## CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vision</td>
<td>2</td>
</tr>
<tr>
<td>Foreword By The Mayor</td>
<td>5</td>
</tr>
<tr>
<td>Cultural Policy</td>
<td>6</td>
</tr>
<tr>
<td>Key Theme 1 - Creating Vibrant Public Places</td>
<td>8</td>
</tr>
<tr>
<td>Key Theme 2 - Weaving Cultural Activities Into Our Daily Lives</td>
<td>10</td>
</tr>
<tr>
<td>Key Theme 3 - Understanding And Celebrating Our Cultural Heritage</td>
<td>12</td>
</tr>
<tr>
<td>Key Theme 4 - Providing Quality Facilities</td>
<td>14</td>
</tr>
<tr>
<td>Key Theme 5 - Delivering Dynamic Programs</td>
<td>16</td>
</tr>
<tr>
<td>Key Theme 6 - Building Effective Partnerships</td>
<td>18</td>
</tr>
<tr>
<td>History Of The Plan</td>
<td>22</td>
</tr>
<tr>
<td>References And Useful Links</td>
<td>23</td>
</tr>
<tr>
<td>Partners And Acknowledgements</td>
<td>24</td>
</tr>
</tbody>
</table>
VISION

Yarra Ranges is an inspirational place. It inspires those who live here on a daily basis. It inspires those who visit with its expansive valleys, verdant forests, patchwork vineyards in autumn, lyrebirds busy in the early morning and the palpable tension on a hot, windy summer’s day. In Yarra Ranges we recognise the evocative role our natural environment plays in how we see ourselves and welcome the inevitable effect it has on our creative expression.

So too, we are inspired by the diverse cultural heritage of Yarra Ranges, carefully layered over time to construct our community identity. Yarra Ranges is and always has been a place for artists and story tellers. Our indigenous heritage and the creativity of our community is expressed through music, film, dance, visual art and the written word revealing an enviable cultural richness.

Yarra Ranges is a place that values culture. The Yarra Ranges community understands the profound and powerful influence arts, culture and heritage have in shaping our lives.

We want to extend and build on this understanding. Our vision is to shape Yarra Ranges as a place where access to and participation in arts, culture and heritage is sustained as a seamless and deeply meaningful experience. An experience we encounter in the street, in our open spaces, in our civic places, our schools and in our homes.
Participation in arts, culture and heritage activities “improves a community’s sense of identity, social connections and well being”.

VISION 2020 – A VISION OF THE YARRA RANGES COMMUNITY
Foreword from the Mayor

I am pleased to present the Shire of Yarra Ranges Cultural Policy and Action Plan (2008 – 2013). The policy and five year plan outlines Council’s commitment to working in partnership with the community to develop and deliver cultural programs and services that enrich the way we live our lives and shape the places in which we live.

Council acknowledges the vital role arts, culture and heritage plays in the lives of individuals and communities who call Yarra Ranges home. It seeks to build on this through the creation and implementation of this policy and action plan. Arts and heritage activities are intrinsic to strengthening individuals and communities, both socially and economically. They help to improve individual and community well being by providing opportunities for social inclusion, learning and skills development and by providing inspiration and enlightenment. They also enhance the region’s economic development and capacity for tourism.

The Shire of Yarra Ranges has a proud history of initiating and supporting a range of services and programs devised and often run with the help of local artists, historians and cultural groups. Some examples include:

- Operating a range of cultural facilities which house visual and performing arts, heritage exhibitions and public programs, community driven activities, workshops, classes and professional touring programs;
- Community cultural development projects that provide opportunities for the broader community to participate in arts and heritage activities;
- An annual Cultural Development Grants Program that supports community-based arts and heritage projects undertaken by individuals and groups;
- Managing a Cultural Partnerships program, which supports key groups and organisations such as Burrinja, Yarra Valley Arts Council and the Dandenong Ranges Music Council;
- Fostering arts and heritage networks; and,
- Cultural planning and marketing.

Arts, Culture and Heritage is one of the seven key themes of Vision 2020, the community’s aspiration for a vibrant, safe, healthy and creative place to live and work. This plan provides a comprehensive and succinct framework that will guide the future delivery of arts and heritage activities and is a commitment to ongoing partnerships with the community to bring about the best outcomes for all.

