



**a**rts  
& culture

Plan for Corangamite 2016-2020

#corangamiteculture

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CORANGAMITE  
SHIRE

# contents

executive summary	4
arts and culture in corangamite shire	6
community voices in corangamite - consultation	8
themes	10
participation and partnerships	11
salt water/fresh water country	12
creating in corangamite	13
enjoying arts and culture in corangamite	14
cultural vitality	15
next steps	15

## how to read this document

This document is built on advice from individuals and communities, much of which referred to specific programs or locations. This advice is summarised in general terms, so that all Corangamite creative communities can take inspiration from these ideas to develop local opportunities and partnerships.

## acknowledgements

#corangamiteculture was developed in 2015 in response to consultation with a variety of stakeholders who live, work and study in our communities.

Council also acknowledges the work of the 2010-2015 Arts and Culture Steering Committee, made up of volunteers with expertise in a variety of creative sectors.

This Arts and Culture Plan builds on local heritage, history and the work of culture makers and artists, while recommending strategic actions that can position Council with a creative and innovative future. We want to thank all those organisations and groups, artists and community members who have provided generous insights and ideas. We trust you will 'hear' your voice in this plan.

Council also wishes to thank Arts Consultant, Irene Pagram and Jo Grant from Regional Arts Victoria for their contribution to the Plan.

Bust of Sir Henry Bolte in Skipton



SIR HENRY EDWARD BOLTE GCMG

Victoria's longest serving Premier,  
from 1955 to 1972

Born 20 May 1908, Died 4 January 1990



## executive summary

### **Corangamite Shire Council is pleased to introduce #corangamiteculture - the 2016-2020 Arts and Culture Plan for Corangamite Shire.**

The document has been developed through extensive consultation with the community and Council trusts that many residents will 'hear' their voices in this plan.

The new Arts and Culture Plan offers something for everyone who lives, works, studies and creates in our Shire. There are opportunities to explore our cultural identity and heritage, and for the community to participate in creative activities.

Through the Arts and Culture Plan the artistic vitality of the region is celebrated, offering innovative strategies to extend engagement to those who may not typically get involved. Alongside Corangamite's ongoing arts programs, the Arts and Culture Plan highlights initiatives aligned with Council Goals. Five themes across the spectrum of arts and culture have been selected to inspire activities.

### **participation and partnerships**

The Great South Coast Regional Arts Victoria partnership, finding out what's on, and events assistance are a major focus.

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### **salt water/fresh water country**

Presentation and place making activities acknowledging our indigenous heritage and celebrating the pioneers who settled here. Environmental arts and local history feature.

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### **creating in corangamite**

Celebration of and support for developments across the arts in literature and writing, music, dance and performing arts, visual arts, film and new media. Artist's studios and arts trails feature.

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### **enjoying arts and culture in corangamite**

Ideas from the wider community animate this theme, as we consider and celebrate our local venues, spaces and places, cultural components of township plans, and activities of arts and culture groups.

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### **cultural vitality**

Increased focus on creative practices informed by Council's existing plans and advocacy for the arts in planning and development for a culturally vital Corangamite.

Through these themes, arts and culture will be engaged in creative ways to honour our past, make sense of the present, and help us anticipate our future. #corangamiteculture, the 2016-2020 Arts and Culture Plan for Corangamite Shire, takes the best of what we already do, builds on it, and finds new ways for the community to become involved. With these innovations, we expect Corangamite to continue to grow into a region of cultural vitality, artistic achievement and innovation.





## arts & culture in corangamite shire

### **Corangamite Shire is a region where many artists have chosen to live and practice.**

Arts, cultural and heritage groups have busy annual schedules of activities showcasing the things that make our district special.

Council values this cultural environment and seeks to offer opportunities for artists and members of the local community to engage in arts and cultural activities, by supporting the conditions in which the community and the arts can flourish.

