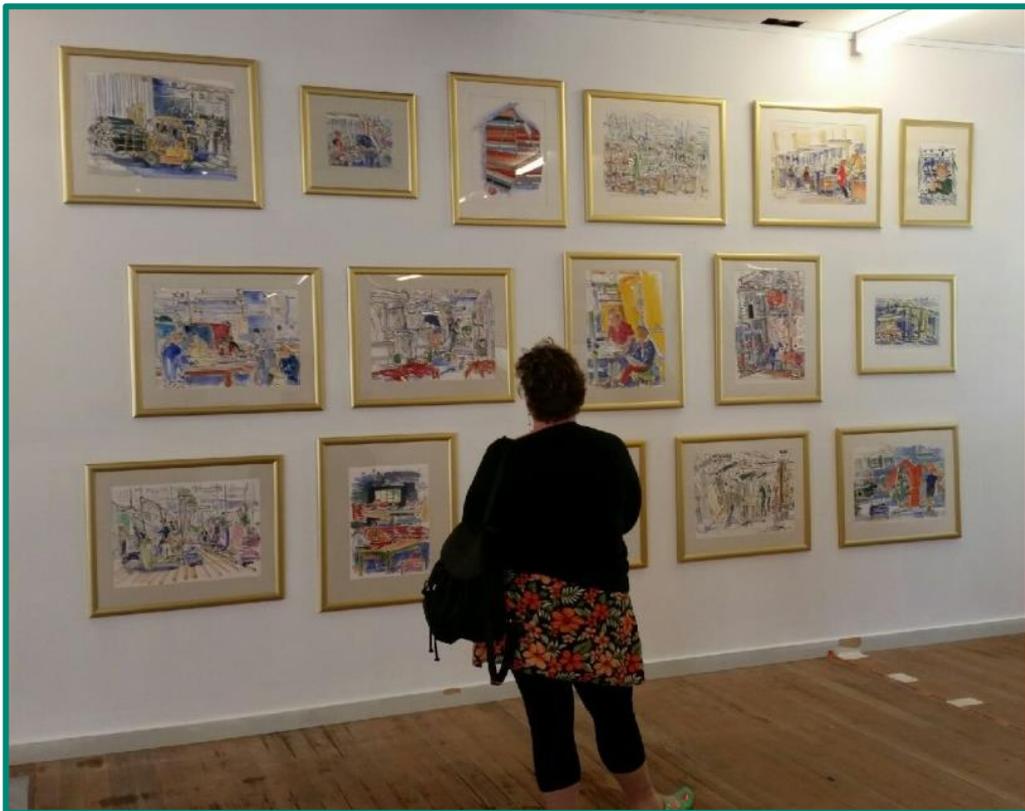


Adelaide Hills Council's Role in Supporting the Arts

Considering the need for Arts Hubs



August 2017

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ACRONYMS

AHC	Adelaide Hills Council
DCMB	District Council of Mount Barker
SALA	South Australian Living Artists

EXECUTIVE SUMMARY

Introduction

AHC recognises the important role the arts play in community and cultural development. Fostering creativity is a strategic priority for Council, as stated in in the strategic plan *Your Adelaide Hills*:

Goal 4	Explore ideas and work with others
Strategy 4.4	We will foster creativity in the community and embrace it as an organisation.

To date, there has not been a planned approach to this. As AHC is currently developing an Arts and Heritage Hub at the old Onkaparinga Woollen Mill site at Lobethal, it is timely to consider Council's role in supporting the arts across the district, and to identify if further hubs or alternative support is required. The purpose of this report is to:

1. Define what 'the arts' is for AHC so we have a clear understanding and shared language in this area.
2. Identify and map the arts in the AHC area so we have the information required to identify gaps and inform future planning.
3. Identify strategies to support the arts in the AHC area.

PART 1: Defining what 'the arts' is for AHC

Art is the application of human creative skill and imagination to produce a work. It can be seen as an expression of culture. In view of AHC's commitment to inclusivity, a broad definition of the arts is adopted that includes all forms of visual, performing and literary arts. This is regardless of whether a particular form is considered 'fine art' or not, because all art contributes to the cultural development outcomes AHC seeks. 'Cultural development' is a term used in the local government context to describe the process of enabling cultural activities towards the realisation of a desired future, particularly of a culturally rich and vibrant community. As 'cultural development' is the outcome, and art is one activity that can be used to achieve it, it is best practice to use this term instead of 'the arts' or the commonly used 'arts and culture.'

PART 2: Identifying and mapping the arts in the AHC area

Council Involvement

Over the years the Community Development and Libraries and Customer Service departments have undertaken various initiatives to support the arts. In 2016 a Community and Cultural Development Officer was appointed. Current arts initiatives include the establishment of an Arts and Heritage Hub, art workshops offered through the community centres, and an art exhibition and prize commemorating Council's 20th anniversary in 2017.

Community Involvement

The best way to examine community involvement in the arts was to start developing a database. It is not comprehensive, but will continue to be developed as a valuable asset for future planning. It includes the details of artists and art related community groups, venues, businesses and events in the AHC area. It also includes stakeholders involved in the Adelaide Hills arts community who are located outside of the AHC area. The database reveals a sizable arts community consisting of both established and emerging members. There are at least 230 artists, 30 community groups and 25 venues or other businesses. In comparison with other Councils there is a very high level of involvement in the annual

SALA festival. At this stage the database is dominated by the visual arts but this is likely to be reflective of the information that has been available so far.

PART 3: Identifying strategies to support the arts in the AHC area

To identify strategies to support the arts, members of the arts community were consulted with, previous research on this topic was revisited, and best practice was analysed.

