondilly Youth Hub Youth Service providers	Short Term	
Foster performing arts projects that tap into local schools and youth groups	Local Schools Youth Service providers	Medium Term	

Action	Implementation Partners	Timeframe	Status
Foster opportunities for young people leaving school to remain involved in cultural activities through participation in local community groups and programs	Local High Schools Youth Service providers Local cultural groups	Short Term	
Develop a range of local entertainment opportunities for young people to develop, perform and participate in	Youth service providers Local entertainment venues	Short Term	
Development and support of art based projects to engage young people in issues of road safety eg Sculptures by the Road	Council Road Safety Group NRMA	Short Term	
Increase involvement in volunteering through mentoring young people with older volunteers	Wollondilly Community Men's Sheds Service Clubs Macarthur Vol. Service	Medium Term	
Development programs in various mediums by local and visiting artists and performers, to transfer skills and awareness between different generations eg Master Classes in Music	WAG Classics at Picton STARTS	Short Term	Commenced
Encourage larger events held in Macarthur to outreach and cater or young people in Wollondilly	Fishers Ghost Gig, Campbelltown Regional Arts Centre	Long Term	

Outcome 3.2 Access to cultural activities for all sections of the community is improved and enhanced

Action	Implementation Partners	Timeframe	Status
Continued incorporation of cultural activities into community celebrations and as a component of special weeks held in the Shire	Council Community groups Celebration organisers	Short Term	Commenced
Increase and promote transport options to improve available social time to appreciate culture, especially out of hours	SW Community Transport Service Providers Local transport Providers	Long Term	Transport Working Party commenced
Investigate opportunities and options for providing mobile facilities and services, including the expansion of the current Mobile Library service	Council's Library Neighbourhood Centres The Dilly Wanderer	Medium Term	
Investigate the establishment of a community band and orchestra in Wollondilly to provide an musical base for people of all ages	Classics at Picton Local Schools	Long Term	

OBJECTIVE 4 Build a vibrant and sustainable community cultural sector within Wollondilly

Throughout the development of the Cultural Plan the community has continued to maintain the need for the development of a centralised cultural facility. Wollondilly Shire Council acknowledges that cultural facilities and networks play a vital role in the community whilst also understanding the significant cash, land and ongoing resource investment such infrastructure require. Partnerships between the community, Council, other levels of government and the not for profit sector is both desired and necessary to achieve this goal.

Increased outreach services into Wollondilly provided by already established cultural facilities and organisations are required, to assist in the building of a local cultural sector. The networking and collaborative action of local community groups and individuals can led to better cultural outcomes for the community. This needs to be sustainable through improved skills and securing of ongoing resources

Outcome 4.1 Cultural Centre and community spaces are established to provide focuses for cultural activities, education and community involvement.

Action	Implementation Partners	Timeframe	Status
Undertake a Cultural Facility study to capture a vision and strategy for cultural infrastructure and facility development to meet the community needs over the next 15 years	Council STARTS	Short Term	
Provision of cultural spaces through development of a dedicated Community Cultural Centre	Council, STARTS Community Cultural organisations	Short Term	
Inclusion of cultural spaces in Picton as part of the future redevelopment of Council's Administration offices and library	Council	Long Term	
Further embellishment the Shire Hall as an entertainment venue for showing of cultural activities eg films concerts, band nights, exhibitions and theatre productions	Council Picton Theatre group WAG. Community groups	Short Term	
Develop partnerships with local schools and the Education Department to enable greater access by the community to school based facilities and spaces	Dept of Education Local Schools Community groups	Medium Term	
Review current infrastructure to scope alternative management opportunities for creation of cultural spaces within local community facilities, to increase usage patterns and affordability for local groups		Short Term	Fee relief structure in place

Outcome 4.2 Establishment of effective communication networks between cultural providers and with the local community

Action	Implementation Partners	Timeframe	Status
Establishment of a Cultural Advisory Group with representation from key community organisations, Council and Council officers, to oversee implementation, monitoring and review the Wollondilly Cultural Plan	Council Community organisations	Short Term	
Provide access to the Cultural Plan by placing it within a dedicated section of Council's website to enable greater awareness by the community and as a method of ongoing engagement on the Plan's implementation	Council	Short Term	Commenced
Development of a Cultural Network of local organisations to support interaction and a collaborative approach to cultural development, and provide a source of advice and coordination within the Shire	STARTS Cultural Groups Community members	Medium Term	
Establishment of effective links with regional, State and national organisations to ensure a flow of information and resources occurs for the Wollondilly area.	Council STARTS, ICE Arts NSW Accessible Arts Australia Council M&GNSW	Short Term	Commenced
Establish a media and marketing strategy to make the community and organisations aware of local information, facilities and resource	STARTS Community Cultural Organisations	Medium Term	
Continue to promote the cultural values and lifestyles of the shire through Council publications and media releases	Council's Visitors Centre	Short Term	Commenced
Inclusion of creative activities and expression in the processes Council uses to engage with the community around issues facing the Shire	Council STARTS	Medium Term	

Outcome 4.3 The local community cultural sector’s capacity is increased by being resourceful, skilled and sustainable.

