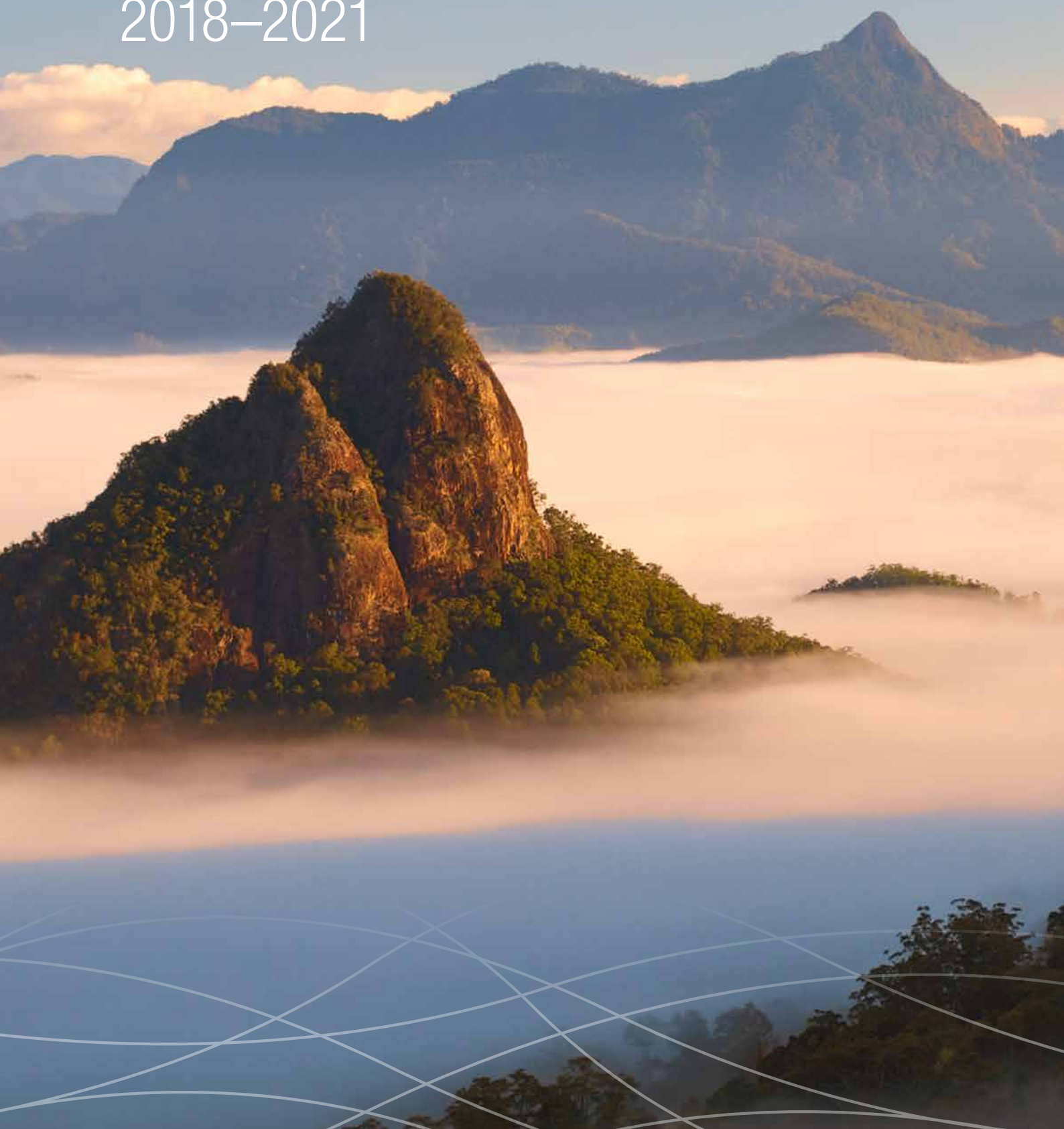


Tweed Shire Council Cultural Plan 2018–2021



Acknowledgement of Country

Tweed Shire Council acknowledges the generations of Aboriginal people of the Bundjalung Nation who have lived in and derived their physical and spiritual needs from the forests, rivers, lakes and streams of this beautiful valley for thousands of years as the traditional owners and custodians of these lands.

Acknowledgments

This plan has been prepared by Tweed Shire Council in partnership with a wide range of community institutions, organisations, groups and individuals. Council would like to thank all those who contributed their time and wisdom towards developing this plan.