Community Consultation

The Adelaide Hills arts community was invited to a meeting to discuss Council's role in supporting the arts. There were 42 attendees who generated enthusiastic and constructive discussion. They felt that Council should have a planned response to the arts that includes funding and collaboration with other councils. Council's role should primarily be a coordinating one. Facilitating information sharing and making space available for artists to use would be most beneficial. Further 'Arts Hubs' are not necessarily required but more activity outside of the Arts and Heritage Hub at Lobethal is sought, especially in the southern part of the AHC area.

Arts and Heritage Hub Report 2017

Earlier this year AHC conducted community consultation regarding the development of an Arts and Heritage Hub at Lobethal. The findings are also relevant to this project. What was found to be most sought after was space for artists: space to create, teach, exhibit/perform and sell their work.

Arts and Cultural Audit 2011

In 2011 AHC commissioned Brecknock Consulting to undertake an *Arts and Cultural Audit*. Three of the recommendations have been actioned, which include the appointment of a Community and Cultural Development Officer and the development an Arts and Heritage Hub. The other recommendations are very similar to the findings from this year's consultation, indicating that not a lot has changed in the last six years and the same things are desired.

Best Practice

It is best practice for councils to establish a policy framework to direct and focus their investment in cultural development. In relation to the arts specifically, councils should: facilitate partnerships; provide resources in the form of arts programs, events, activities and facilities; and encourage opportunities and resources for the local arts economy. There are myriad examples of how councils have done this. It is standard practice to operate a gallery and performance space, provide community arts grants, support the public art, and facilitate information sharing.

Conclusion and Recommended Actions

Taking into account best practice and the specific needs of the AHC community, outcomes and recommended actions have been developed to guide AHC's approach to the arts. These can be found on page 18.

INTRODUCTION

Background

A key role of local government is to improve the quality of life of the community. Providing cultural services and facilities is part of this, which includes supporting the arts. Art provides an important outlet for expression and demonstrates community identity. It gives people the opportunity to connect with each other and their surrounds. It also brings creativity and vibrancy to areas and therefore plays a significant role in attracting visitors and tourism, leading to economic benefits.

AHC recognises the value of the arts and has supported the arts through a range of initiatives over the years. However, there has to date not been a strategic and comprehensive approach to this. In 2011 Brecknock Consulting undertook an *Arts and Cultural Audit* that identified some strategies in this regard, some of which have been actioned. This includes the appointment of a Community and Cultural Development Officer and the current development of an Arts and Heritage Hub at the old Onkaparinga Woollen Mill site at Lobethal.

It is timely to consider how this Arts and Heritage Hub will support the arts across the AHC area, and to identify if further hubs or alternative strategies are required to support the arts.

Strategic Context

Fostering creativity is a strategic priority for AHC, as stated in the strategic plan *Your Adelaide Hills* adopted in 2016:

Goal 4	Explore ideas and work with others
Strategy 4.4	We will foster creativity in the community and embrace it as an organisation.

Supporting creative opportunities for communities and individuals is also a priority in the *Community Strategy 2015-2020*:

Goal 2	Support the community to be healthy, active and involved through diverse programs and services
Strategy for Creative Communities	Increase the potential for communities to participate in creative arts and cultural activities and develop individual creative talents through community centres, libraries, other community and recreation facilities and outdoor spaces, including the proposed Hills Sculpture Trail.

While creativity is a strategy of its own, it can also contribute to and be used as a vehicle for achieving other Council strategies, including the following from the strategic plan *Your Adelaide Hills*:

Goal 1	People and business prosper
Strategy 1.3	We will work towards making the Adelaide Hills the favoured tourism destination in the State.
Goal 1	People and business prosper
Strategy 1.9	We will work to make the district more age-friendly.
Goal 1	People and business prosper
Strategy 1.12	We will seek opportunities to increase the wellbeing and resilience of our community to withstand, recover and grow in the face of challenges.

Goal 2 Strategy 2.1	Activities and opportunities to connect We recognise and respect Aboriginal culture and the descendants of our first people. We will implement a Reconciliation Action Plan.
Goal 2 Strategy 2.2	Activities and opportunities to connect We recognise diversity in the community is one of our greatest strengths and we will support and promote opportunities for social inclusion.
Goal 2 Strategy 2.4	Activities and opportunities to connect We will implement the Adelaide Hills Business and Tourism Centre (Old Woollen Mill) Masterplan to stimulate local job creation, boost tourism and create a vibrant cultural hub.
Goal 2 Strategy 2.5	Activities and opportunities to connect We will support opportunities for learning in our community to increase the confidence, wellbeing and health of our citizens.
Goal 2 Strategy 2.6	Activities and opportunities to connect We will seek to bring events to our district that have social, cultural, environmental and economic benefits.
Goal 2 Strategy 2.8	Activities and opportunities to connect We will improve the engagement and participation of younger people in our district.
Goal 3 Strategy 3.9	Places for people and nature We will encourage community-led place making approaches to enhance townships and public spaces.

Purpose

The purpose of this report is to:

1. Define what ‘the arts’ is for AHC so we have a clear understanding and shared language in this area.
2. Identify and map the arts in the AHC area so we have the information required to identify gaps and inform future planning.
3. Identify strategies to support the arts in the AHC area by:
 - a. identifying Council’s role in relation to the arts;
 - b. identifying if further ‘Arts Hubs’ are required; and
 - c. identifying how Council can best support the arts.

The report is divided into three parts to address each of the above.

PART 1: Defining what ‘the arts’ is for AHC

Culture

Culture generally refers to the beliefs, values, customs and social behaviour of individuals or communities. It can also be used to describe the arts and other manifestations of culture. As it is broad and complex, the term ‘culture’ will not be used in this report to avoid ambiguity. The same approach was adopted in the *Arts and Heritage Hub Report 2017*.

