

GAWLER ARTS & CULTURE STRATEGY 2016 – 2025

Gawler |





CONTENTS

SECTION ONE: INTRODUCTION

Mayors Message	Page 3
A message from Aunty May Turner	Page 4
Executive Summary	Page 5

SECTION TWO: STRATEGIC FRAMEWORK

Vision	Page 7
Strategic Framework	Page 8

SECTION THREE: DETAILED STRATEGY

Identity and Values	Page 11
Strategic Aim	Page 13
Council's Role	Page 15
Action Plan	Page 16
Funding and Resourcing	Page 19

Please note: Further background information gathered during the development of this Strategy is contained in a separate document and is available at www.gawler.sa.gov.au.

SECTION ONE: INTRODUCTION





A MESSAGE FROM THE MAYOR

Gawler has a thriving arts scene with a broad range of activities, programs and events already taking place. There are many individuals and groups driving arts and cultural development within the Town.

The arts can be a wonderful tool for engaging community and helping facilitate social change and growth. It plays a significant role in contributing to the community's overall health and wellbeing and can assist people to contribute to their community in positive and active ways.

The Town of Gawler values the role the arts play in promoting community spirit and pride. It supports its community in developing their creativity through providing avenues to showcase their work, skills and talents and supports the development of various programs and events for the community.

Gawler has a rich cultural heritage encompassing, firstly, the Kaurna people, the original inhabitants of Adelaide and the Adelaide Plains, and more recently in the 1830's, European settlement which can be seen in Gawler's amazing streetscapes, cottages, homesteads, and of course, the nationally significant Gawler Heritage Collection.

The Arts and Culture Strategy outlines Council's commitment to the arts over the next ten years, under the themes of: development and investment in people; activation of and investment in places; development and investment in activity. The Strategy highlights a vision that promotes the arts as being accessible to everyone, connects people, places and perspectives, and builds a welcoming and vibrant community.

I encourage all artists and the broader Gawler community to engage with this Strategy and to build on our vibrancy as a regional arts hub.

Mayor Karen Redman
Town of Gawler



A MESSAGE FROM AUNTY MAY TURNER

Gawler holds an important significance for Aboriginal people past and present. It has always been a meeting place for the Kaurna Peramangk and Ngadjuri people to practice and share culture.

Today Gawler has a great opportunity to flourish as a Hub for Aboriginal culture and the arts. By acknowledging culture and its important role in our shared history we build a sense of pride and positive wellbeing in our people's lives. By strengthening the participation of culture and arts our children and young people will grow up in Gawler feeling connected back to their country and culture.

Aunty May Turner
Kaurna Narungga Ngarrindjeri Elder



EXECUTIVE SUMMARY

The Town of Gawler is entering an exciting time of growth, development and consolidation as a thriving regional centre. The arts community of Gawler is strong, motivated and enthusiastic and an opportunity exists to develop a strong identity for Gawler as an Arts and Cultural hub.

The natural and built landscape and rich history of the town and its people provide the perfect setting for developing Gawler as a community that embraces and values Arts and Culture; and where participation and a sense of belonging for community members is strong.

A broad breadth of Arts and Cultural activities, events, places and spaces are already available and there are many existing groups and individuals driving arts and cultural development. Many opportunities have been highlighted to further drive awareness, participation and appreciation of the arts in Gawler and celebrate its culture.

Better communication around opportunities to be involved in Arts and Culture activities will increase participation and sustainability of programs, help to connect people and make them feel a part of the community.

Flexible shared spaces (both indoor and outdoor) are needed to support participation. Activation of existing spaces that are currently underutilised and partnerships with Council, other levels of government, philanthropists, community groups, businesses and individuals will be critical in terms of delivering much needed resources.

Gawler continues to evolve from its early days as a small country town to being a regional commercial centre with growing residential and visitor populations.

The Town of Gawler local government area records a population of around 22,000 people with projections of growth in the next 10 years of a further 10,000 people. At the same time, resident populations in neighbouring areas who rely on Gawler for key services and are often active in ‘the Gawler community’, are planned to continue to grow.

Initiatives proposed aim to create opportunities for interaction and integration between ‘old’ and ‘new’ residents and allow the identity of Gawler to continue to evolve as these populations grow and demographics change.

EXECUTIVE SUMMARY

Its history and heritage, both Aboriginal and non-Aboriginal, its industrial background, the beauty of its natural landscape and its role as a significant regional centre in close proximity to Adelaide; all provide the backdrop for understanding the culture and the identity of the town.