Action	Implementation Partners	Timeframe	Status
Development of workshops for local community organisations in cultural development, governance, budgeting, project management, grant seeking and marketing to build their capacity and sustainability	STARTS TAFE Community College	Short Term	
Education / Training in use of technology that enhances the development of organisations and the creativity of individuals and groups	STARTS TAFE Community College	Medium Term	
Development of a local Artist Register to increase awareness of local community artists, community groups and to profile their work, skills and talents to the wider community.	ICE Wollondilly Tourism Association WAG	Short Term	

Outcome 4.4 Resources for a vibrant community cultural sector are secured

Action	Implementation Partners	Timeframe	Status
Identify all funding and resources available to Council and community organisations for cultural development, events and activities and disseminate this information within the community	Council Corporate Foundations ICE, Arts NSW, STARTS	Short Term	Commenced
Review Council’s Community Grants Program to create opportunities for increased funding of local cultural events and projects	Council	Short Term	Events and cultural projects funded in past
Continue membership of key regional and state organisations to keep abreast of cultural development opportunities	Council STARTS, ICE M&GNSW	Short Term	Commenced
Develop strategic partnerships with adjoining Councils and regional cultural institutions to undertake cultural activities and the use of facilities and resources	Councils Camden, Campbelltown and Wingecarribee Councils UWS, TAFE	Medium Term	Commenced

OBJECTIVE 5 Build and foster Wollondilly’s creative economy

Wollondilly 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 Wollondilly community can work together to grow and reap the economic benefits of their creativity and rural practices.

This is highlighted by the development over recent years of the Creative Traders and Farmers Markets that have been held adjoining the Wollondilly Visitors Centre. The two markets have recently joined forces and are now operating on the same day next to the Shire Hall in Picton as the Creative Traders markets.. Council’s Tourism Officer has played a very active role in this initiative and has developed a business plan that will lead to the markets being managed in the medium term by a community based organisation.

In addition a website has been launched to promote the local farmers www.wollondillyharvestexperience.com.au This site is presented to encourage “to eat fresh and have fun with fine local food, in support of the agricultural industry of the Wollondilly Shire and to Shop Local”

Council’s Economic Development Advisory Group has a number of actions within their Plan of Management that have a focus on cultural activities and infrastructure.

Outcome 5.1 The local arts and cultural sector is confident to engaged in developing Wollondilly’s creative economy

Action	Implementation Partners	Timeframe	Status
Foster collaboration and partnerships between different sectors of the arts and culture in Wollondilly to maximise opportunity for creative economy.	WAG STARTS Wollondilly Tourist Association	Medium Term	
Develop and support the Creative Traders Markets to act as an incubator for creative economy initiatives and capacity build for community-managed economic development , and for longer term community management	STARTS Wollondilly Visitors Centre WAG	Medium Term	Commenced
Encourage collaboration with established event coordinators to integrate and showcase Wollondilly’s hidden creative talents, to capitalise on high visitation already in play	Thirlmere Festival of Steam, Picton Music and Harvest festival, Picton Show and Rodeo, Damfest	Medium Term	

Action	Implementation Partners	Timeframe	Status
Celebrate Wollondilly's Rural Living image by development of events around a rural theme that encourage participation by the creative sector and local communities and give a promotional opportunity for the business sector	Local Service Clubs Wollondilly Tourism Association	Medium Term	

Outcome 5.2 Rural living and agriculture is fostered by widespread consumption of locally produced creative and farm based products

Action	Implementation Partners	Timeframe	Status
Facilitate stronger links between the Wollondilly's farmers and local outlets for their produce via "buy local" strategies	Chambers of Commerce	Medium Term	
Investigate the establishment of Community Gardens to provide opportunities, awareness and education in the growing and production of healthy food, using creative processes to engage people and value add to the garden's experience	Land's Council Churches Council's Plant Nursery	Medium Term	Commenced
Encourage Buddy Up participation by creative sector and home based traders to increase exposure at local markets and through shared distribution points	Wollondilly Tourism Association	Long Term	
Use Creative Traders as a demonstrator of how usage of community facilities and spaces can have a positive impact and investigate the commercial use of community spaces for Pop up creative ventures	Visitors Centre Wollondilly Tourism Association	Short Term	Commenced

Outcome 5.3 The relationship between tourism and the local creative economy is enhanced

Action	Implementation Partners	Timeframe	Status
Facilitate stronger links between the Wollondilly’s producers, businesses, the community and the local tourism industry to encourage “use/buy local” strategies and local theme menus and marketing	Chambers of Commerce Visitors Centre	Short Term	
Encourage participation by local producers in the Wollondilly Harvest Experience project which includes: <ul style="list-style-type: none"> ▪ New product development ▪ Gate side stalls ▪ Shed Trading ▪ Produce markets and rural events ▪ Group Tours and self drive trail 	Wollondilly Tourism Association Rural Liaison Committee Chambers of Commerce Creative Sector	Medium Term	
Development of a Wollondilly Cultural Trail to highlight the Shire’s Cultural experiences to visitors and local alike.	Visitors Centre	Long Term	
Encourage the development of a dedicated event space to provide a venue for events, tourism and creative sector interaction and promotion in a financially sustainable environment	Wollondilly Tourism Association	Long Term	