Communities and individuals create their own cultures and Council can play a role to support and grow creative activity through advocacy, programs and projects. There is annual support for festivals, readings, performances, artist talks, displays and exhibitions, heritage and historical societies. Council's Community Grants Program also provides opportunities for cultural growth.

A wide range of partnerships are integral to the work of Arts and Culture at Council. Strong partnerships with Regional Arts Victoria, Corangamite Regional Library branches, Corangamite Arts Inc., various tourism associations and community organisations, Council's Community Planning Program and numerous service agreements with community township committees, help to extend creative programming.

#corangamiteculture, the 2016-2020 Corangamite Arts and Culture Plan stimulates new creative engagement, whilst building on our ongoing successes. The plan will build local cultural capacity by linking ideas, individuals, organisations, leadership and resources.

The plan also aims to have a positive impact on the Shire's liveability, attract new residents and increase tourism visitation leading to more economic development opportunities.

### **our place**

Corangamite is located in Victoria's Great South Coast and is home to the world renowned Twelve Apostles and Great Ocean Road. It extends from the Shipwreck Coast in the south, across the volcanic plains to Skipton in the north. Ours is a large rural Shire characterised by rugged coastline, lakes and craters, and farmland ideal for dairy farming in the south, sheep and cattle grazing and cropping to the north. Corangamite attracts more than 2 million visitors each year.

The Corangamite Shire area is rich in pastoral, indigenous and maritime history. Today, there are many reminders of our heritage – dry stone walls, homesteads, avenues, buildings and shipwreck relics. It is believed Koori settlement of the area dates back 50,000 years.

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### **our people**

The official population of Corangamite Shire in 2015 is estimated to be 16,796, and is forecast to grow to 18,864 by 2031.

Participation in arts and culture was measured in the 2011 VicHealth Indicators Survey. Respondents were asked if they had participated in a range of activities in the previous month, including painting, drawing, art and craft, playing musical instruments, singing, writing and performing. 50.1 per cent of persons in Corangamite had participated in at least one of the selected artistic and cultural activities in the previous month, compared to 62.4 per cent in the Barwon South West Region and the Victorian State average of 63.6 per cent.



Yarn bombing in Camperdown  
Photo courtesy of WD News



# community voices in corangamite -consultation

In the development of this Arts and Culture Plan, content was collected through community consultation, hard copy and electronic surveys, public meetings, focus group interviews, social media conversations, and meetings with local residents, artists and Council staff. These ideas and concerns provide the platform for #corangamiteculture.

Here are some of the things we heard through the consultation sessions:

## our place

- Community engaged in a range of arts, crafts, history and heritage activities and highly values the breadth of opportunity to participate
- Genuine desire to learn about and engage with all cultural heritages within the Shire
- The use of art to promote the protection of natural and cultural heritage including biodiversity
- Residents proud of their districts, need marketing and signage assistance
- Several arts groups identified the need for a home-base

## art for all: children, youth, families, elderly

- Importance of engaging with age-specific groups
- Need cross-age creative activities and cultural pursuits
- Opportunity to develop partnerships with schools, Men's Sheds, libraries
- New events: garden fest, book fair, craft alive event, Winter festival, more music festivals, visual arts, arts for kids and youth arts festivals, beach-based festival of the winds

## what's on: information, promotion and marketing

- Difficulty in timely information about events occurring around the Shire
- Frustration when presenting activities not able to reach the widest possible audience
- Variable internet access across the municipality if online-only information
- Need a 'What's on' listing in the local papers and community newsletters

## what's missing: gaps and needs

- Some requests for things that exist already
- Assistance in website design and management, social media marketing methods
- Council to be abreast of funding, advocacy and support



## council activities

- Communities happy to partner with Council to facilitate positive outcomes
- Partnership with Regional Arts Victoria highly valued
- Council to increase delivery of existing programs across the municipality
- Council to coordinate resource-sharing
- Overwhelmingly positive response for the public art program
- Support for contemporary technologies and range of mediums in public art
- Community interest in Council's arts policies
- Councillors to advocate arts in health and wellbeing, and economic development



Courthouse performance at Robert Burns Scottish Festival



## themes

## #corangamiteculture

The themes in #corangamiteculture are an innovative way to focus attention upon a particular area of arts and culture, and to expand inventiveness, possibilities, and options in participation. These themes may trigger new responses in existing programs and open paths for exploring opportunities. These overarching themes do not suggest other activities will not continue, as Council has a commitment to its on-going programs.