Morning mist in the valley looking towards Mount Warning/Wollumbin

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Mayoral message



Council is proud to have produced the *Cultural Plan 2018–2021*, which demonstrates our commitment to ensuring that the beauty and uniqueness of Tweed Shire is both celebrated and preserved for many years to come. Culture includes our values, stories, and way of life. Consequently, culture touches all of us and shapes our vision of the future. However, culture is not static. Rather, culture changes over time in subtle and obvious ways. The Cultural Plan contributes to this change by reflecting back on what our community values, as well as providing a direction for where we are heading.

The Cultural Plan is the product of significant community consultation undertaken across Tweed Shire in 2016. Hundreds of people contributed to the plan through focus groups, planning discussions and by completing a community survey, *What's the Cultural Picture? A snapshot of the Tweed Shire*. The consultations have informed the definition of culture adopted for the plan and several recurring themes emerged from the feedback. For example, the community expressed their desire for Tweed Shire's natural and recreational environments to be protected and enhanced, as well as the importance of helping to foster a welcoming and fun place to live and visit.

In an environment where the pace of change continues to accelerate, it's important to step-back, reflect, and take stock of what kind of society we want for ourselves. The Cultural Plan articulates what we value as well as our vision going forward by providing a framework to guide Council's engagement with cultural activities across the shire over the next four years.

Cr Katie Milne
Tweed Mayor

Tweed Shire Cultural Plan overview

The Cultural Plan sets the course for cultural activity and investment in Tweed Shire during the next four years. It fits within and guides the cultural objectives outlined in Council's Integrated Planning and Reporting framework, which is headed by the *Community Strategic Plan 2017–2027 (CSP)* 'Living and Loving the Tweed' and the *Delivery Program 2017–2021*.

The themes, objectives and projects identified in the Cultural Plan are in line with values expressed in the CSP. Each of the themes in the Cultural Plan are tied to a one or more of the principle streams identified in the CSP.

1 A detailed list of relevant policies is included in Appendix 1: Contributing plans, policies and strategies



Margaret Olley Art Centre (image: Justin Ealand)



The Cultural Plan takes into consideration existing Council policies, plan and strategies.

For example, Council’s *Placemaking and Public Art Policy* seeks to ensure ongoing public art programs and projects are strategically planned, adequately resourced and effectively managed.

Council’s *Youth Strategy and Action Plan*, which aims to address issues and aspirations of the Tweed’s diverse community of young people, is another example. By acknowledging this broader context, the Cultural Plan will guide Council’s role in supporting, initiating and holding cultural activity in the shire.



Why a Cultural Plan?

Culture is important to create healthy, vibrant and connected communities. It has been identified by the Australian Local Governments Association (ALGA) and the United Cities & Local Governments (UCLG) as an essential component of public policy, along with economic, social and environmental policies. Cultural planning helps Council identify the Tweed's existing cultural assets and think strategically about how these and other resources can help achieve the broader economic, social, civic and environmental goals.

The Cultural Plan is about promoting, practicing and (re)discovering our values. Culture changes over time, so the plan strikes a balance between Council's role in contributing to a rich and vibrant culture in Tweed Shire, as well as being responsive to community needs and interests as they arise. The Tweed Shire Cultural Plan is a framework to guide Council's engagement on cultural matters.

Defining culture

Broadly defined, culture can be thought of as the ways of being and knowing that shape social relations, such as shared meanings held in a community and our sense of who we are. Defined narrowly, culture is synonymous with the arts and in western/European societies this is traditionally interpreted as visual arts, literature, performing arts, etc.

A broad definition of culture has been applied for the Tweed Shire Cultural Plan, to refer to the ways we live, work and play.

From this perspective, culture can also incorporate the natural environment which shapes our lifestyles, traditions and ways of living together.

Culture is "... the set of distinctive spiritual, material, intellectual and emotional features of a society or a social group, that encompasses not only art and literature, but lifestyles, ways of living together, value systems, traditions and beliefs."

(UNESCO, 2001)

Key themes

The Cultural Plan is structured around five themes which reflect the interests and needs expressed by the community during public consultation. The themes were also informed by tapping into the experience and vision of Council staff, a Cultural Plan internal working group and Community Development team.





“Our community places significant cultural value on the local topography and other recreational environments. destination. Our natural landscape underpins the Tweed’s lifestyle.”

“(The) long term point of difference as a destination is an abundance of nature and biodiversity which can be tied to a unique local cultural expression.”

Sense of place

Our culture appreciates Tweed Shire’s natural and cultural heritage. We enjoy its beauty and preserve it for future generations.