The Arts

Art can be seen as an expression of culture. It is the application of human creative skill and imagination to produce a work, typically appreciated for its beauty or emotional power. There are three broad forms of art, outlined in Table 1.

Table 1: Forms of art

Form of Art	Definition	Examples
Visual arts	Appreciated by sight	Painting, photography, sculpture, tapestry
Performing arts	Appreciated by watching or listening	Music, theatre, dance, film, circus
Literary arts	Appreciated by reading	Poetry, playwriting, fiction, non-fiction

What constitutes art within these forms is often debated. Some distinguish ‘fine arts’ (work which is created simply to be seen) from ‘applied arts’ (work which has a functional purpose). Others distinguish between ‘Arts’ with an uppercase ‘A’ and ‘arts’ with a lowercase ‘a’. The former is used to refer to more traditional forms like painting and opera, while the latter is used to refer to more modern, popular cultural forms like street art.

In view of AHC’s commitment to inclusivity, a broad definition of the arts will be adopted that includes all of the above. All forms of art contribute to the cultural development outcomes sought by Council.

Cultural Development

Cultural development is a term used in the local government context to describe the process of enabling cultural activities, including the arts, towards the realisation of a desired future, particularly of a culturally rich and vibrant community. As ‘cultural development’ is the desired outcome, and art is one activity that can be used to achieve it, it is best practice to use the term ‘cultural development’ instead of ‘the arts’ or the commonly used ‘arts and culture.’ Other activities used to achieve cultural development include those relating to heritage.

Arts Hubs

‘Arts Hubs’ are referred to in this report. A ‘hub’ is a centre around which other things revolve or radiate from. While the Arts and Heritage Hub being developed at Lobethal will be a physical ‘bricks and mortar’ hub, a hub does not have to take this form. A broad definition of a ‘hub’ will be adopted in this report to include anything that functions as a centre of activity.

PART 2: Identifying and mapping the arts in the AHC area

Council Involvement

To date, AHC has not had a planned approach to cultural development or the arts. Over the years the Community Development and Libraries and Customer Service departments have undertaken various arts related initiatives. These include art workshops offered through the community centres and the provision of grants through the Community Grants program. In 2016 a Community and Cultural Development Officer was appointed to focus on this area. AHC's current initiatives are summarised in Table 2.

Table 2: AHC's current initiatives relating to the arts

Initiative	Description
Arts and Heritage Hub	A dedicated arts space currently being developed at the old Onkaparinga Woollen Mill site at Lobethal. It will likely house a gallery and performance space, artist studios, a shop and café. In the meantime the site is available for art groups to use free of charge.
Youth Art Exhibition	An annual exhibition for young artists, established in 2017
Council's 20th Anniversary Art Prize	A visual arts prize and exhibition to be held in 2017
SALA Festival Exhibition	An annual Council run SALA festival exhibition which is free of charge for artists to exhibit in
Arts Workshops	Art classes are regularly offered through Council's Community Centres
Art Collection	Council owns a collection of art works which are displayed throughout Council buildings or are in storage
Public Art	There are over 10 public artworks across the AHC area including those part of the Hills Sculpture Trail and the Community Mosaic Couch Trail
Arts/Cultural Development Grants	Grants for arts activities are available annually through the Community Grants program

Council involvement in supporting the arts represents significant financial investment. It is recognised that this investment results in far reaching social outcomes for the community.

In addition to identified arts specific activities there are also a number of initiatives offered through community centres and libraries that, whilst community development in nature, have arts related outcomes.

Community Involvement

It is difficult to establish a definitive picture of community involvement in the arts as there is a lack of information readily available on this.

The 2011 Census provides some insight into employment in the arts:

- 313 AHC residents identified as being employed in the 'Arts and Recreation Services' industry (this industry includes activities in Creative and Performing Arts, Heritage, Sports and Recreation, and Gambling).
- 170 people who identified the AHC as their place of work identified their industry as 'Arts and Recreation Services,' of which 52 identified as being involved specifically in 'Creative and Performing Arts' activities.

There are 312 ABNs registered in the AHC area which identify as being involved specifically in 'Creative and Performing Arts' activities.

To gain a clearer picture of the arts community which goes beyond employment and business, it was considered necessary to start developing a database. This will also be a valuable asset for future planning. The database identifies:

- artists who live or have a studio in the AHC area
- art related community groups and networks that operate in the Adelaide Hills region (these are not restricted to the AHC area)
- arts venues and businesses located in the AHC area
- arts events held in the AHC area
- important arts stakeholders located outside of the AHC area

The information in the database has been gathered from the following sources:

- The Summit Community Centre's visual artist contact list for the SALA festival
- ABNs registered in the AHC area which identify their industry subdivision as 'Creative and Performing Arts'
- staff knowledge
- internet searches
- community consultation event (discussed on page 11)

The database is not comprehensive; it is merely intended to be indicative. At this stage it is dominated by the visual arts. This does not necessarily mean this form of the arts is more prevalent in the AHC area; it may simply be that this information was more readily available (for example through The Summit Community Centre's visual artist contact list). What the database reveals about community involvement in the arts is summarised below.

Artists

There are at least 200 visual artists who live in the AHC area. Only 20 performing artists and 13 literary artists have been identified but there are likely to be many more. For some, being an artist is their profession while for others it is a hobby. Across the three art forms the most common mediums so far are painting, music and poetry.