The importance of keeping a separate township identity is important to Council and the people of Gawler. The preservation of its historical architecture and buildings, the celebration of its Aboriginal and European history and the people of Gawler; and the documentation and telling of the collective stories is also extremely important; not just for the purposes of preservation but also to affirm and build the identity of Gawler now and into the future.

This Strategy presents a vision that promotes Arts and Cultural activity that is accessible, creates a vibrant place to live and work and connects people to each other and the heritage of Gawler. The already strong community spirit, commitment, energy and enthusiasm of the Gawler community; coupled with Council's commitment to Arts and Culture via this Strategy will ensure that this vision becomes a reality.



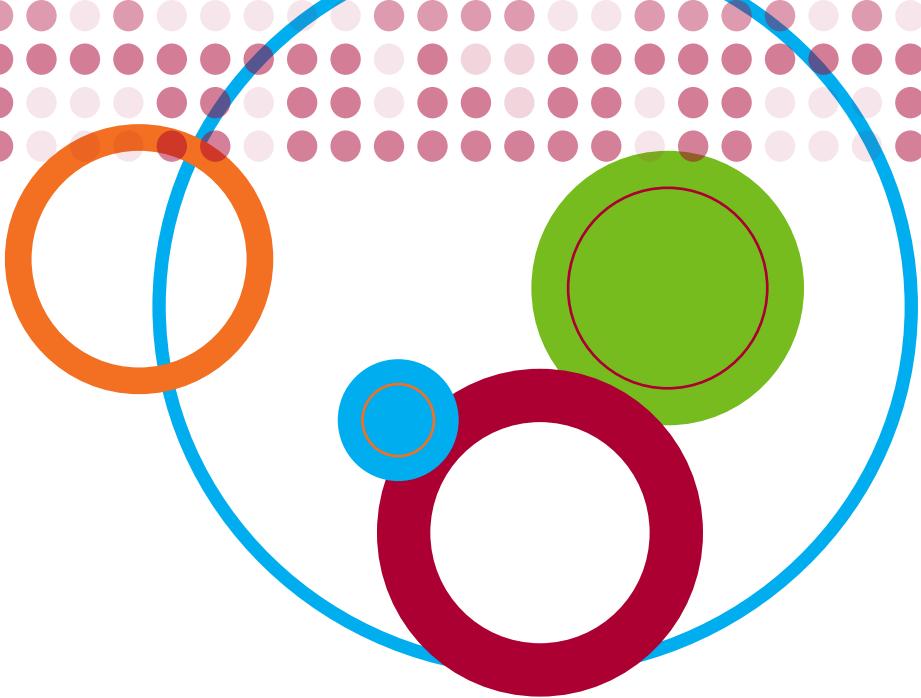
SECTION TWO: STRATEGIC OVERVIEW



VISION

Gawler is a healthy, vibrant and engaged community that celebrates arts, culture and heritage.