I would like to thank the members of our community who have contributed to the development of the policy and action plan through various consultation opportunities. I would particularly like to acknowledge the Cultural Plan Community Reference Group and the Steering Committee, and the Shire staff who have worked alongside them, for their commitment and dedicated contribution.

Cr Tim Heenan,
Mayor
CULTURAL POLICY

Policy Purpose

Vision 2020, the Yarra Ranges community’s vision for life in the Shire in the year 2020, highlights the importance our community places on providing opportunities for people to participate in arts and heritage activities, and describes the Shire as a place where arts and heritage are “thriving”:

“In 2020…[the Shire’s] people have numerous opportunities to express their creativity and to enjoy the heritage of those who have contributed to our cultural, built and artistic history.”

In Vision 2020, the Shire is described as a place that:

- Supports a wide range of arts and cultural activities;
- Programs and manages a wide range of cultural facilities;
- Fosters and sustains arts, culture and heritage networks;
- Encourages active participation in cultural events, and
- Documents, preserves and celebrates the heritage of its people and places.

The purpose of this policy is to guide the Shire’s provision of arts, cultural and heritage services as a key facet of achieving the community’s vision for the Shire described in Vision 2020.

Statement of Intent

The Shire of Yarra Ranges Cultural Policy and Action Plan (2008 – 2013) will provide direction for arts, culture and heritage over the next five years in line with Vision 2020. The Plan acknowledges the important role arts, culture and heritage play in the lives of people who live in the Shire of Yarra Ranges, and further expresses the cultural interests of our communities.

Policy Objectives

The key objectives of the policy are to demonstrate leadership in the provision of arts, culture and heritage services by:

- Guiding the future delivery of the Council’s arts and heritage programs, services and activities;
- Assisting with the planning, development and resourcing of cultural facilities;
- Supporting key organisations and groups in the provision of arts and heritage services;
- Further increasing community participation in arts, culture and heritage activities;
- Further developing partnerships with state and federal governments, commercial and philanthropic organisations, and
- Better positioning the Shire to advocate for and access funding for local arts, cultural and heritage activities.
Policy Statement

Council provides and supports arts and heritage spaces and activities so people have opportunities to learn skills, gain knowledge, connect with their communities, tell their stories and express themselves.

Council is committed to:

- Providing opportunities for people to express their creativity in diverse ways;
- Encouraging people to participate in cultural activity, such as arts and heritage projects, programs and services, on a daily basis;
- Ensuring that there are quality cultural spaces, such as galleries, museums, libraries and performance venues where people can learn skills, express themselves, be entertained and enlightened, and connect with the community;
- Enhancing the experience of outdoor public spaces across Yarra Ranges through the presentation of arts and heritage activities such as festivals, performance and public art;
- Delivering high quality programs, such as performances, exhibitions and learning opportunities as a way of bringing public spaces (both indoor and outdoor) to life;
- Fostering an environment where the region’s unique and diverse cultural heritage is appreciated, expressed and celebrated; and,
- Building strong partnerships and thriving arts and heritage networks by harnessing community passion and drive to make Yarra Ranges a more creative place.

Annual Progress Report

The implementation of the Cultural Policy and Action Plan will be overseen by the Shire’s Arts, Culture and Heritage Department. An annual progress report on the implementation of the plan will be provided to Council in line with yearly budget processes. An overall review of the plan will be conducted in 2013, in line with a review of the strategic directions of the Arts, Culture and Heritage Department.

Links to Other Council Plans, Strategies and Policies

Council has endorsed the development and implementation of a range of policies and strategies that address a broad range of issues which impact on the Cultural Plan:

- Cultural Facilities Strategy 2002
- Cultural Collections Policy 2007
- Community Grants and Funding Policy 2007
- Cultural Facilities Fees and Charges Policy 2008
- Community Festival and Events Policy 2008
- Community Well Being Plan 2007-2010
- Family and Children’s Strategy 2005-2008
- Reconciliation Strategy and Action Plan 2008-2010
- Youth Strategy 2008
- Positive Ageing Strategy 2006-2009
CreatinG ViBrant PUBLiC PLaCes

Position statement Council believes that outdoor public spaces are important places for presenting arts and heritage activities. The experience of public spaces is enhanced by encountering activities such as festivals, performances and public art. Our community has expressed a desire to see an increase in quality arts and heritage activities in the public places where they live.