CSP linkage



Leaving a legacy

1.1 Protect and manage the environment and natural beauty of the Tweed for current and future generations



People, place and moving around

3.1 Provide social, cultural and economic opportunities enabling healthy, safer and more inclusive communities

Objectives

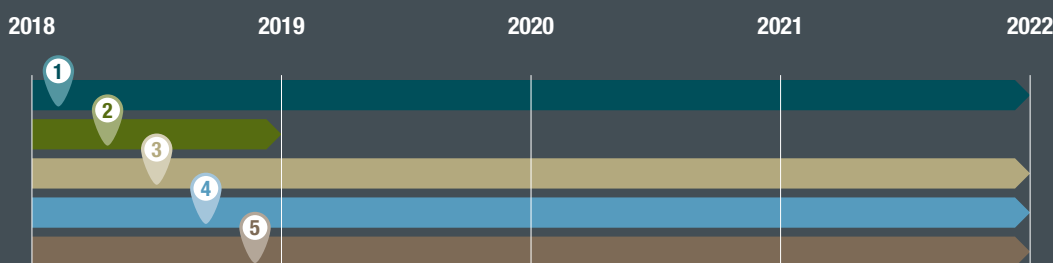
- Maintain and strengthen Council’s relations with arts and cultural organisations/initiatives within the community.
- Lead and engage the community to enhance awareness and improve sustainable management of the environment.
- Increase levels of participation and engagement in Tweed’s arts and cultural activities.
- Encourage opportunities for Council staff to participate in art and cultural activities.

Significant projects and programs²

- 1 Public programs through ongoing partnership with Museum, Library and the Art Gallery as key cultural institutions committed to promoting the history and heritage of the community.
- 2 Developing a public art strategy that encourages the central themes in this cultural plan such as the natural environment, history and cultural heritage.
- 3 Collecting contemporary history; increase coordination within Council regarding the collection of data and information of cultural and historical significance (for example, to preserve local knowledge/history which can then be included into museum and library programs).
- 4 Heritage Advisor service and Heritage Assistance Fund.
- 5 ‘Living for the Future’ Home Expo.

² Significant projects and programs listed are indicative of the work undertaken by Council in relation to each theme. The projects may change during the lifespan of the Cultural Plan. A bi-annual review will be undertaken to ensure new priorities and issues are considered as they arise.

Timeline: significant projects and programs





“The creative industries are vital to the social, cultural and economic health of communities.”

“There are so many creative and talented people in the Tweed.”

Enterprisingly creative

Our culture is a source of inspiration within the shire and beyond.

CSP linkage



Making decisions with you

2.2 Encourage public participation in developing the future of the Tweed with information, education and community partnership



People, place and moving around

3.1 Provide social, cultural and economic opportunities enabling healthy, safer and more inclusive communities

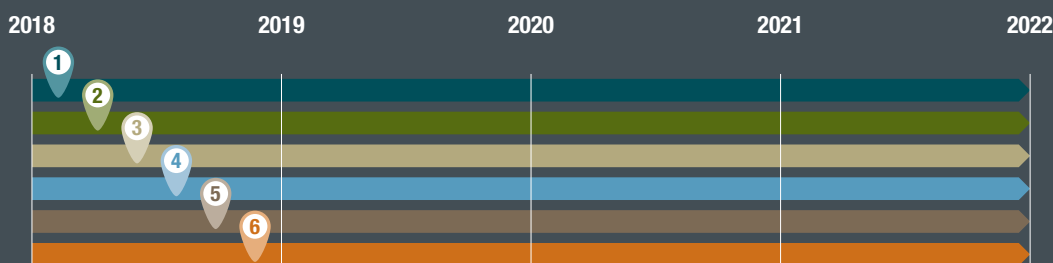
Objectives

- Strengthen and maintain Council’s relationships with creative industry, business, NGO, & state and federal government working in the area of creative practice.
- Provide opportunities for creative expression and the activation of public space through art.
- Explore and initiate opportunities for collaboration between the arts community and other sectors (health, education, civics, etc.).
- Raise awareness for professional development and employment opportunities within the creative sector.

Significant projects and programs

- 1 Presentation of international and gallery initiated exhibitions through Tweed Regional Gallery & Margaret Olley Art Centre.
- 2 Presentation of Museum-initiated major exhibitions.
- 3 Open art prizes and awards for artists of the region (e.g. Border Art Prize, Les Peterkin Portrait Prize for school children, Olive Cotton Award).
- 4 Management of public art.
- 5 Support opportunities for artistic practice and professional development among youth in collaboration with Council’s Youth Strategy.
- 6 The Creative Cauldron pillar of Tweed Shire Council Economic Development Strategy (i.e. establish Murwillumbah as a centre of creativity, grow and develop creative villages, etc.).