Community Groups and Networks

There are at least 30 arts related community groups and networks active in the Adelaide Hills region. Some have been operating for as long as 40 years, such as the performing arts groups based at the Stirling Community Theatre. Others have more recently emerged, such as the Textile Arts Group which was established in Lobethal last year. Most groups focus on a specific art form, however there are a few that focus on the arts widely such as Arts Excentrix and Hills Art (h.ART).

Venues and Other Businesses

25 arts venues and other businesses have been identified. 11 are visual arts galleries which often double as shops. Two focus specifically on supporting local artists: Milan Rouge in Stirling and Atelier Crafers in Crafers, the latter only opening one month ago. There are at least 12 businesses which provide arts education in the form of classes or workshops.

Local advertising and word of mouth indicates that many wineries and cafes in the AHC area also exhibit artwork and host performances, without being exclusively arts focused businesses. For example, the Olive Branch Café in Balhannah hosts a live music evening twice a month called Club Acoustica Eclectica.

Events

Arts events have included the Adelaide Hills International Sculpture Symposium. Earlier this year the Adelaide Fringe was brought to the area through the Stirling Fringe. Though not an arts specific festival, the Adelaide Hills Crush Festival also incorporates a strong element of performing arts.

Many visual artists across South Australia participate in the annual SALA festival. This year, 31 SALA exhibitions are being held in the AHC area. These will take place in art galleries and studios as well as cafes, restaurants, wineries, shops and schools. This is because a cornerstone of the festival is to make visual art accessible to wide audiences. Only four other Councils in the state will host more exhibitions than AHC. This indicates a very high level of participation by both artists and the community, resulting in accessible visual art in the AHC. Two artists exhibiting at the old Onkaparinga Woollen Mill site at Lobethal are SALA finalists which will likely attract additional visitors. Table 3 shows how AHC's participation in SALA compares with neighbouring Councils.

Table 3: Number of 2017 SALA festival exhibitions in AHC and neighbouring Councils

Council	Exhibitions
AHC	31
Barossa Council	29
Alexandrina Council	25
City of Burnside	21
District Council of Mount Barker	13
City of Tea Tree Gully	3
City of Campbelltown	3

Other Stakeholders

There are a number of stakeholders involved in the Adelaide Hills arts community which are located just outside of the AHC area. Many of these are in Hahndorf, such as the Hahndorf Academy, and therefore sit within DCMB. These have been identified in the database as they are important players, and it is recognised that the arts community does not stop at Council's borders.

PART 3: Identifying strategies to support the arts in the AHC area

To identify strategies to support the arts the following has been undertaken:

1. Members of the arts community were consulted with.
2. Previous research and community consultation on this topic was revisited:
 - *Arts and Heritage Hub Report 2017*
 - *Arts and Cultural Audit 2011*
3. Best practice for local government was analysed.

Each will be discussed in turn.

Community Consultation

The Adelaide Hills arts community was consulted with to gain insight into their experience and to find out how the arts can best be supported by Council. This took the form of an evening meeting held at the Olive Branch Café in Balhannah. The event was advertised in the local newspapers (The Weekender Herald and The Courier), on AHC's website and on relevant social media pages. Everyone in the database was also invited by email.

The event included a short introduction to the project before participants were asked to break out into discussions on four tables. Each table had a facilitator and a scribe who were Community Development staff or volunteers. Table 4 lists the questions that participants were asked to discuss and some context that was provided with them.

Table 4: Community consultation questions

Question	Context
What should be AHC's role in relation to the arts?	We don't want to duplicate what others do, we want to add value at the local level
How would you like to see AHC supporting the arts?	E.g. through promotion, events, funding, advocacy, professional development, networking, public art etc.
Are further 'Arts Hubs' required?	Like the Arts and Heritage Hub being developed at Lobethal, or an alternative form of 'hub'
How can we make the arts accessible to the whole community?	To participate in both actively (doing art) and passively (observing/enjoying art)

The event was very successful with 42 attendees who showed a great deal of enthusiasm towards the project. Three people who could not attend provided feedback via email. The vast majority of participants (80%) had a background in visual arts. The rest were from the performing or literary arts. It is worth noting that some had backgrounds in both – for example a painter may also write poetry. The overrepresentation of the visual arts may correspond with its overrepresentation in the database (as more email invitations went to this group of the community).

No participants appeared to be within the youth age bracket, although the event had been advertised on the Youth Advisory Committee's Facebook page and emails had been sent to a number of young artists.

Figure 1 contains photos from the event.

Figure 1: Community consultation photos



Appendix 1 contains a record of all the points that were raised during the discussions. It is indicated where a point was raised more than once, as more weight can be given to these. The main findings are summarised below.

What should be AHC's role in relation to the arts?

Participants felt that Council should have a proactive role in relation to the arts, like it has in the area of sports and recreation. This includes delivering a planned and coordinated response backed by funding. Collaborating with adjoining Councils, especially DCMB, was considered key as the Adelaide Hills is a whole region that goes beyond AHC's borders. Promoting the arts as part of tourism to the region was strongly advocated for.

It was felt that Council should work in partnership with the arts community and play a coordinating role. To quote one participant: "Council should be a facilitator, networker, promotor and infrastructure provider, and let the artists do the rest." Participants acknowledged the equal importance of professional versus hobbyist artists and groups, but emphasised that they have different needs.

Twice it was raised that Council should have a paid arts officer. It is unclear whether this is sought in addition to the current position of Community and Cultural Development Officer, or whether participants were not aware of this existing role which incorporates the arts. Nonetheless, participants seek an officer who is responsive, mobile and clearly advertised as point of contact for the arts community.

How would you like to see AHC supporting the arts?

In response to this question there were three points that were each raised on every discussion table. This indicates that they are of high importance. They were that Council should support the arts by:

- facilitating information sharing;
- developing a public artist register or database; and
- making space available for artists to use for creating, teaching, exhibiting and selling their work.