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Appendix I

Wollondilly SPACE (Sustainable Picton Arts Centre & Education)

Vision Statement

SPACE is a vision - to create a space in which multi-disciplinary artists can run workshops, exhibit in a gallery and sell their wares from a shop, providing a centralised accessible space for all artists within the community

Wollondilly SPACE was formed from a need to establish a community arts centre in the Wollondilly. Letters and petitions were collected in June 2008 that show up to 200 members of the Wollondilly community see a need for an arts facility.

Rationale

There has been an identified need for a community arts space in the Wollondilly Shire for the past 15-20 years.

Over the last 20 years a number of cafes and galleries have existed in the Shire which have supported the arts but now there are very few (P.O, Luxe, Art Markets). Although there are some limited venues for arts use, there is no dedicated arts facility that provides a permanent or semi-permanent venue where equipment can be set up and left eg costumes, darkroom, printing press, art materials etc.

There is no dedicated art gallery space in the Wollondilly Shire.

“The provision of suitable, well-functioning arts infrastructure to support local arts and culture is (or should be) a major interest of any decision maker in a regional and rural area who wants vitality, growth and sustainability in their community.”

Artreach, 'Buildings Matter' Rachel Vincent, Autumn 2006

An art space would create a cultural hub bringing artists and skills together and providing workshops. It would help to promote and encourage tourism and create employment. The gallery and shop would attract tourism and provide sales. The workshops would generate income and employment and the arts facility in general would bring more people and business into the town/shire.

It would create more than just economic value for the shire and the community. It could link and support various cultural and community groups.

Council has a long-term plan for a cultural precinct within the Picton township. The setting up of a temporary space (5-10 years) to facilitate art and culture would be in keeping with that long-term plan. Having an active working establishment would ensure the needs of the arts were represented fully in that new facility.

Also, with concerns about climate change and the environment, it is important to create a local and sustainable community. At present, artists and the community have to travel to access cultural facilities outside of the Wollondilly Shire, which contributes to an unsustainable environment. Ultimately, the lack of arts and cultural facilities can lead people to leaving the area, a negative factor in our shire's growth.

Premises – options.

1. An ongoing development of the collaborative relationship between Council, community, tourism and Wollondilly SPACE for the use of a Council facility under a lease arrangement with peppercorn rent.
2. The use of a non-council facility and the necessary funding for that.
3. Building a purpose-built facility for use as an arts centre, and obtaining the funding for that

Source Draft SPACE Business Plan 2009

Appendix 2

Community Halls and Venues available in the Wollondilly Shire

Council Managed

Appin Community Hall	Appin Sportsground Clubhouse
Bargo Community Centre	Douglas Park Hall
Mount Hunter School of Arts	Oakdale Community Hall
Shire Hall Picton	Tahmoor Community Centre
Tahmoor CWA Hall	The Oaks Community Hall
Thirlmere Community Hall	Warragamba Town Hall
Wilton Community Centre	Wollondilly Community Leisure Centre
Wollondilly Nursery	Wollondilly Library Picton

Community Managed

Bargo CWA Hall	Buxton Progress Association Community Hall
Douglas Park Catholic Hall	Silverdale Progress Association Hall
Picton Senior Citizens Centre	Picton Masonic Lodge

Others

Gibberganyah – Stonequarry Lodge	Picton Showground AH&I Hall
The Oaks Heritage Centre	Wollondilly Anglican College Hall
Picton High School Auditorium	Bargo Sports Club
Picton Bowling Club	Oakdale Workers Club
Warragamba Sports Club	

Note

This is an incomplete list of all venues that may be available within the Shire. It does not include spaces that may be available by Churches, Schools, scouts and girl guides and privately owned venues.

Appendix 3

Reasoning for employment of a Cultural Development Officer in Wollondilly

Aims

- To assist existing and emerging cultural and arts organisations within the shire to further develop their organisational capacity and structures.
- To build a network of local cultural organisations and individuals, to enhance opportunities for cooperation and collaborative development of cultural activities and events.
- To raise awareness within the community of the opportunities for and benefits of cultural opportunities across the Shire.
- To develop action plans to grow cultural opportunities within the Shire
- To seek funding opportunities for a program of projects, activities and events to continue cultural development within the Shire

Outcomes

- A strong vibrant cultural development network embracing the entire Shire and across a range of cultural opportunities.
- Increased capacity of local cultural organisations to offer a range of cultural opportunities
- A local resource for the community in cultural information, awareness and cultural development

Source: Wollondilly Shire Council's application for funding to Arts NSW October 2009