

Creative Banyule

Arts and Culture Strategic Plan 2023 – 2031

Year 1 Action Plan

Focus Area	Key Objectives	Key Commitments	Actions Yr 1
Foster a sustainable and thriving creative sector	Build capabilities of artists and creative businesses, both emerging and established, to contribute to the local creative economy.	Raise the profile and promote the activities of local artists and creatives through multiple channels	1. Undertake an audit of Banyule's creative sector to better understand Banyule's 'cultural ecology' - i.e. the amount, range, and needs of Banyule's artists and creative businesses.
		Support artists and creatives to develop sustainable and thriving business through business development training and opportunities.	2. Develop a strategic approach to aligning Creative businesses to Banyule's Economic Development and Social Enterprise Strategies.
		Support the sector by facilitating access to operational support and grant opportunities.	3. Deliver the annual Arts & Culture Projects Grants round, and review the guidelines to ensure maximum eligibility.
			4. Deliver the Chillin' in Banyule music program, with a focus on sustained opportunities for artists beyond the programmed season of gigs.
	Increase access to suitable facilities for artists and creatives to make and present work.	Maximise opportunities for local artists and creatives in our annual arts and culture program	5. Review and adapt the annual artist EOI process to ensure new and diverse artist uptake.
		Unlock access to under-utilised spaces throughout the municipality.	6. Research and benchmarking to better understand business models for short, medium and long term use of public and privately owned spaces by artists or creative enterprises.
	Enable a culture of networking, collaboration, skills sharing, and artist led programming in Banyule.	Lead on informal and formal networking opportunities for artists and creatives.	7. Deliver two networking events for Banyule creatives that reflect the findings of the sector 'cultural ecology' review.
		Commission new works and programs led by local artists.	8. Deliver annual programs exclusive to Banyule creatives: Chillin' in Banyule, Urban Lightbox Galleries, Reel on Wheels, Art in Public Spaces.
		Co-design professional development activities and deliver a year-round program for artists, creatives and enterprises.	9. Deliver two professional development programs co-designed with Banyule's creative sector, aligned to the Banyule Economic Development Strategy.
	Demonstrate and advocate best practice principles for working with artists and creatives.	Establish and implement set of Council-wide guidelines to guide employment opportunities for artists and creatives.	10. Create and launch a set of resources to support all staff involved in public art commissions and initiatives.

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Enhance social connection, health and well-being.	Ensure the design and delivery of festivals and events reflects the diversity of the community.	Create and embed a whole-of-community framework to guide the design and delivery of Council's festivals and events.	11. Create a 'location matrix' of public spaces in Banyule suitable to host Festivals and events of scale, in order to inform internal programming and external event permit opportunities.
			12. Design a programming model that embeds the Banyule Community Profile data into the design of Council's Festivals and Events program.
		Deliver capacity building activities that support community-led events and festivals.	13. Conduct an internal review of the new Event Permit Processes and implement opportunities for improvement.
	Strengthen partnerships with Neighbourhood Houses, Libraries, schools and community organisations to support healthy, connected communities through arts and cultural activity.	Investment initiatives to prioritise arts and cultural activities in partnership with community organisations and artists with a focus on participation, health and wellbeing.	14. Work with Creative Victoria (and other relevant government departments) to identify investment opportunities and strategic alignment.
		Critical conversations and forums between community and creative organisations and Council about how arts and culture can play a role in the health and wellbeing of Banyule communities.	15. Continue to progress collaborative programming opportunities with Yarra Plenty Regional Libraries.
			16. Include Arts & Culture team in strategic conversations between Council and Banyule's neighbourhood houses.
	Increase opportunities for intergenerational, intercultural and educational connections through arts and cultural activity.	Develop program initiatives that encourage intercultural and intergenerational participation.	17. Continue to work with Somali Voice Victoria to support program opportunities.
		Develop program initiatives that encourage learning outcomes.	18. Research and benchmarking to better understand how Council can support arts and culture outcomes for Banyule schools.
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Celebrate First Nations Culture	Recognise Traditional Owner and First Nations stories, knowledge and culture as an integral part of Banyule's identity, <u>heritage and future</u>	Increase opportunities for Wurundjeri Woi-Wurrung and other First Nations-led storytelling and history to be experienced in public spaces - natural and built.	19. Strengthen relationship with the Barrbunin Beek community to explore opportunities and understand challenges.
	Assert arts and culture's role in supporting Council's commitment to the Uluru Statement from the Heart.	Celebrate First Nations arts and culture across the municipality through programming, festivals and critical conversations.	20. First Nations artists, communities and/or cultural content at all major festivals presented by Banyule.
			21. First Nations artists in the Exhibitions and public programs at Ivanhoe Library and Cultural Hub.
		Increase employment opportunities for First Nations artists and creatives.	22. Review arts and culture grants and commissioning guidelines with an aim to establishing weighting criteria for First Nations artists.