Goal Enhance public spaces by regularly presenting arts and heritage activities for the benefit of the whole community.

“...it’s great to see stuff out here on the street when you go shopping...it really adds something to your day.”

Healesville Resident
Cultural Roadshow 2007
### Objective

**1.1. To enhance the outdoor spaces in our community through regular presentation of art work in public places.**

### Strategies

**1.1.1. Develop an Art in Public Places Strategy identifying the need for community consultation, sites for the presentation of major work, the nature of the relationship between art and the Shire’s environment and opportunities for private and public contributions.**

**1.1.2. Implement an Art in Public Places Policy and actively present major contemporary art work.**

**1.2. To support community driven festivals to enhance public places.**

**1.2.1. Implement Community Festivals and Events Policy.**

### Responsible Area

- Arts, Culture and Heritage Department
- Community Strengthening Unit

### Partners

- Burrinja, Strategic Planning Department, Environment Department, Urban Design Unit, Asset Maintenance and Services, Youth Services, a Public Art Community Reference Panel, State and Federal Government partners and other external funding bodies.
- Strategic Planning Department, Urban Design Unit, Asset Maintenance and Services, a Public Art Community Reference Panel, State and Federal Government partners and other external funding bodies.
- Arts, Culture and Heritage Department, Recreation Services, Asset Maintenance and Services, Building Health and Local Laws, Risk Management and local community festival organisers.

### Performance Indicators

- Art in Public Places Policy endorsed by Council.
- Presentation of major contemporary art work.
- Successful delivery of community festivals in public places in line with policy.

### Timeline

- Year 2
- Year 3 - Ongoing
- Year 1 - Ongoing
WEAVING CULTURAL ACTIVITIES INTO OUR DAILY LIVES

**Position Statement** Council believes that our lives are made richer by personally participating in arts and heritage activities on a daily basis. Through this participation we develop skills, gain knowledge, build connections in the community and have opportunities to express ourselves. These things improve our quality of life and help us create better communities.

**Goal** Encourage greater understanding of the value of arts and heritage activities, increase awareness of the arts and heritage activities taking place in our lives and provide more opportunities for participation.

“...participating in something arty every day makes me feel alive...”

Ferny Creek Resident
Bulletin Board, Cultural Roadshow 2007
## Key Theme 2: Weaving Cultural Activities into Our Daily Lives

<table>
<thead>
<tr>
<th>Objective</th>
<th>Strategies</th>
<th>Responsible Area</th>
<th>Partners</th>
<th>Performance Indicators</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1.</td>
<td>To increase awareness of the value arts and heritage activities bring to us as individuals and as a community.</td>
<td>2.1.1. Develop and implement an annual Arts and Heritage Marketing Strategy that increases awareness and accessibility of local arts and heritage activities and, increases awareness of the value of participation, and raises the profile of arts and heritage facilities.</td>
<td>Arts, Culture and Heritage Department</td>
<td>Campaign delivered.</td>
<td>Year 2 - Ongoing</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Burrinja, Yarra Valley Arts Council, Dandenong Ranges Music Council, Yarra Ranges Heritage Network, Youth Services, schools, libraries, neighbourhood houses, local arts and heritage practitioners, commercial and community arts and heritage facilities, and local media.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.2.</td>
<td>To develop community capacity to drive a diverse range of arts and heritage activities.</td>
<td>2.2.1. Develop and implement an annual regional Community Cultural Development program including skills development, learning, performance and presentation opportunities.</td>
<td>Arts, Culture and Heritage Department</td>
<td>Cultural Development program delivered.</td>
<td>Year 1 - Ongoing</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Burrinja, Yarra Valley Arts Council, Dandenong Ranges Music Council, Yarra Ranges Heritage Network, Youth Services, State and Federal Government partners and other external funding bodies.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Community Strengthening Unit.</td>
<td>Fund new cultural development projects annually.</td>
<td>Annual</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Understand & Celebrating Our Cultural Heritage

Position Statement Council believes it has a role to play in helping people appreciate and express Yarra Ranges’ unique and diverse cultural heritage. Appreciating and celebrating our cultural heritage helps us to know ourselves and have pride in our communities. Our community believes that recording, protecting and telling their stories is essential to understanding our past, making sense of the present and informing our future.

