

Gawler

Arts and Culture Strategy

2016 – 2025

Background Information

Gawler

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A CULTURAL FUTURE

Partners: Community members & groups, Council, State Government, local businesses, service clubs, schools, artists, local media

Arts & Culture in Gawler right now?

No clear identity:

- Rapid changing culture
- Experiencing growth and surrounded by growth areas
- No clear point of difference
- Young people leave or go outside of Gawler to find things to do
- Visitors don't stay long enough

Great potential:

- Arts & Cultural activity happening but no one knows about it.
- Big arts community - "Creative underbelly"
- Lots of potential.
- Good community spirit
- Minimal resources.

What needs to happen?

Better utilisation / activation of space:

- Find ways to activate existing spaces; both indoor and outdoor; public and privately owned
- Create more shared spaces that are flexible, accessible and affordable
- Restore heritage places in a sustainable way

Increase activity, creativity & engagement:

- Create partnerships to deliver new initiatives
- Support local artists & strengthen Arts and Culture community groups
- Create more public art, exhibitions, performances, workshops and classes
- Improve communication about what already exists
- Celebrate Gawler history & heritage and make it a drawcard.

Establish partnerships, funding & investment:

- Ongoing commitment by Council to development of Arts & Culture
- Develop community and business partnerships

Where will Arts & Culture in Gawler be in 10 years' time?

Gawler is a destination of choice to live and to visit:

- Strong sense of identity, capitalising on natural beauty, history and heritage
- A vibrant place where people come together to engage in Arts and Cultural activity
- Events and festivals draw people to Gawler; celebrating its history, heritage, traditions, Arts and Culture
- Arts and Cultural / heritage tourism are economic drivers

Arts & Culture in Gawler is thriving:

- Activity is ever evolving; connects people, promotes happiness, enjoyment, thinking, creativity and fun
- Arts & Cultural spaces created / activated
- Arts & Culture is visible (public art, buskers, live music, exhibitions, festivals, events, workshops, classes) and inclusive; and participation is high
- Community capacity of Arts & Culture organisations is strong
- Sustainable and successful partnerships and

IDENTITY AND VALUES

Demographically speaking....

Taken from the Australian Bureau of Statistics and
The Social Atlas of Australia: Local Government Areas Public Health
information Development Unit (PHIDU)
University of Adelaide

- 41.1 Square Kilometers in size
- Population of 21,828
- 1.9% Aboriginal and Torres Strait Islanders
- 19% Residents born outside of Australia
- 32% Aged 24 years and under
- 38% Aged between 25 and 54 years
- 30% Aged over 55 years
- Median Age is 40 years
- Median weekly household income \$960
- 61% identify as religious
- 11.6% aged over 18 living with disability (mild to profound)
- 18.5% of people aged 15 and over volunteer
- Manufacturing, retail and health care are the three largest employment industries (39% of the workforce)
- 10% increase in population projected in the next 10 years
- 18.2% jobless families with children under 15 years
- 31% of households suffering from financial stress from mortgage or rent
- 42.7% of the population feel safe or very safe walking alone after dark

A GREAT ARTS AND CULTURAL EXPERIENCE

Along with striving for Cultural Vitality, when planning Arts and Cultural activities it is important to know what makes these sorts of experiences great.

The people of Gawler look for the following things in their Arts and Cultural experiences

“Unique and authentic”

“Creative, vibrant and fun”

“Unity and belonging, united common interests”

“Inclusive and sharing culture – town pride”

“Inspiring, uplifting and immersive”

“Once in a lifetime and exposure to something different”

“Wow Factor, stunning and engaging”

“Being part of something bigger than yourself”

“Affordable with lots of people”

“Spontaneous, celebratory, and joyous”

“Honouring history and traditions”

WHAT INFORMED OUR THINKING

The Australia Council for the Arts

The Australia Council for the Arts is the Federal Government's National Arts Agency. It released its five-year strategic plan, *A Culturally Ambitious Nation* in August 2014. In the absence of a national cultural policy, the Australia Council's strategy and its funding program provide insight into priorities for the Arts and Cultural sector nationally. Aligning Arts and Cultural development with the Australia Council strategy increases opportunities for funding and collaboration with other leading artists and arts organisations.

<http://www.australiacouncil.gov.au>

Strategic Goals

- Australian arts are without borders - focusing on international arts initiatives.
- Australia is known for its great art and artists – focusing on the development of artists and new art.
- The arts enrich daily life for all – focusing on arts engagement with community and developing arts experiences for children and young people.
- Australians cherish Aboriginal and Torres Strait Islander Arts and Culture – focusing on indigenous arts.

<http://www.australiacouncil.gov.au/workspace/uploads/strategic-plan.pdf>

The Australia Council has also developed a range of evidence documents regarding Arts and Culture participation.

- Arts Nation: An Overview of Australian Arts
<http://www.australiacouncil.gov.au/workspace/uploads/files/research/arts-nation-final-2-march-551882b596938.pdf>
- Arts in Daily Life: Australian Participation in the Arts
http://www.australiacouncil.gov.au/workspace/uploads/files/research/aca_221751_research-fact-sheet-54911b235537d.pdf

Cultural Development Network

The Cultural Development Network (CDN) is the leading service organisation in Australia for the Arts and local government. In 2013 the Cultural Development Network was funded through the Australia Council's National Strategic Development Initiative to develop the National Local Government Cultural Forum, which brings together the State, Federal and Local Government. The Forum aims to develop a national perspective on stronger cultural development practice in local government across Australia.