Timeline: significant projects and programs





“The community (and visitors) are very interested in learning more about Indigenous history; it would be great to make this more accessible to more people, and I think it would lead to a more cohesive community.”

Acknowledging Bundjalung Country

Council is committed to developing further our relationship with Tweed Shire’s Aboriginal community. We will work to foster greater understanding and respect of Aboriginal history, culture, and identity.

CSP linkage



Leaving a legacy

1.1 Protect and manage the environment and natural beauty of the Tweed for current and future generations



Making decisions with you

2.1 Plan and regulate the built environment to balance the social, cultural, economic and environmental needs of the community



People, place and moving around

3.2 Provide places for people to live, work, visit play and enjoy the Tweed

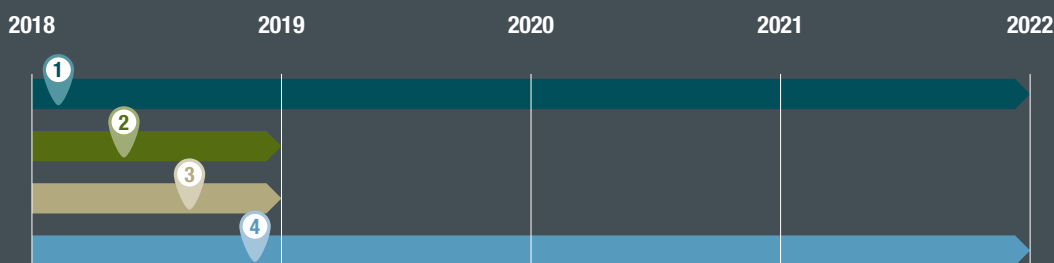
Objectives

- Increased awareness and appreciation of Aboriginal culture within the wider community.
- Advocate and support the inclusion of Aboriginal perspectives and content into cultural activity where appropriate.
- Increased awareness among Council staff of Aboriginal ways of being and knowing.

Significant projects and programs

- 1 Support Reconciliation Action Plan (RAP) implementation.
- 2 Publication of Wollumbin’s Country to document the historic record of Aboriginal people of the Tweed Valley as a key component of the Museum’s ‘Contemporary Voices’ project.
- 3 Collaborate with Aboriginal community on a placemaking project that incorporates public art/arts.
- 4 Implementation of the Draft Aboriginal Cultural Heritage Management Plan.

Timeline: significant projects and programs





“Events have the potential to enrich and enhance a community’s sense of self. They bring economic growth, social, environmental, spiritual, cultural benefits to an area.”

“We need to get behind and support the viability of innovative signature events in the Tweed.”

Every day live and play

Tweed is a welcoming, culturally active, and innovative place to live and play. Our culture adapts to change in ways that are inclusive, respectful and fun!

CSP linkage



People, place and moving around

- 3.1 Provide social, cultural and economic opportunities enabling healthy, safer and more inclusive communities
- 3.2 Provide places for people to live, work, visit play and enjoy the Tweed



Behind the scenes

- 4.2 Foster safe, productive and professional workspaces, enabling Council staff to source, manage and maintain services to the community

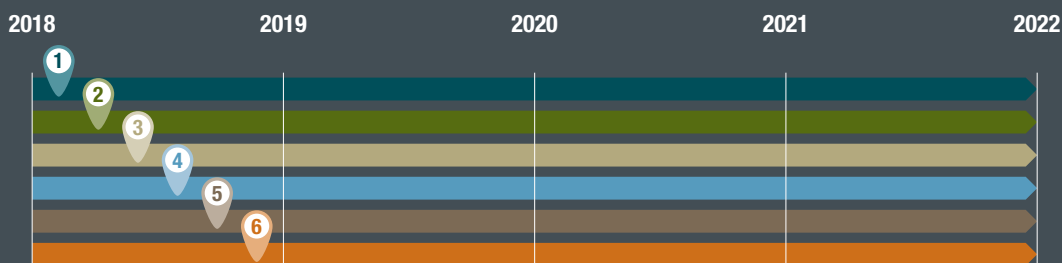
Objectives

- Promote an appreciation of cultural diversity through arts and cultural programs.
- Support community and council collaborations regarding local arts and cultural initiatives, events, sporting activities, and related tourism initiatives.
- Undertake ongoing cultural mapping, data collection and research to identify and understand barriers to cultural participation.
- Cultivate and share collective knowledge within Council.
- Consider planning laws to enable local businesses to promote and support live music and the arts.