New events and programs developed in each year will have a generative effect on arts activity and participation. They will lay the building blocks required for sustainable activity and ideas.

The themes for 2016-2020 are:

**participation and partnerships**

**salt water/fresh water country**

**creating in corangamite**

**enjoying arts and culture in corangamite**

**cultural vitality**

The use of themes can achieve several things:

- Generate multiple and diverse responses
- Open up possibilities for individual and group creative partnerships
- Link national and international actions to local events
- Provide entry into arts participation for schools and under-represented groups like aged care, disability or other social agencies
- Provide Council-wide and community-wide creative focus for educational, research, entrepreneurial, individual and group activities

There are opportunities for cross fertilisations and synergies between each of the five themes of the Arts and Culture Plan.

# participation and partnerships

The Great South Coast Regional Arts Victoria partnership, finding out what's on, and events assistance are a major focus.

DIRECTION	TIMEFRAME	RESPONSIBILITY
Compile and publish a #corangamiteculture 'What's On' arts, culture and heritage listing in local newsletters and Council's quarterly publication.	Short term	Council
Liaise with arts, culture and heritage groups to include their annual activities in the Corangamite Shire Council Calendar.	Short term	Council
Liaise with arts, culture and heritage groups to include come n try activities in Recreation 'Give it a Go'.	Short term	Council
Continue the Great South Coast partnership with Regional Arts Victoria to work strategically in the development of networks, processes and projects with the community.	Short term	Council
Partner with Regional Arts Victoria to continue to build on the promotion of the South West Arts Atlas.	Short term	Council
Continue to connect the community with Council's grant programs and other opportunities as they arise.	Short term	Council
Develop a #corangamiteculture toolkit to assist groups and individuals to promote and run events.	Medium term	Council
Develop and run a grants and funding roadshow.	Medium term	Council

## outcomes

- Increased awareness around what's happening in arts, culture and heritage across the Shire.
- Partnership with Regional Arts Victoria continued.
- Increased awareness of grant programs available to the community.
- Increased support for events happening in the Shire.

# salt water/fresh water country

Presentation and place making activities acknowledging our indigenous heritage and celebrating the pioneers who settled here. Environmental arts and local history feature.

DIRECTION	TIMEFRAME	RESPONSIBILITY
Support the community to develop interpretive history of the Shire	Medium term	Community/Council
Partner with the community to develop maps/murals and online links	Medium term	Community/Council
Investigate a Shire-wide project to tell the stories of Corangamite's communities.	Long term	Community/Council
Utilise the arts to celebrate conservation and protect the natural environment	Long term	Community/Council
Support the community to recognise and celebrate cultural heritage	Long term	Community/Council

## outcomes

- Increased knowledge and awareness of the history of the Shire
- Increased capturing of local stories and history
- Better links between arts and the environment
- Recognition and celebration of our cultural heritage in the Shire



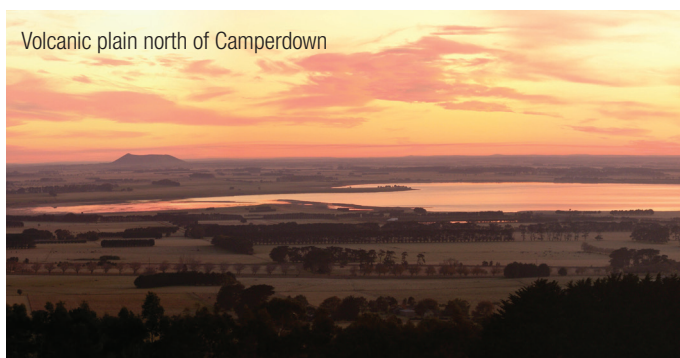
# creating in corangamite

Celebrates and supports developments across the arts in literature and writing, music, dance and performing arts, visual arts, film and new media. Artist's studios and arts trails feature.