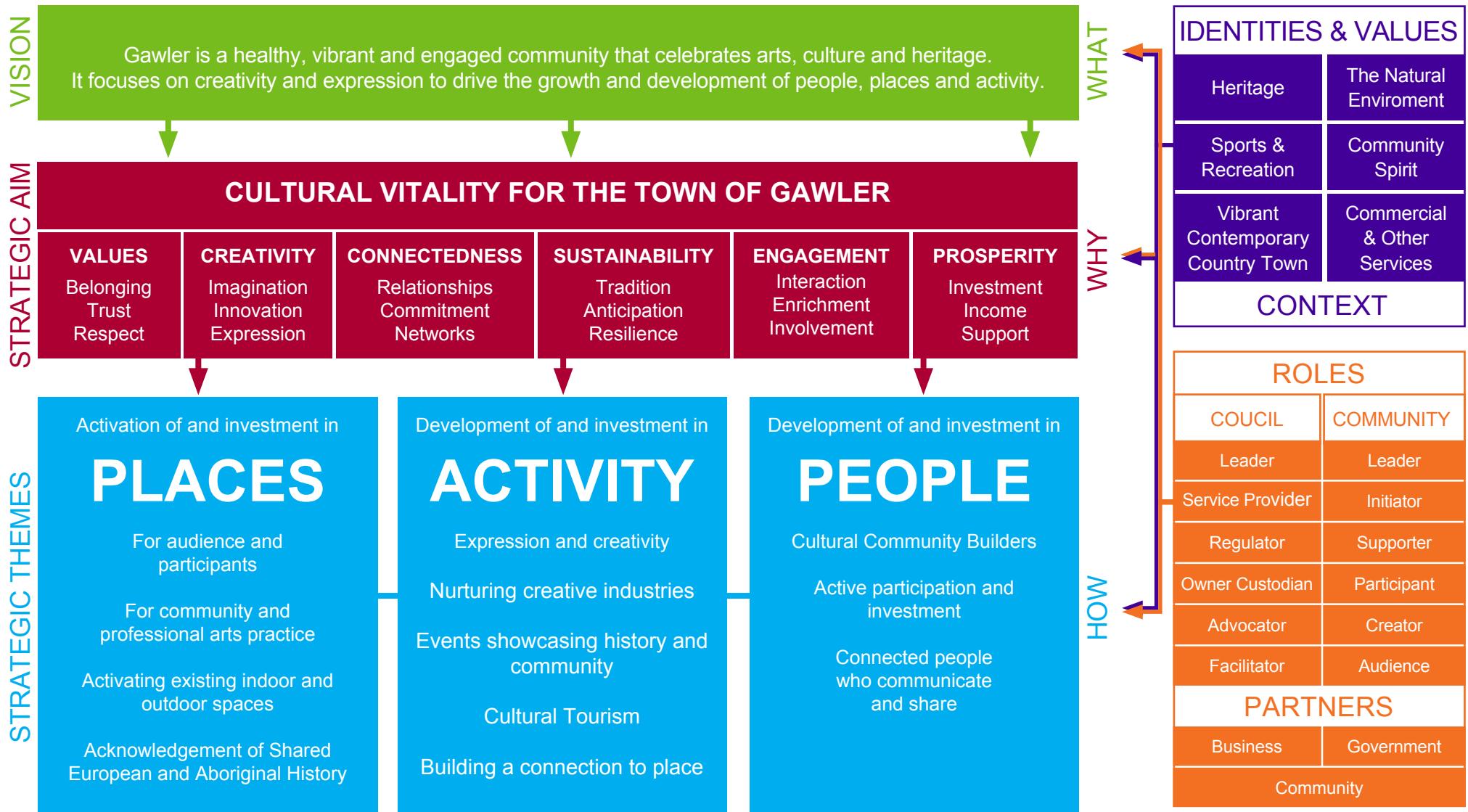
It focuses on creativity and expression to drive the growth and development of people, places and activity.



The culture of a community is reflective of its people, their environment and how they live. Arts and Cultural activity and the care and management of the spaces in which activity occurs are dependent on the innovative and creative ideas, energy, enthusiasm and teamwork of community members.

In developing this Strategy, the community was asked to contribute their knowledge, experience and ideas for the future of Arts and Culture in Gawler.

STRATEGIC FRAMEWORK



SECTION THREE: DETAILED STRATEGY





IDENTITY AND CULTURAL CONTEXT

HERITAGE

Gawler's past is very much entrenched in its present, through the buildings and landscape and by the various organisations that work to celebrate and preserve the stories, artefacts and traditions of previous generations. The shared history of Europeans and Aboriginals is reflected throughout the community with many individuals and organisations actively demonstrating its value and importance.

Heritage helps to build a community's collective identity and enable people to better connect to and understand a place. The preservation and sharing of stories is critical to the preservation of heritage and incorporating these stories into community activity can inform the future and encourage a sense of belonging. Heritage plays a role in the creation of art, education and in the development of community infrastructure.

The following six pillars reflect the cultural identity of Gawler, as described by the community during consultation on this Strategy: Heritage, Community Spirit, the Natural Environment, Commercial and Other Services, a Vibrant Contemporary Country Town and Sport and Recreation. These things represent what is familiar, respected, valued and worthy of investment by the people of Gawler. Implementation of the Arts

and Cultural Strategy relies on the capacity for the community to relate to the activities and programs that emerge from the Strategy. If these are developed in the context of an identity that key stakeholders and the community can relate to, there is a much greater chance of participation, support and investment. Activities that emerge from the Arts and Culture Strategy should be developed in the context of the community's identity.

COMMUNITY SPIRIT

Relationships, networks, familiarity and commitment all play a role in the community spirit of Gawler.