More detail about each of these points can be found in Appendix 1. Regarding space for artists, a very popular idea was to make vacant buildings available for use, as this has the added benefit of reactivating spaces and bringing vibrancy to the area. A community gallery is also highly sought after.

Providing grants, commissioning artwork and supporting artists to participate in the SALA festival and the Adelaide Fringe were other suggestions repeatedly raised. Furthermore, participants would like to see the Adelaide Hills develop its own arts festival.

Another way people would like to see Council supporting the arts is by facilitating artist-in-residencies, mentoring and professional development training – especially business skills for artists.

Are further 'Arts Hubs' required?

There were mixed responses to this question. Some advocated for multiple further Arts Hubs, others for one further Arts Hub, and others for no further Arts Hubs – the one at Lobethal could simply include an outreach program. Despite this divergence, there was certainly an overall consensus that more arts venues are required outside of Lobethal, whether in the form of Arts Hubs or not. More is sought after in the southern part of the AHC area. Representatives from the Stirling Community Theatre advocated for its expansion and the creation of an adjacent hub, which is a proposal they have previously presented to AHC. Others stated that further arts venues need not be grand.

How can we make the arts accessible to the whole community?

Providing accessible space for artists and arts groups was considered important in making the arts accessible to the community. Information sharing is also key. Children and youth were highlighted as a particular demographic needing engagement. The idea of an arts festival was raised again, as well as the need for more arts activities to be held in the Stirling/Aldgate area. Providing more opportunities to participate in public art was also suggested.

Arts and Heritage Hub Report 2017

In early 2017 AHC conducted community consultation regarding the development of an Arts and Heritage Hub at Lobethal. The findings are presented in the *Arts and Heritage Hub Report* which was adopted by Council on 26 April 2017. The aim of the consultation was to find out what the community would like to see offered through an Arts and Heritage Hub. The findings are relevant to this project as they provide some insight into what is sought after in the AHC area in relation to the arts.

The arts community was significantly involved in the consultation. A focus group was held with six local artists who had backgrounds in visual, performing and literary arts. An online survey was completed by 98 people who identified as being involved with the arts as a professional, student, hobbyist or volunteer. An additional 30 people who completed the survey identified as being interested in the arts. Many members of the arts community also attended two community forums that were held.

One of the findings was that people felt both community and professional artists should be supported, as they develop on different levels. What was most sought after by artists was space: space to create, teach, exhibit/perform and sell their work. Among youth, space for band practice was particularly desired, as this was deemed to be lacking in the Adelaide Hills. Community groups also expressed interest in having space to meet. Artists said they would like opportunities for collaboration and for mentoring, especially between established and emerging artists. Artist-in-residencies were also sought after. Complimentary to this, the wider community showed great interest in seeing demonstrations of art being created. Attending exhibitions or performances as well as workshops, short courses or classes were other activities highly sought after.

These findings are similar to those found in the community consultation conducted for this project. The insight from youth is particularly valuable as this group had not been captured.

Arts and Cultural Audit 2011

In 2011 AHC commissioned Brecknock Consulting to undertake an *Arts and Cultural Audit*. Its purpose was to assess the level and vibrancy of cultural and arts activities undertaken by Council and the community, and to make recommendations accordingly. Community consultation and other research was conducted. This was revisited as it is still relevant for identifying strategies to support the arts today.

Three of the recommendations from the *Arts and Cultural Audit* have been actioned since 2011. These are: the establishment of an Adelaide Hills Artists Association; the employment of a Cultural Development Officer; and the development of a Creative Hub at the old Onkaparinga Woollen Mill site at Lobethal. The Adelaide Hills Artists Association was established in 2012 but has since dissolved.

The other recommendations from the *Arts and Cultural Audit* are listed in Table 5. They have been divided into those which are the same as the findings from this year's consultation, and those which are different. The majority are the same, indicating that not a lot has changed in the last six years and the community largely desires the same things.

Table 5: Recommendations from the Arts and Cultural Audit 2011

Same as 2017 findings	Different to 2017 findings
Facilitate information exchange on the who, what, where of culture in AHC e.g. calendar on AHC website or central knowledge bank	Review planning and zoning requirements to ensure no unreasonable impediments for wineries to host arts activities or artists to practice from home
Develop an online artist and cultural organisation register hosted by AHC's website to develop a clearer picture of the arts community and for promotion	Hold an annual Arts Forum to outline AHC's funding and programs and to gain feedback
Make space in AHC buildings available for artists to exhibit	Develop a purpose built music performance space as there is none
Integrate public art into AHC's infrastructure projects	
Establish a regional arts space in Stirling	
Collaborate with adjoining Councils	
Offer a regional art prize	
Develop an arts trail	
Support arts groups	

Best Practice

The important final step in identifying how to support the arts was to analyse best practice for local government in this area. Cultural development is the term that is used to describe this kind of work (see definition on page 7). It is a growing focus for local government in Australia, with councils increasingly investing in cultural infrastructure, staff and programs over the last decades. Information on what constitutes best practice has been gathered from the following sources:

- Creative Communities Network (<https://www.lga.sa.gov.au/page.aspx?u=6629>)
 - An informal South Australian network of local government cultural development workers and representatives of key state wide arts and cultural organisations.
- Community Cultural Development in Australia (<http://www.ccd.net/index.html>)
 - A website funded by Community Arts Network SA enabling cultural development related organisations to publish news and events, document projects and be part of a directory.
- Cultural Development Network (<http://www.culturaldevelopment.net.au/>)
 - An independent non-profit organisation focused on increasing the capability of local government in Australia to support cultural development.