Significant projects and programs

- 1 School holiday programs in cultural facilities.
- 2 Gallery and Museum education programs and resources developed for school groups and family engagement.
- 3 Implementation of:
 - Markets Policy
 - Events Strategy
 - Tweed Shire Council’s Draft Access and Inclusion Plan
 - Draft Rural Villages Strategy.
- 4 Draft Open Space Strategy.
- 5 Draft Scenic Landscape Strategy.
- 6 Develop and implement Draft Playground Action Plan.

Timeline: significant projects and programs





“Tweed Regional Art Gallery is one of the best in Australia.”

Making things discoverable

Tweed Shire’s existing cultural assets and infrastructure are used in ways that contribute to the cultural wellbeing of the community.

CSP linkage



Making decisions with you

2.2 Encourage public participation in developing the future of the Tweed with information, education and community partnership



People, place and moving around

3.1 Provide social, cultural and economic opportunities enabling healthy, safer and more inclusive communities

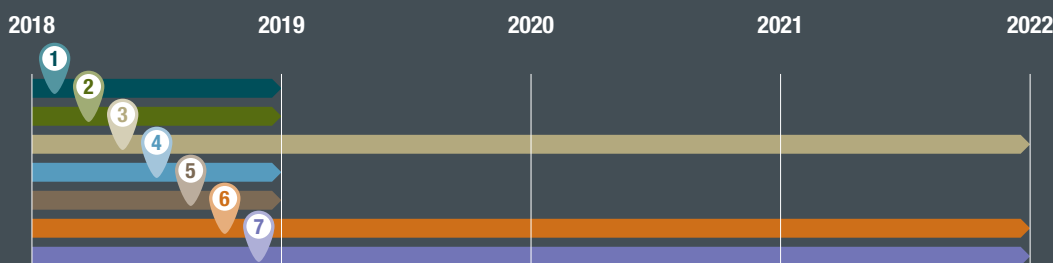
Objectives

- Promote arts, heritage and culture programs and activities to residents and visitors using traditional and digital media channels.
- Provide and promote Council facilities for use by the community that contribute to cultural wellbeing.
- Consolidate and communicate information about cultural assets and infrastructure.
- Integrate public art and design performance spaces into future major Council capital improvement projects.
- Advocate for improved transport options for the community and visitors in order to access cultural activities.

Significant projects and programs

- 1 Tweed Heads Civic and Cultural Centre precinct redevelopment.
- 2 Tweed Heads Library expansion.
- 3 Grant submission for upgrade of lighting, equipment and universal access for Council Auditoria.
- 4 Tweed Regional Museum building works (Tweed Heads Branch).
- 5 Murwillumbah Town Centre Heritage Conservation Project – Look Up.
- 6 Engage with local performance artists and groups (dance, music, theatre, etc.) and promote the auditoria and other performance venues.
- 7 Community Infrastructure Framework – Network Planning.

Timeline: significant projects and programs



Appendix 1: Contributing plans, policies and strategies

The Cultural Plan complements a number of Tweed Shire Council policies and procedures, protocols, plans and strategies. The following documents have informed the Cultural Plan and are a resource for individuals interested to learn more about the range of work and planning undertaken by Council in relation to culture:

- Aboriginal Statement Policy
- Access and Inclusion Policy
- Age Friendly Community Policy
- Art Gallery Collection Accession and De-accession Protocol
- Auditoria Service Plan
- Collection Policy Tweed Regional Museum
- Community Halls Policy
- Draft Community Infrastructure Framework
- Community Strategic Plan
- Cultural Policy
- Events Sponsorship Policy
- Events Strategy
- Facility Hire Policy
- Footpath Trading Policy
- Graffiti Vandalism Management Policy
- Local Government Filming Policy



Sunset on the Tweed River at Tumbulgum

- Local Heritage Assistance Fund Grants Program
- Market Policy
- Open Space Strategy
- Placemaking and Public Art Policy
- Draft Playground Action Plan
- Reconciliation Action Plan
- Draft Rural Land Strategy
- Rural Villages Strategy
- Draft Scenic Landscape Strategy
- Tweed Regional Gallery Deductible Gift Recipient Policy
- Tweed Regional Gallery & Margaret Olley Art Centre Strategic Business Plan
- Tweed Regional Museum Deductible Gift Recipient Policy
- Tweed Regional Museum Strategic Plan
- Tweed Shire Economic Development Strategy
- Youth Strategy



“

Culture includes our values, stories, and way of life ... it touches all of us and shapes our vision of the future. Culture is not static, it changes over time in subtle and obvious ways.

”

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