The capacity for members of the community to look after each other and band together both in crisis and in celebration is an indication of a strong community spirit. The size of Gawler and the nature of its residents encourage neighbourly behaviour and friendliness – people like to walk down the street and see faces they know and are familiar with.

A strong culture of volunteering, places and occasions that encourage people to come together and opportunities for people to get involved and take an interest in the community provide a sense of community spirit.

THE NATURAL ENVIRONMENT

With the Para Rivers (North and South) threading through the town, green corridors, wide streets, mature trees and the vista of the hills to the east, Gawler people identify strongly with the natural environment.

Residents interact with the natural environment through parks and pathways with groups who actively work to preserve and develop the green characteristics of the community.

The sense of space and the tree-lined streets are an important visual characteristic for the residents and represent the "country town" characteristic, which is an important part of the local identity.



COMMERCIAL & OTHER SERVICES

The commercial and service delivery offering in Gawler has developed significantly over time. As such these sectors within Gawler now service not only Gawler residents but also residents of neighbouring towns as far away as the mid-north of South Australia.

Key government and health services and a range of large and small retail businesses provide a lure for the significant number of people who visit Gawler regularly.

There are many benefits to this growth including economic and social (in terms of availability and range of services and goods) however there are also many challenges; such as traffic management, parking and congestion.

The balancing of these benefits and challenges are key considerations in the ongoing management and development of Gawler's cultural identity.

A VIBRANT CONTEMPORARY COUNTRY TOWN

Originally developed as a rural hub 42km from the centre of Adelaide, Gawler values its "country town" roots with community members enjoying the self-contained nature of the township and its green corridors. Maintaining its identity as a country town, separate from Adelaide, remains important to the people of Gawler.

In contemporary society however, the expectations of the community in relation to services, entertainment, retail and industry have increased and balancing the style of a country town with the present-day needs of its residents is important.

Retaining the country town feel and balancing that with a desire to be progressive, encourage economic growth and deliver community sustainability are key considerations for Gawler.

SPORT AND RECREATION

Like many rural communities sport and recreation are a significant part of the lifestyle in Gawler with many investing in sporting culture as supporters, volunteers and participants.

Along with encouraging health and wellbeing, sport and recreation in Gawler bring people together and link the community to the national sporting culture.

The rivalries between groups is strong but so too is the sense of mateship and camaraderie that involvement in sport provides and the number and quality of sporting facilities demonstrate its importance to the Gawler community.



STRATEGIC AIM

The strategic aim of the Arts and Cultural Strategy is to achieve cultural vitality.

CULTURAL VITALITY IS....

VALUES:

Belonging, trust & respect

Principles of behaviour that relate to worth, merit, importance and meaning and reflect what is important in life.

CREATIVITY:

Imagination, expression & innovation

The process of generating original ideas that stimulates new ways of thinking, believing and doing.

CONNECTEDNESS:

Relationships, commitment & networking

The links between individuals, their community and their surroundings.

ENGAGEMENT:

Enrichment, involvement & interaction

The process of participating.

SUSTAINABILITY:

Tradition, anticipation & resilience

The capacity for the community to endure, adapt and predict diverse cultural, social, environmental and economic conditions.

Whilst not listed as a key characteristic of Cultural Vitality, prosperity is another important reason why we invest in Arts and Culture. The Creative Communities Network Cultural Impact Framework also enables the capacity to measure prosperity by the investment, income and support.



CULTURAL VITALITY FOR THE TOWN OF GAWLER

In fulfilling the Arts and Culture Vision for Gawler it is important to understand the value and role of Arts and Culture in the community and why it is important to invest in Arts and Culture.

The benefits of Cultural Vitality are significant and it is the key driver for arts and cultural activity. In aiming to be culturally vital, Gawler can achieve its vision to be a healthy, vibrant and engaged community that celebrates arts, culture and heritage.

The Creative Communities Network of South Australia through their Cultural Indicators Pilot Project has identified the key characteristics of cultural vitality.

The Arts and Culture Strategy will foster these characteristics and through the Creative Communities Network Cultural Indicators Framework these can be effectively measured.



COUNCIL'S ROLE

SERVICE PROVIDER:

Direct – Responsible for funding and providing a service to the community.

Partner – Contributes funds and/or other resources towards a service or initiative that is delivered in partnership with other organisations.

Agent – Provides a service funded by or on behalf of others which involves hosting or other use of Council resources to fill particular needs of the community.