Goal Protect, foster and celebrate our cultural heritage.

“Our heritage tells us who we are. What has come before is a big part of where we are headed.”

Montrose resident, Time Twister, Cultural Roadshow 2007
### Key Theme 3 UNDERSTANDING & CELEBRATING OUR CULTURAL HERITAGE

<table>
<thead>
<tr>
<th>Objective</th>
<th>Strategies</th>
<th>Responsible Area</th>
<th>Partners</th>
<th>Performance Indicators</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1. To acknowledge, protect and showcase our indigenous culture and heritage.</td>
<td>3.1.1. Work with community to implement the arts and heritage objectives of the Reconciliation Strategy.</td>
<td>Social Planning and Development</td>
<td>Indigenous Advisory Committee and Arts, Culture and Heritage Department.</td>
<td>Reconciliation Strategy implemented.</td>
<td>Year 1 - Ongoing</td>
</tr>
<tr>
<td>3.2. To foster community appreciation, expression and celebration of Yarra Ranges’ cultural heritage.</td>
<td>3.2.1. Position the new Regional Museum as a leader in local cultural heritage.</td>
<td>Arts, Culture and Heritage Department</td>
<td>Yarra Ranges Heritage Network and State and Federal Government partners.</td>
<td>Regional Museum leading cultural heritage activity.</td>
<td>Year 2 - Ongoing</td>
</tr>
<tr>
<td></td>
<td>3.2.2. Support community driven expression of Yarra Ranges’ cultural heritage.</td>
<td>Arts, Culture and Heritage Department</td>
<td>Yarra Ranges Heritage Network, schools, libraries, neighbourhood houses, and State and Federal Government agencies.</td>
<td>Community driven storytelling projects presented annually.</td>
<td>Year 1 - Ongoing</td>
</tr>
<tr>
<td></td>
<td>3.2.3. Develop and maintain formal partnership agreements between Council and local, state and federal cultural heritage groups and organisations.</td>
<td>Arts, Culture and Heritage Department</td>
<td>Yarra Ranges Heritage Network, schools, libraries, neighbourhood houses, and State and Federal Government agencies.</td>
<td>Partnership agreements formalised and maintained.</td>
<td>Year 1 - Ongoing</td>
</tr>
<tr>
<td></td>
<td>3.2.4. Work with all stakeholders to achieve best outcomes in the preservation of the Shire’s natural and built heritage in line with local, State and Federal government policies.</td>
<td>Strategic Planning and Environment Department</td>
<td>Arts, Culture and Heritage Department and Yarra Ranges Heritage Network.</td>
<td>Preservation of the Shire’s natural and built heritage in line with government policies.</td>
<td>Year 1 - Ongoing</td>
</tr>
</tbody>
</table>
Providing Quality Facilities

Position Statement Council believes it has a vital role to play in providing and promoting key physical spaces in which we can express who we are and tell our stories. Council is committed to providing, developing and maintaining high quality arts and heritage facilities. Our community believes quality cultural facilities make essential contributions to a strong community and a distinctive, valued lifestyle.

Goal Provide and maintain high quality arts and heritage facilities as a platform for the community to participate in arts and heritage activities.

“...it’s important to have good spaces where people can exhibit art and put on shows for the public to see...”

Warburton resident, Booth of Truth, Cultural Roadshow 2007
### Key Theme 4 PROVIDING QUALITY FACILITIES