DIRECTION	TIMEFRAME	RESPONSIBILITY
Develop the #corangamiteculture brand for arts and cultural spaces, places and events	Short term	Council
Develop a #corangamiteculture Arts Trail including public art and artist open studios linking to the South West Arts Atlas	Medium term	Council
Partner with Regional Arts Victoria to hold a forum 'How to run your Artspace'	Medium term	Regional Arts Victoria/ Council
Investigate the potential of a dedicated arts hub	Long term	Community/Council

## outcomes

- Awareness of the #corangamiteculture branding as a new way to link people to our arts and culture events and activities
- Creation of an arts trail to link together artists and art sites in the Shire
- Better art spaces available to attract/retain artists to the region



Volcanic plain north of Camperdown



Lismore public art 'Prospect'

# enjoying arts and culture in corangamite

Ideas from the wider community will animate this theme, as we consider and celebrate our local venues, spaces and places, cultural components of township plans, and activities of arts and culture groups.

DIRECTION	TIMEFRAME	RESPONSIBILITY
Support the facilitation of street art projects across the Shire	Short term	Community
Investigate new venues for the outdoor cinema program	Short term	Council
Support cultural groups to present pop-up creative activities at locations across the Shire	Short term	Community
Partner with the community to complete the cultural components of township plans	Medium term	Community/Council
Partner with community enterprises to use existing spaces as art spaces	Long term	Community/Council
Explore upgrades to Council managed performance spaces in the Shire	Long term	Council

## outcomes

- Street art and pop up activities projects continuing in the Shire
- New spaces used to present arts and culture activities
- Cultural components of township plans realised
- Upgrades completed to performances spaces across the Shire



# cultural vitality

Increased focus on creative practices informed by Council's existing plans and advocating for the arts in planning and development, for a culturally vital Corangamite.

DIRECTION	TIMEFRAME	RESPONSIBILITY
Ensure #corangamiteculture informs, integrates and links with relevant Council and regional strategic plans as they are developed and reviewed	Short term	Council
Continue support for existing Council run events in the Shire	Short term	Council
Continue the Public Art program across Corangamite's townships	Short term	Council
Investigate Deductible Gift Recipient status for Corangamite Council's art collection and cultural program	Medium term	Council
Seek opportunities to link the role of art with health and wellbeing linking to Council's Health and Wellbeing Plan	Medium term	Council
Review Council's Public Art Policy	Medium term	Council
Partner with local groups to extend Council's performing and visual arts programs across the Shire	Medium term	Council/Community
In the final year of #corangamiteculture, review the effectiveness of all strategic actions in lifting the participation rate of persons in Corangamite engaged in artistic and cultural activities. Utilise these results to inform the 2020-2025 Arts and Culture Plan for Corangamite Shire.	Long term	Council

## outcomes

- Linkages created with other Council plans and priorities
- Continuation of Robert Burns Scottish Festival and Camperdown Cruise
- Public art program continued
- Investigation of Deductible Gift Recipients by Council
- Public Art Policy reviewed
- Cultural performances held in towns across the Shire
- Review of #corangamiteculture completed to inform further arts and culture strategies

## next steps

Many of the directions listed in this Plan will be developed in partnership with interested individuals, community organisations, and arts, culture and history groups to provide the impetus and local ownership critical to their success. If you or your group would like to work with Council on one or more of these directions, Council looks forward to hearing from you and discussing how a partnership might work for the delivery of arts in our Shire.



**CORANGAMITE  
SHIRE**

**Corangamite Shire Council**

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