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Create equitable participation in arts and cultural experiences	Centre the lived experience of our diverse communities in key elements of Council's arts and cultural programs.	Establish a ways-of-working framework to ensure we co-design our arts and cultural programs with diverse communities and value their contributions appropriately.	23. Review relevant internal policies (e.g. Inclusive Banyule) to inform more inclusive Arts and Culture program design.
		Ensure the lived experience and the cultural diversity of residents is reflected through our arts and cultural programs.	24. Build on the findings of the 'cultural ecology review' (action 1.), and Community Profile data, to identify priority communities and engagement opportunities, for stronger inclusion in Banyule's Arts & Culture program.
		Focus on initiatives that increase engagement with and appreciation of Banyule's rich and diverse heritage.	25. Commence implementation of relevant actions in the new Banyule Heritage Strategy.
			26. Further explore opportunities to build on the legacy of the Heidelberg Artist Trail.
	Unlock opportunities for people experiencing barriers to inclusion in arts and cultural activities.	Design and develop opportunities led specifically by First Nations, culturally diverse, LGBTIQ+ and artists with disabilities.	27. Identify engagement and relationship building opportunities with relevant community groups, organisations and individual artists, with an aim to establishing ongoing dialogue to inform program development.
		Routinely audit participation in our activities and remain curious about who is not participating and why.	28. Develop suitable data collection processes for Arts & Culture programs
		Address infrastructure and information barriers to inclusion in arts and cultural activities.	29. Research relevant creative sector policies and reports on inclusion.
		Deliver arts and cultural activities in places where communities feel a sense of connection and belonging - arts and non-arts spaces.	30. Review Art in Public Spaces program to identify growth opportunities for temporary art experiences in the public realm at Banyule.
	Improve methods of connecting with arts and culture opportunities in Banyule.	Explore the use of digital initiatives to make arts and culture accessible for everyone.	31. Research and benchmarking to better understand the use of digital platforms in the cultural sector more broadly.
		Support artists, creatives and community groups to deliver digital, accessible arts and cultural opportunities.	32. Review functionality and purpose of Pinpoint Artists website and develop recommendations for its future.
		Use varied communication channels to promote arts and culture activities.	33. Establish a dedicated Arts & Culture Instagram account.

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Realise the creative potential of Banyule's spaces and places.	Effective inclusion of more public art elements in civic and open space improvements.	Create and embed a whole-of-council framework to guide planning and resource allocation for public art outcomes.	34. Review the public art policy and design a framework that will guide decision-making and allocation of resources for public art in Banyule into the future.
		Continued investment in public art commissions through existing and new funding sources.	35. Scope, select and commission a new major public artwork, utilising the new public art framework, and delivered through Council's capital works program. 36. Research and benchmarking to better understand funding models for private investment in public art.
		Commission opportunities for local artists and creatives.	37. Incorporate a significant art work by a First Nations artist into the design and construction of the new Rosanna Library.
	Cultivate the status of the Ivanhoe Library and Cultural Hub and Banyule Art Collection as culturally vital community assets.	Year-round utilisation of arts spaces at Ivanhoe Library & Cultural Hub with high quality arts and cultural experiences.	38. Run an extensive EOI process to invite Banyule artists and organisations to create and present work at ILCH.
			39. Deliver a season of high quality curated exhibitions and live performances.
		Explore creative sector partnership and funding opportunities to amplify programming outcomes at Ivanhoe Library and Cultural Hub.	40. Progress plans to loan and exhibit artworks by Heidelberg School artists through the National Gallery of Australia's 'Sharing the National Collection' program.
			41. Progress opportunities for ILCH spaces to be available to external festivals and cultural events (e.g. Comedy Festival, Fringe Festival, Heritage Festival, etc).
		Continue to invest in, promote and celebrate the Banyule Art Collection.	42. Accession new works into the collection from the 2023 Banyule Award for Works on Paper Finalists Exhibition.
			43. Scope suitable options and requirements for the digitisation of the Art Collection.
	Prioritise long term investment in arts and cultural Infrastructure across the municipality.	Explore opportunities for public-private development partnerships.	44. Explore opportunities for a new arts space in Heidelberg as part of the Cartmell Street private development.
		Advocacy for the Banyule Theatre complex.	45. Continued advocacy to State Government for the future of the Banyule Theatre, including exploration of partnership models.
		Implement Community Infrastructure Plan 2030	46. Develop a strategic approach to long-term investment in cultural infrastructure as outlined in the Banyule Community Infrastructure Plan.
	Encourage creative initiatives that increase a sense of responsibility toward the natural environment.	Deliver climate, natural heritage, and environment-related events, activities and critical conversations.	47. Continue to develop the thematic and operational elements of Eco Fest to align to relevant sustainability policies and plans.
		Incorporate climate responsible practice guidelines into all Council funding and event delivery.	48. Work with Council's Environment and Procurement teams to improve Arts & Culture's alignment to sustainable policies and practices.
	Inclusion of creative industries and programs in strategies to develop Banyule's major activity centres.	Build partnerships within Council to ensure investment in arts and culture across civic planning, economic development and community infrastructure.	49. Develop internal processes to include consideration of arts & cultural outcomes into Council's significant infrastructure planning and placemaking initiatives.