<table>
<thead>
<tr>
<th>Objective</th>
<th>Strategies</th>
<th>Responsible Area</th>
<th>Partners</th>
<th>Performance Indicators</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1. To build strong and vibrant communities through the provision of high quality arts and heritage facilities.</td>
<td><strong>4.1.1. Implement Cultural Facilities Strategy.</strong></td>
<td>Arts, Culture and Heritage Department</td>
<td>Burrinja, Strategic Planning, Buildings and Assets, Asset Maintenance and Services and Urban Design Unit.</td>
<td>Provision of cultural facilities in line with the strategy.</td>
<td>Ongoing</td>
</tr>
<tr>
<td>4.1.2. Review and evaluate the operation of cultural facilities to ensure they meet the needs of the community.</td>
<td>Arts, Culture and Heritage Department</td>
<td>Burrinja, Strategic Planning, Buildings and Assets and Asset Maintenance and Services.</td>
<td>Review conducted on a three year basis in line with Cultural Facilities Strategy.</td>
<td>Year 2</td>
<td></td>
</tr>
<tr>
<td>4.1.4. Provide opportunities for community input and engagement on development and direction of cultural facilities.</td>
<td>Arts, Culture and Heritage Department</td>
<td>Cultural facility stakeholders.</td>
<td>Establish community reference panels.</td>
<td>Year 2 - Ongoing</td>
<td></td>
</tr>
<tr>
<td>4.1.5. Provide arts and heritage facilities that are accessible to people of all ages, backgrounds and abilities.</td>
<td>Buildings and Assets and Asset Maintenance and Service</td>
<td>Arts, Culture and Heritage Department, Social Planning and Development, Youth Services, Family and Children’s Services, and Home and Community Support Services.</td>
<td>Accessibility of facilities reviewed and schedule of actions produced and attended to.</td>
<td>Year 1 - Ongoing</td>
<td></td>
</tr>
</tbody>
</table>
Key Theme 5

DELIVERING DYNAMIC PROGRAMS

**Position Statement** Council believes it must take a leading role in providing high quality arts and heritage programs. Great programming brings our cultural facilities and our public places to life. High quality programs help create spaces that are diverse, interesting, entertaining and more livable.

**Goal** Energise cultural facilities and public places with high quality programming that connects to local audiences and increases participation in arts and heritage activities.

“I want to get involved and see something cultural that’s happening in my local area…”

Lilydale resident, *On The Street Cultural Roadshow 2007*
## Key Theme 5 DELIVERING DYNAMIC PROGRAMS

<table>
<thead>
<tr>
<th>Objective</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.1. To enrich our facilities and public places through regular presentation of art and heritage activities.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.1.1. Present an annual professional touring program of high quality arts and heritage activities.</td>
</tr>
<tr>
<td>5.1.2. Support the presentation of a diverse range of quality locally driven arts and heritage programs.</td>
</tr>
<tr>
<td>5.1.3. Develop and implement an annual Performance in Public Places program featuring both community-driven and professional activity.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Responsible Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts, Culture and Heritage Department</td>
</tr>
<tr>
<td>Arts, Culture and Heritage Department</td>
</tr>
<tr>
<td>Arts, Culture and Heritage Department</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts Victoria.</td>
</tr>
<tr>
<td>Local arts and heritage practitioners and groups, Burrrinja, Youth Services, Family and Children's Services, Home and Community Support Services, Social Planning and Development, Community Strengthening, Economic Development Unit, Urban Design, Recreation Services, libraries, schools and neighbourhood houses.</td>
</tr>
<tr>
<td>Local arts and heritage practitioners and local festival organisers.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Performance Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional program presented.</td>
</tr>
<tr>
<td>Annual program delivered.</td>
</tr>
<tr>
<td>Annual public performance program published, promoted and presented.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1 - Ongoing</td>
</tr>
<tr>
<td>Year 1 - Ongoing</td>
</tr>
<tr>
<td>Year 2 - Ongoing</td>
</tr>
</tbody>
</table>
BUILDING EFFECTIVE PARTNERSHIPS

**Position Statement** Council believes working in partnership with local cultural groups, organisations and individuals is the most effective way of harnessing the community’s passion and drive to make Yarra Ranges a more creative place. Active partnerships build relationships and stimulate interest and participation. Our community has told us that they see the Council has vital resources and expertise to bring to partnerships.

**Goal** Build good relationships between Council and the community so that local arts and heritage groups, organisations and individuals are supported in their activities and can achieve positive outcomes.

“We want Council to support us to do what we do best - and that is creating opportunities for people to be creative.”

*Cultural Plan Reference Group Member August 2007*
### Key Theme 6 BUILDING EFFECTIVE PARTNERSHIPS