E.g. Providing seed funding / project funding / sponsorship/program delivery/resources to support Arts and Culture; cultivating and managing creative initiatives; presenting and/or producing creative content; collaborating with community and key stakeholders; supporting groups to be sustainable and successful; developing partnerships to deliver on the Strategy; and helping organisations and people to develop partnerships.

REGULATOR:

Required by legislation to fulfil a particular role or function in the best interest of the public. This requires Council to perform / discharge statutory powers, functions and duties.

OWNER CUSTODIAN:

Council owns and/or manages community infrastructure, community facilities, reserves, parks and gardens.

E.g. Providing access to places and spaces for Arts and Cultural activity and preserving, maintaining and exhibiting cultural artefacts.

ADVOCATOR:

Represents the interest of the Gawler community by lobbying other tiers of government and private sector for improved services and amenities.

E.g. Advocating for new initiatives and assistance; mentoring groups in accessing funding and driving policy and planning that supports Arts and Culture.

FACILITATOR:

Brings together or connects people and groups to pursue issues, opportunities or shared interests.

E.g. Bringing groups together; supporting local artists and Arts and Culture groups; empowering the community; encouraging self-development of programs and activities; encouraging community engagement; activating public places and spaces; kick-starting events and activities; providing the frameworks to work with; and promoting initiatives.

LEADER:

Provides leadership and guidance to the community in the pursuit of a vision, goals and opportunities.

E.g. Leading initiatives; leading by example; and applying an Arts and Culture lens to 'the way we do things'.

STRATEGIC ACTION PLAN

THEME ONE: Development of and Investment in People

- A strong cohort of creative community builders embedded across a range of sectors including government, health, education, community and business
- A community which identifies with its cultural identity and actively participates and invests in Arts and Cultural activity
- Well connected Arts and Cultural drivers with the capacity to promote initiatives community-wide

ACTIONS	COUNCIL'S ROLE	PRIORITY	LINKS
Encourage Arts and Cultural groups to collaborate and develop knowledge and skills.	Facilitator Leader	High	<ul style="list-style-type: none">• Gawler Community Plan 3.6: Encourage the development of the Arts
Support existing Arts and Cultural organisations to be more sustainable.	Service Provider Facilitator	High	<ul style="list-style-type: none">• Gawler Community Plan 5.4: Create and support community partnerships that contribute to the implementation of this Plan.
Facilitate the distribution of Arts and Cultural information through a central point.	Service Provider Facilitator	High	<ul style="list-style-type: none">• Gawler Community Plan 1.4: Create a vibrant and active, event filled Council area.
Encourage mentoring through Council Arts and Cultural activities supporting the development of arts community volunteers and leaders.	Service Provider	Medium	<ul style="list-style-type: none">• Gawler Community Plan 5.1: Support and encourage community teamwork.• Gawler Youth Development Plan Goal Two: Gawler's youth are leaders today and in the future
Nurture strong community partners and support the development and retention of Arts and Cultural volunteers (e.g. through Northern Volunteering).	Service Provider Facilitator	Medium	<ul style="list-style-type: none">• Gawler Community Plan 3.4: Recognise, respect, support and advocate on behalf of volunteers• RDAB Roadmap Priority 9: Health and Well-being
Encourage collaboration on Arts and Cultural initiatives and foster relationships between artists, arts organisations, schools, businesses and health and community organisations.	Service Provider Facilitator	Medium	<ul style="list-style-type: none">• Gawler Community Plan 5.4: Create and support community partnerships that contribute to the implementation of this Plan.

STRATEGIC ACTION PLAN

THEME TWO: Activation of and Investment in Places

- A range of places where people can meet and enjoy a range of Arts and Cultural activities as both participants and audience members
- Accessible spaces which cater to the needs of community and professional based arts activities
- Active outdoor, urban and natural spaces that are utilised for formal and informal gatherings
- Acknowledgement of places which are significant to the history of both Aboriginal and Non-Aboriginal people