Practices of cultural development planning vary widely between councils, as there is no specific training, agreed professional standards or government regulation for this type of work. Many councils have created cultural development plans (also named arts strategies, cultural policies, arts plans etc.) to direct and focus their investment. Establishing a policy framework is recommended, as this results in better planned and sustainable programs of higher quality which are more effectively integrated with core council activities.

It is recommended that councils have the following key roles in relation to cultural development:

1. Facilitate partnerships and provide resources for arts and cultural development for the community in the form of arts and cultural programs, events, activities and facilities.
2. Support and encourage an awareness and pride in the local sense of place, history, and Indigenous and European heritage.
3. Encourage opportunities and resources for the local arts and cultural economy.

There are myriad examples of what councils across Australia have done to implement this. Appendix 2 summarises the current activities of five South Australian councils. The City of Marion and the City of Onkaparinga were chosen to be examined because they are very active in the area of cultural development. Alexandrina Council and the Rural City of Murray Bridge were also examined because they are regional. Mount Barker District Council was considered as a neighbouring Council.

All five councils operate or significantly sponsor at least one gallery and one performance space. Four of the five also provide community grants for arts and cultural activities and all support the creation of public art in their districts. Most facilitate some form of information sharing about the arts, either in the form of an online calendar, a newsletter and/or a program.

CONCLUSION AND RECOMMENDED ACTIONS

The purpose of this report has been to define, map, and identify strategies to support the arts by:

- a. identifying Council's role in relation to the arts;
- b. identifying if further 'Arts Hubs' are required; and
- c. identifying how Council can best support the arts.

Table 6 summarises the outcomes of the research and provides recommended actions. These have been developed by combining best practice with the needs of the AHC community as identified through consultation.

Table 6: Outcomes and recommended actions (BP=best practice, ITC=identified through consultation)

OUTCOME	BP	ITC	ACTION
Council's role in relation to the arts			
Have a formalised role in relation to supporting the arts	✓	✓	Consider developing a policy framework for the arts
Allocate funding to support the arts	✓	✓	Review current funding directed to the arts and consider future funding
Provide dedicated staff hours to support the arts	✓	✓	Regularly review the role of staff supporting the arts
Collaborate with key stakeholders to optimise outcomes for the arts		✓	Investigate strategies to collaborate with neighbouring councils, in particular DCMB
	✓	✓	Where appropriate, collaborate with organisations specialising in the arts
Provide arts programs, events, activities and facilities	✓	✓	Investigate options to build on current arts programs, activities and events
	✓	✓	Investigate an arts festival
Support the local arts economy	✓	✓	Investigate arts tourism opportunities
Support both community and professional arts	✓	✓	Consider strategies to identify and respond to the differing needs of community and professional arts
The need for 'Arts Hubs'			
Provide dedicated arts facilities	✓	✓	Continue to develop an Arts Hub at Lobethal
	✓	✓	Investigate the merit of an additional dedicated arts space in the southern end of the AHC area
Provide access to arts facilities	✓	✓	Review Council owned spaces that could be made available for arts activities
	✓	✓	Investigate options to facilitate access to arts facilities in partnership with other stakeholders
How Council can best support the arts			
Provide financial support and resources for the arts	✓	✓	Continue to support the arts through existing grant programs
	✓	✓	Consider providing direct funding such as subsidising SALA and Fringe festival fees
	✓	✓	Investigate council funded arts prizes
	✓	✓	Investigate the merit of investing in specialised arts equipment for community use
Support the creation of public art	✓	✓	Investigate opportunities to undertake public art projects
	✓	✓	Identify strategies to support the community to undertake public art projects
Facilitate information sharing about the arts	✓	✓	Identify opportunities to promote the arts through council communication strategies
	✓	✓	Investigate the merit of an arts register
Maintain and display a corporate art collection	✓		Investigate opportunities to grow the corporate art collection
	✓		Maintain a corporate art register
Support the arts community to build capacity		✓	Investigate opportunities to support arts mentorships
		✓	Investigate opportunities to support arts residencies
		✓	Investigate opportunities to support professional development for artists
		✓	Investigate strategies to support young and emerging artists

APPENDICES

Appendix 1: Community consultation findings

What should be AHC's role in relation to the arts?	How would you like to see AHC supporting the arts?	Are further 'Arts Hubs' required?	How can we make the arts accessible to the whole community?
Council should have a role	Grants [raised 3 times] <ul style="list-style-type: none"> - provide arts specific grants - provide more information about what grants are available and their opening and closing dates - provide a less complicated procedure for applying for grants 	The Arts Hub at Lobethal is amazing but we need more spaces across Adelaide Hills area	Through information sharing – see discussion under question 2
Council's role should not be token, it should be proactive	Advocate for the region regarding its classification – sometimes the Adelaide Hills is rural and sometimes metro, it changes depending on government; e.g. Country Arts splits us	People are worried everything will go to Lobethal; we need to encompass the whole region	By providing accessible space for artists and art groups to use – see discussion under question 2
Council should value the arts	Host networking events and connect artists	Arts Hubs should be distributed throughout the Adelaide Hills	Have patron of the arts in the Adelaide Hills, someone with a high profile to give credibility
Council should make a genuine commitment to the arts like it does to sports; the arts are not as well serviced [raised twice]	Provide professional development training [raised twice] <ul style="list-style-type: none"> - business skills – moving from a hobby to a business [x4] - professionalism in the arts - product promotion - communications including social media - grant writing 	Would be good to have two Arts Hubs in the Adelaide Hills that are reasonably centralised and with different purposes	Provide more opportunities to participate in public art creation
Council should develop a plan for the arts including funding	Facilitate mentoring for all ages [raised twice]	We could have multiple mini hubs	Create a public art library
Council should deliver a planned and coordinated response, but with room for flexibility	Be proactive in promoting the arts publically – the arts in general as well as individual artists	We need an Arts Hub in Stirling offering similar things like gallery space, workshops	Have a mobile arts van like the mobile library, to go around and run workshops
Council should be representative of and responsive to the arts community	Facilitate information sharing about the arts in the Hills [raised 4 times] <ul style="list-style-type: none"> - provide somewhere where arts events or available studio space can be advertised - somewhere where people can post their information - with a calendar - through a newsletter, mailing list, Facebook page or website - make hard copies available in public places like shopping centres - an arts clearing house - can be promoted on Council's website (and other Councils) 	The Stirling Community Theatre (a Council owned property) should be expanded upon to create an Arts Hub – Stirling Community Theatre Inc. have provided a proposal to the Council regarding this	Travelling exhibitions in order to distribute throughout the region