<table>
<thead>
<tr>
<th>Objective</th>
<th>Strategies</th>
<th>Responsible Area</th>
<th>Partners</th>
<th>Performance Indicators</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.1. To support local arts and heritage practitioners and organisations to achieve positive outcomes for the broader community.</td>
<td>6.1.1. Manage partnerships with key local arts and heritage groups and organisations through an annual Cultural Partnerships Program.</td>
<td>Arts, Culture and Heritage Department</td>
<td>Key community arts and heritage groups and organisations.</td>
<td>Cultural Partnerships program delivered annually.</td>
<td>Year 1 - Ongoing</td>
</tr>
<tr>
<td></td>
<td>6.1.2. Foster partnerships with local arts and heritage practitioners and groups through Council’s Cultural Development Grants program.</td>
<td>Arts, Culture and Heritage Department</td>
<td>Local arts and heritage practitioners and groups.</td>
<td>New partnerships developed with local arts and heritage practitioners and groups through annual grants program.</td>
<td>Year 1 - Ongoing</td>
</tr>
<tr>
<td></td>
<td>6.1.3. Manage relationships with local cultural groups and organisations through the development and operation of local arts and heritage networks.</td>
<td>Arts, Culture and Heritage Department</td>
<td>Community Strengthening, and community cultural groups and organisations.</td>
<td>Relationships with local cultural groups and organisations managed.</td>
<td>Year 1 - Ongoing</td>
</tr>
<tr>
<td></td>
<td>6.1.4. Manage relationships with state and federal government agencies and other external funding bodies.</td>
<td>Arts, Culture and Heritage Department</td>
<td>Arts Victoria, Regional Arts Victoria, and Australia Council for the Arts.</td>
<td>Sign Memorandum of Understanding with Arts Victoria.</td>
<td>Year 1</td>
</tr>
</tbody>
</table>
### Key Theme 6 BUILDING EFFECTIVE PARTNERSHIPS (continued)

<table>
<thead>
<tr>
<th>Objective (continued)</th>
<th>Strategies</th>
<th>Responsible Area</th>
<th>Partners</th>
<th>Performance Indicators</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.1.5. Facilitate best delivery of arts and heritage services by working closely with relevant service providers.</td>
<td>Arts, Culture and Heritage Department</td>
<td>Schools, libraries, neighbourhood houses and community and commercial arts and heritage organisations.</td>
<td>Delivery of services by service providers minimising duplication.</td>
<td>Year 2 - Ongoing</td>
<td></td>
</tr>
<tr>
<td>6.1.6. Foster cultural tourism partnerships between local tourism operators and service providers, and local arts and heritage practitioners and groups in line with Tourism Strategy and Action Plan.</td>
<td>Yarra Ranges &amp; Dandenongs Marketing</td>
<td>Arts, Culture and Heritage Department, Economic Development, Community Strengthening Unit and local tourism and arts and heritage groups.</td>
<td>Range of programs funded through Community Grants program.</td>
<td>Year 2 - Ongoing</td>
<td></td>
</tr>
</tbody>
</table>

6.1. To support local arts and heritage practitioners and organisations to achieve positive outcomes for the broader community.
HISTORY OF THE PLAN

In late 2006 Council commenced the creation of a Cultural Policy and Action Plan to further articulate the community’s aspirations for Arts, Culture and Heritage, as outlined in Vision 2020. In early 2007 Council endorsed the development of a Cultural Policy and Action Plan and a Cultural Plan Steering Committee was formed. This committee developed terms of reference and established a Community Reference Group. Thirty-two community members with a range of experience and expertise in arts and heritage were invited to join the group. The Reference Group was charged with the task of developing a unique approach to engaging the broader community on the future delivery of arts, culture and heritage services in the Shire.

From the beginning there was strong commitment to developing a consultation method that was expressive and creative. Rather than canvassing broad community opinion through conventional consultation methods such as public meetings, surveys and phone interviews, the Reference Group sought to use a range of innovative and interactive activities to gather input from the community. The group also wanted to create multiple opportunities for people from all walks of life to participate and have their say.

The product of the Reference Group’s work was the creation of a four-week community consultation program known as the Cultural Roadshow. In October and November 2007, over four consecutive weekends a series of Open House Days were staged at four of the Shire’s cultural facilities (Burrinja in Upwey, Upper Yarra Arts Centre in Warburton, Healesville Memorial Hall and Montrose Town Centre). Community members participated in interactive games, exhibits, video and sound installations, workshops and classes.

The central activity at these Open House Days was Culture Bucks, an interactive exhibit requiring participants to nominate their preferences for cultural activity in their local community. People were given 10 individual ‘culture bucks’ and asked to spend them, choosing from 27 possible options. The activity put participants in the role of Council, having to decide how to allocate limited resources across many worthwhile options.