ACTIONS	COUNCIL'S ROLE	PRIORITY	LINKS
Activate urban and recreational spaces through the implementation of a public art policy and encourage investment by business, community and government.	Service Provider Owner Custodian Facilitator Leader	High	<ul style="list-style-type: none"> • Gawler Community Plan 1.1: Maintain a clearly defined township, one that is distinct from neighbouring areas. • Gawler Community Plan 2.5: Manage growth through the real connection of people and places.
Activate community spaces and develop a guide to facilitate “ease of use” and access to community facilities.	Owner Custodian Facilitator	High	<ul style="list-style-type: none"> • Gawler Community Plan 1.4: Create a vibrant and active, event filled council area.
Establish a dedicated flexible space in Gawler that is suitable for community and professional local and touring exhibitions, workshops and performances.	Service Provider Owner Custodian Advocate Facilitator	High	<ul style="list-style-type: none"> • Gawler Community Plan 2.1: Physical and social infrastructure to match population growth. • Gawler Community Plan 3.6: Encourage the development of the Arts. • RDAB Roadmap Priority 10: Infrastructure for Sustainable Populations
Acknowledge and promote shared non-Aboriginal and Aboriginal history in public places through planning, signage and public art.	Service Provider Facilitator	High	<ul style="list-style-type: none"> • Gawler Community Plan 1.4: Create a vibrant and active, event filled Council area.
Adopt a Council-wide cultural policy that makes cultural vitality the responsibility of all departments.	Advocate Leader	High	<ul style="list-style-type: none"> • Gawler Community Plan 5.2: Be recognised as ‘best practice’ Local Government organisation.
Streamline policy and processes that regulate festivals and events.	Leader	Medium	<ul style="list-style-type: none"> • Gawler Community Plan 1.4: Create a vibrant and active, event filled council area. • Gawler Community Plan 2.5: Manage growth through the real connection of people and places.
Support the community to deliver activities in community spaces and provide a practical arts and events resource kit.	Service Provider Regulator Facilitator	Low	<ul style="list-style-type: none"> • Gawler Community Plan 1.4: Create a vibrant and active, event filled council area. • Gawler Community Plan 5.1: Support and encourage community teamwork.

STRATEGIC ACTION PLAN

THEME THREE:

Development of and Investment in Activity

- Programs developed with the community that enable expression and creativity across a range of art forms
- Strong creative industries and retail opportunities for artists
- A range of events both small and large that showcase Gawler and provide opportunities for the community to acknowledge and celebrate shared values and heritage
- Arts and Cultural activities that support the health and wellbeing of disadvantaged and marginalised people
- Culturally diverse activities which attract visitors to the region
- Programs that enhance public spaces and build connection to place

ACTIONS	COUNCIL'S ROLE	PRIORITY	LINKS
Strengthen the capacity of heritage-based organisations to preserve and celebrate of heritage in collaboration with community members.	Service Provider Facilitator	High	<ul style="list-style-type: none">• Gawler Community Plan 1.2: Build a local community that is proud of Gawler• Gawler Community Plan 1.3: Protect and promote Gawler's unique heritage
Ensure sustainability for the future and cultivate young artists through engagement in Arts and Culture as creators, organisers and audience members.	Service Provider Facilitator	High	<ul style="list-style-type: none">• Gawler Community Plan 3.6: Encourage the development of the Arts• Gawler Youth Development Plan Goal Three: Celebrate young people, their diversity and creativity.
Stimulate creative industries and arts business development relating to Gawler's cultural vitality.	Service Provider Facilitator	Medium	<ul style="list-style-type: none">• Gawler Community Plan 1.4: Create a vibrant and active, event filled council area.• Gawler Community Plan 2.6: Local economic activity to create local job opportunities and generate increased local wealth.• RDAB Roadmap Priority 5: Economic Diversity
Strengthen existing events, identify opportunities for growth and support the establishment of an Events Support and Development Network.	Facilitator	Medium	<ul style="list-style-type: none">• Gawler Community Plan 1.4: Create a vibrant and active, event filled council area.• Gawler Community Plan 5.1: Support and encourage community teamwork.
Develop Community Arts and Cultural Development partnership projects that focus on improvement of health and wellbeing issues.	Service Provider Facilitator	Medium	<ul style="list-style-type: none">• Gawler Community Plan 3.1: Health and social wellbeing services in Gawler to meet growing regional community needs.• Gawler Community Plan 3.6: Encourage the development of the Arts
Equip artists, organisations, Council and businesses to implement the principles of cultural tourism and develop strategies for digital engagement.	Facilitator	Medium – Low	<ul style="list-style-type: none">• Gawler Community Plan 2.6: Local economic activity to create local job opportunities and generate increased local wealth.• RDAB Roadmap Priority 4: Tourism Growth



FUNDING AND RESOURCING

Funding and resourcing sustainable Arts and Cultural activity in a local government setting requires a diverse approach. The following principles can be considered in relation to the implementation of the Arts and Culture Strategy.