	- to find out what's happening in the Hills		
Council should show leadership and not delegate and expect the community to always do it – it needs to be more of a partnership	Create a public artist register/database [raised 4 times] <ul style="list-style-type: none"> - Council to keep one or assist in creating one - could be on Council website - and be promoted on affiliated Council websites - with contact details of artists - so schools can get artists in to do residencies 	Other 'bricks and mortar' hubs don't have to be grand	We need more activities centred around Stirling and Aldgate
Council should have a regional approach [raised twice] <ul style="list-style-type: none"> - the Adelaide Hills is a whole region - we shouldn't work in isolation from other Councils - policy should be coordinated with adjacent Councils - Mt Barker Council especially - e.g. the Sculpture Symposium 	Provide studio space to work and teach, and venues to exhibit and sell, at no or low cost [raised 4 times] <ul style="list-style-type: none"> - equip halls, libraries and community centres with hanging equipment and lighting etc. for artists and groups to exhibit - facilitate the use of health centres and Cleland for exhibiting - provide an open studio like an open garden - work with the private sector to make buildings available to artists at minimal rent - make empty spaces available for use – see discussion below 	Instead of creating another Arts Hub, the one in Lobethal could include an outreach program (like Murray Bridge Regional Gallery with pop-up galleries elsewhere)	Engage children and youth [raised twice] <ul style="list-style-type: none"> - mentoring - feed information to schools - not all schools have art teacher - hard to get kids involved - nothing decent in Stirling for engaging children in the arts - art therapy in schools
Council should have a paid arts officer [raised twice]	Make empty spaces in the Hills available for use as galleries, studios, teaching spaces [raised 3 times] <ul style="list-style-type: none"> - there are buildings, shops, window fronts in Hills towns that are empty - bring the 'Renew Adelaide' initiative to the Hills, or collaborate with them to implement a similar model here because the model has been proven successful - could be just 'pop-up', not necessarily permanent - it's a win-win situation: the space is reactivated and becomes vibrant again while local artists are supported 	We need to spread arts venues throughout the Hills	Engage with disconnected people in the community e.g. the underemployed
Council's arts officer should be made known to the arts community as a point of contact – it is a random event trying to locate a person to talk to in Council, it is not obvious that there is someone	Provide access to specialised equipment <ul style="list-style-type: none"> - e.g. good computer for digital photography; printmaking - have at Gallery 1 Mitcham - or access to specialist studios - can collaborate with other Council's on this 	Council should regionally map current and potential facilities and expertise to inform its planning	Cater for people who can't attend during the day
The arts officer should be mobile, i.e. not be centred in one area and be able to travel throughout the region in order to respond to the whole region	Establish a commercial, regional gallery <ul style="list-style-type: none"> - we don't have one - which is high end - with a cellar door and restaurant 		Make it fun
Council should be a key coordination point for the arts community	Establish a community gallery [raised 3 times] <ul style="list-style-type: none"> - we don't have one - with community access 		Subsidise art class fees
Council should be a facilitator, networker, promotor and infrastructure provider and	Establish a gallery in Stirling		Create an Arts Festival

let the artists do the rest	
Council should not step on others' toes, but provide support to others	Support the payment of artists properly, e.g. payment benchmark from the National Association for the Visual Arts (NAVA)
Council should be inclusive of all the arts but recognise different levels (e.g. there is a difference between a professional textile artist and a 'stitch and bitch' group; both are equally important for the community but have different needs and require different considerations)	Commission artwork [raised twice] <ul style="list-style-type: none"> - including public artwork - this is Council demonstrating by example and showing it values art - with the sculpture trail, a few artists get lots of money and the rest very little
Tourism [raised twice] <ul style="list-style-type: none"> - Council should promote the arts as part of tourism in the region - make the Adelaide Hills synonymous with arts - by coordinating and collaborating between sectors - through marketing and promotion 	SALA and Adelaide Fringe [raised twice] <ul style="list-style-type: none"> - reimburse venues/artists for registration fee - pay fees for a venue and invite people to take part - produce directory of all venues
Council should work with the commercial sector to build partnerships	Expand the concept of the Gumeracha Show
Council should aim to cultivate people's artistic work regardless of whether they have an arty background	Help fund 2019 Sculptors @ Crystal Lake event
Council should facilitate participation in the arts for all ages	Develop a Hills Arts Festival which could be similar to Festival Fleurieu [raised 3 times]
Council should facilitate art education	Develop a Hills arts trail which could link with cellar doors
Council should support Aboriginal art	Create an arts program like other Councils put out
Council should try to attract artists from the city to the Hills	Facilitate artist-in-residencies [raised twice]
Council should become an affiliate member of Guildhouse	Assist artists with administration and insurance
Council needs take action, not just discuss it – it is frustrating to go to another meeting	Support community groups <ul style="list-style-type: none"> - have a dedicated office that helps groups - provide venues to meet for no or low cost
	Assist communities to purchase artworks