In addition to the Open House Days, the Cultural Roadshow also involved the Umbrella Program, a series of 16 events including music concerts, film screenings and visual art exhibition openings. During these events audience members were asked to articulate their preferences for future arts and heritage activities. The Cultural Roadshow featured a program of outdoor performances known as On The Street which involved street theatre, live music and dance performances staged without notice at different locations across the Shire. Community members were interviewed and their responses recorded.

The Roadshow collected more than 1600 responses from the broad community. The data collected was used to create the Six Key Themes in this document. For more information of the results of the Cultural Roadshow visit www.yarraranges.vic.gov.au/culture
REFERENCES AND USEFUL LINKS


Creating Community: Celebrations, Arts and Wellbeing within and across Local Communities. VicHealth and RMIT Globalism Institute. 2007.


Creating Social Capital. Community Arts Network of South Australia. www.cansa.net.au


PARTNERS AND ACKNOWLEDGEMENTS

A key element of the Cultural Plan is a commitment by the Shire of Yarra Ranges to work together with key partners, local stakeholders and the broader community to develop and implement the plan.

The following partners have contributed to the development of the plan and Council will work closely with them on the delivery of the strategies and actions:

Key Partners
- Burrinja
- Dandenong Ranges Music Council
- Yarra Ranges and Dandenongs Regional Marketing
- Regional Arts Victoria
- Yarra Valley Arts Council
- Yarra Ranges Heritage Network
- Arts Victoria
- Australia Council for the Arts

Cultural Plan Steering Committee
- Cr Jeanette McRae Ryrie Ward Councillor
- Cr Monika Keane O’Shannassy Ward Councillor
- Alison Cran Director, Social and Economic Development
- Chris Dupe Manager, Arts Culture and Heritage Department (until November 2007)
- Greg Box Manager, Arts Culture and Heritage Department (November 2007 onwards)
- Maggi Solly Regional Museum Co-ordinator
- Jill Colson Manager, Organisational and Strategic Development
- Jane Sinnamon Executive Officer, Urban Design
- Martin Fiddler Executive Officer, Youth Services
- Damien Closs Manager, Strategic Planning
- Dion Teasdale Cultural Planning and Marketing Co-ordinator
Cultural Plan Community Reference Group Members

Attending Members

Anne Jenkins  
Healesville Indigenous Arts Enterprise

Bethany Hassold  
Regional Museum Assistant

Bev McAllister  
Dandenong Ranges Music Council

Bianka Rich  
Ignite Community Dance Project

Dave Walker  
Musician and Limelight Song Contest

Greg Box  
Regional Arts Coordinator, Mooroolbark

Hannah Blake  
Performer, dancer, musician

Jenny Davies  
Cultural Development Officer

Jenny Saulwick  
Artist, Burrinja Board Member

Lena Cirillo  
Regional Arts Co-ordinator, Yarra Valley (until November 2007)

Lesley Barnes  
Friends of Gulf Station

Lorraine Seeger  
Eastern Regional Libraries

Malcolm Calder  
YG Arts Show, HEWI, Town Group

Mary-Jane Warfield  
Cultural Development Officer

Michael Connell  
Comedian

Neil Bateman  
Belgrave Community Arts Partnership

Paula Herlihy  
Mt Evelyn History Group

Rod Price  
Young Leader and multi-media artist

Ross Farnell  
Manager, Burrinja

Savaad Felich  
Sculptor, Chair of YV Arts Council

Susan Heywood-Downard  
Heritage Network

Trevor Matthews  
Blue Dandenongs Youth Film Festival

Non-attending Members

Amanda Ruck  
Painter and curator at Yering Station

Emma Cramer  
Arts Project Officer, SCOPE Victoria

Jenna Blyth  
Curator, Tarrawarra Museum

Kristof Kazmareck  
Exit Theatre Director

Mandy Nicholson  
Indigenous Visual Artist

Natasha Darcy  
Programs Officer, Parks Victoria

Santha Press  
Artist, Project Worker Arts Access

Sioux Dolman  
Community artist

Sue-Anne Post  
Writer, filmmaker and comedian

Travis Jeffery  
Actor, filmmaker

Printed on Revive Laser - an Australian made, 100% Recycled paper. Pulping of fibre for Revive Laser is a Chlorine Free Process. This product has been manufactured in an accredited ISO 14001 environment.