FUND AND SEEK FUNDING FROM A FOUNDATIONAL PERSPECTIVE.

Funds should be expended on initiatives that have the potential to add to the knowledge, resources, expertise or budget of the Arts and Culture eco-system in Gawler. For example, leadership programs that have the capacity to develop cultural leaders who will help to drive Arts and Cultural activity; or provide access to venues (at existing concession rates) and resources for organisations and individuals to grow Arts and Cultural activities.

SEEK TO PARTNER WITH NON-ARTS ORGANISATIONS WHENEVER POSSIBLE.

Look to fund Arts and Culture projects with funding targeted at health, education, regional development etc. Aim to align projects with the strategic objectives of other organisations.

ANNUAL ALLOCATION OF COUNCIL FUNDING.

Allocate a specific percentage of Council's annual operating and capital budgets to be expended on Arts and Cultural programs, projects and initiatives.

GET GOOD AT GRANT FUNDING.

Apply well, apply often and teach others to do the same. Maintaining a bank of evidence which can be used for funding applications is also important.

USE CORE COUNCIL EXPENDITURE MORE INNOVATIVELY ON ARTS AND CULTURE.

For example rather than purchase street furniture "off the shelf" work with artists to create unique items that have both functional and aesthetic benefits.

NURTURE BENEFACTORS THROUGH TARGETED PROJECTS.

Trends in Australian Arts Funding are pushing towards private, philanthropic and corporate sources for further investment. These types of funding are difficult for Councils to access, however support for the development of an Arts Foundation or equivalent could encourage others to access funds in this way – leveraging support provided by Council and using the Australian Cultural Fund to encourage Tax Deductible contributions.

LOOK AT WHAT IS SAVED OR GAINED RATHER THAN INCOME.

Often Arts and Cultural initiatives cost more money than they are able to generate in income but there may be other financial benefits – particularly in terms of community health and safety.

COMMIT TO PROGRAMS LONG TERM.

Don't assume that if something doesn't work the first time that it won't work at all. Some things take time to grow and gain a reputation. Start small if necessary.



USE CORE FUNDING TO GET MATCHED FUNDING WHEREVER POSSIBLE.

Always seek to leverage funds with other partners – for every dollar invested in Arts and Cultural programming or project delivery, aim to bring in the equivalent from other partners.

DEMONSTRATE POTENTIAL THROUGH INTRODUCTORY PROGRAMMING – ACTIVITY BREEDS ACTIVITY.

In the development of spaces both indoor and outdoor, programming activities demonstrate the nature of a space and how it can be used by others. This helps gather momentum and encourages further activity generated by others.

CAPITALISE ON OTHER CAMPAIGNS, MOVEMENTS OR PROGRAMS.

Movements such as Totally Locally or nationally recognised days/weeks such as Harmony Day and History Month come with promotional collateral, recognised brands and resources.

CONSISTENTLY REINFORCE THE VALUE OF ARTS AND CULTURE WITH THE COMMUNITY.

If the community value the arts they will be more inclined to personally invest in terms of donations, ticket prices, admission fees etc.

FUNDING LINKS

The Australia Council for the Arts

www.australiacouncil.gov.au/funding/new-grants-model/

Arts SA

www.arts.sa.gov.au/arts-sa-funding-grants-2015-review/

Country Arts SA

www.countryarts.org.au/support-funding/grants-3/

Creative Partnerships Australia

www.creativepartnershipsaustralia.org.au/how-we-can-help/programs/

Australian Cultural Fund

www.creativepartnershipsaustralia.org.au/how-we-can-help/australia-cultural-fund/

Festivals Australia

www.australiacouncil.gov.au/funding/new-grants-model/festivals-australia-regional-festivals-project-fund/

Carclew – Youth Arts

www.carclew.com.au/Funding-Scholarships-Awards

National Program for Excellence in the Arts

www.arts.gov.au/nationalexcellenceprogram

Copyright Agency – Cultural Fund

www.copyright.com.au/culturalfund/

Philanthropy Australia

www.philanthropy.org.au/seek-funding/

Our Community – Online Funding Resource Newsletter

www.ourcommunity.com.au



Gawler Arts and Culture Strategy 2016 – 2025

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