Hold public poetry readings
Hold outdoor sculpture events in the environment like Sculpture by the Sea
Host No Lights No Lycra events, there used to be one in the Hills

Appendix 2: Current arts initiatives of South Australian councils

City of Marion	City of Onkaparinga
Marion Cultural Centre <ul style="list-style-type: none"> - houses a gallery, theatre, library, shop and café 	The Arts Centre <ul style="list-style-type: none"> - houses a cinema, performance space, 2 rehearsal studios, 3 galleries, visual arts studio, meeting room
Living Kaurna Cultural Centre Gallery / Gift Shop <ul style="list-style-type: none"> - opportunity for Aboriginal artists to exhibit artwork or have artefacts or custom art pieces for sale 	Sauerbier House Culture Exchange <ul style="list-style-type: none"> - art space for supporting cultural exchange through contemporary visual arts residencies and exhibitions
Council's Chambers Gallery <ul style="list-style-type: none"> - community-access exhibition space in council chambers 	Fleurieu Arthouse <ul style="list-style-type: none"> - soon to open in McLaren Vale, supporting local artists to create and sell their work
Marion Celebrates Festival <ul style="list-style-type: none"> - biennial award winning, free, community festival with a focus on art and cultural experiences 	Shimmer Festival <ul style="list-style-type: none"> - the only photography festival in SA
Artist Register <ul style="list-style-type: none"> - to showcase local artists or artists connected to the City of Marion by presenting short biographies and snippets of their work 	Surf Art Exhibition <ul style="list-style-type: none"> - exhibition and night of surf film to celebrate surfing culture and the region's history, stunning coastal environment and lifestyle
Gallery M Open Contemporary Art Prize <ul style="list-style-type: none"> - art prize and exhibition 	NAIDOC Art Exhibition <ul style="list-style-type: none"> - exhibition open to all Aboriginal artists
Support for SALA festival artists <ul style="list-style-type: none"> - subsidies for artist registrations with a rebate of \$120 	Event Calendar <ul style="list-style-type: none"> - online calendar listing events happening across the district including arts events
Art of Respect Aerosol Art Program <ul style="list-style-type: none"> - workshops and exhibition to help people find a legal outlet for aerosol art 	Port Noarlunga Arts Precinct Program <ul style="list-style-type: none"> - annual program outlining the arts and cultural events and activities on offer
Free Creative Software on iMac <ul style="list-style-type: none"> - Adobe Creative Cloud, Final Cut Studio and Logic available to use for free at Marion Cultural Centre library 	About Arts Newsletter <ul style="list-style-type: none"> - bimonthly newsletter highlighting arts related offerings supported by or presented by the Council
Square Eyes Screen <ul style="list-style-type: none"> - opportunities for short films, photography or moving image content to be displayed on rotation at the Marion Cultural Centre foyer 	Art Collection <ul style="list-style-type: none"> - a collection of local art works is maintained to show support for the visual arts and the large number of artists who live within the city
Public Art <ul style="list-style-type: none"> - over 16 public artworks across the district 	Public Art <ul style="list-style-type: none"> - over 30 public artworks across the district
Arts and Culture Grants <ul style="list-style-type: none"> - available through biannual Community Grants 	Arts and Culture Grants <ul style="list-style-type: none"> - available through annual Community Grants and Public Place Improvement Grants

Alexandrina Council	Rural City of Murray Bridge
South Coast Regional Arts Centre <ul style="list-style-type: none"> - houses a gallery and workshop space 	Murray Bridge Regional Gallery <ul style="list-style-type: none"> - houses 3 galleries, a sculpture court, workshop space and shop
Goolwa Centenary Hall <ul style="list-style-type: none"> - contemporary performing arts venue that houses a green room, 2 dressing rooms, a kitchen and professional technical infrastructure 	Town Hall <ul style="list-style-type: none"> - contains a state-of-the-art performance space
Signal Point Gallery <ul style="list-style-type: none"> - gallery for local and national professional artists 	Art Collection <ul style="list-style-type: none"> - a collection of artwork has been invested in and is displayed in Council buildings and the Murray Bridge Regional Gallery
Just Add Water Program <ul style="list-style-type: none"> - annual program highlighting arts and culture events and activities across the region (run by Council or the community) 	Sixth Street Handmade Artist Market with Blues, Brews and Barbeques <ul style="list-style-type: none"> - event featuring creative workshops, artists selling their work and musicians live performing
Public Art <ul style="list-style-type: none"> - over 4 public artworks across the district, including sculptures in the Hills Sculpture Trail 	Public Art <ul style="list-style-type: none"> - over 4 public artworks across the district, 3 of which were produced by Ngarrindjeri artists
Arts and Cultural Development Grants <ul style="list-style-type: none"> - available through annual Community Grants 	Arts and Cultural Activities Grants and Donations <ul style="list-style-type: none"> - available through biannual Community Events Grants and Donations Program

This information has been gathered from the respective Councils' websites.

Mount Barker District Council
Sponsorship of Hahndorf Academy <ul style="list-style-type: none"> - visual arts focus - exhibitions - workshops - artist workspace - meeting space
Sponsorship of Creative Hub (Town Hall) <ul style="list-style-type: none"> - Performance arts focus (theatre)
Sponsorship Cheese Factory <ul style="list-style-type: none"> - Performance arts focus (music)
Events and workshops (Council role varies) <ul style="list-style-type: none"> - Public art projects - Youth street art - Crystal Lake sculpture symposia - SALA - Fringe - Heysen Festival

This information provided by MBDC staff.