<http://www.culturaldevelopment.net.au/projects/nlgcf/>

The Cultural Development Network has developed a range of resources for local government and conducts research initiatives relating to the value and impact of Arts and Culture in local government.

- Cultural Development Planning for Victorian Councils
<http://www.culturaldevelopment.net.au/projects/cultural-development-planning-local-government-australia/>
- Building Civic Engagement Through the Arts
<http://www.culturaldevelopment.net.au/projects/generations-2/>

Creative Communities Network South Australia

The Creative Communities Network (CCN) SA is an informal group that brings together local government Arts and Cultural staff and representatives from leading Arts and Culture agencies in South Australia.

With funding assistance from the Local Government Association of SA the CCN developed *Creative Communities – Guidelines for developing and maintaining an Arts and Cultural policy*.

http://www.lga.sa.gov.au/webdata/resources/files/Arts_and_Culture_Project_Guidelines_pdf1.pdf

Cultural Indicators Framework

As referenced earlier in the strategy Creative Communities Network is also working on the Cultural Indicators Framework. Stage two of the development of the framework is expected to be finished in November 2015. It will provide a detailed toolkit for local government to measure the impact of local government activity on cultural vitality. The Cultural Indicators project is being funded by the Local Government Association of South Australia Research and Development Fund with five local councils participating in the pilot including the Barossa Council, the City of Marion, the City of Unley, the City of Payneham, Norwood & St Peters and the City of Holdfast Bay.

The Gawler Arts and Culture Strategy has been developed to align with the Cultural Indicators Framework and will facilitate the evaluation and measurement of the Gawler Community's Cultural vitality. The framework will provide a methodology to consistently collect information regarding the provision of Arts and Culture including how much is invested in it by Council, partners and the public. It also enables the capture of information associated with participation and people's perception of activities and if it helps to build cultural vitality.

Regional Galleries Association SA Mapping Project: *More than Pictures on Walls*

More than Pictures on Walls provides a guide to regional galleries in South Australia and provides an overview of management models for public and community galleries. The document includes a range of case studies and outlines the value of Galleries to regional and remote communities.

<http://rgasa.org.au/mapping-project/>

National Arts & Health Framework

The Institute for Creative Health developed the National Arts and Health Framework in 2013 after it was initiated by the Meeting of Cultural Ministers. Every state and federal Arts Minister and Health Minister has endorsed the framework.

The Framework provides an overview of arts and health practice and the nature of the field in Australia and includes an extensive list of arts and health resources and projects.

<http://mcm.arts.gov.au/national-arts-and-health-framework>

<http://instituteformcreativehealth.org.au>

Other References / Resources

- The Creative Community Builder's Handbook
By Tom Burrup with partners for Livable Communities
- Growing Communities – Arts and Culture In Local Government
Community Arts Network Western Australia
- Cultural Tourism Victoria - <http://www.culturaltourismvictoria.com.au/index.php>
- Museums Australia - <http://www.museumsaustralia.org.au/site/>
- The Platform - <http://theplatform.com.au>
- Creating Australia principles of Community Arts and Cultural Development - <http://creatingaustralia.org.au/resources-2>

Regional Development Australia – Barossa (RDAB) Road Map

Regional Development Australia – Barossa services four local government areas including Gawler, Barossa, Mallala and Light. Each year they produce a Regional Road Map which is a strategic document that informs the federal government, and others of the regional priorities and areas of attention. It is relevant when considering development on a regional level and aligning with the strategies of both state and federal government – culturally, economically, socially or environmentally.

<http://www.barossa.org.au/regional-roadmap/>

CONSULTATION REPORT

Approach

Key stakeholders and members of the general community were consulted using a number of mechanisms to gather information regarding Gawler culture and identity, arts activities and the needs of the community in relation to Arts and Culture for the future. Consultation included a range of one on one and group consultation sessions as well as an online survey.

Objectives of consultation:

- Measurement of community expectations
- Providing opportunities to share ideas, aspirations and provide feedback on existing Arts and Cultural activities and resources
- Respond to goals in the Community Plan
- Encouragement for community members to get involved in Arts and Cultural activity, civically engage and feel more empowered
- Education around the value of Arts and Culture and its connection with economic growth and health and well-being
- Education in relation to Council's capacity to support Arts and Cultural facilities and programming both now and into the future

Consultation undertaken:

One-on-one consultation sessions:

- Karen Redman, Mayor Town of Gawler
- Henry Inat, CEO Town of Gawler
- Steve Saffell CEO & Anthony Peluso Director, Community Engagement Country Arts SA
- Anne Moroney, CEO, Regional Development Australia Barossa
- Barbara Palmer, Creative Edge
- Brian Thom, Chairman Gawler History Team Inc.
- Rebecca Kimlin, Gawler Reconciliation Action Group
- Louise Drummond, Chair Gawler Business Development Group
- David Tucker, Chairman National Trust SA Gawler Branch

- Cr Adrian Shackley, Town of Gawler & Gawler Environment & Heritage Association Chairman
- Joan & Mike Dennison, Anglican Church
- Nigel Venning, Partner Prince Albert Hotel

Key stakeholder group consultation sessions:

- Town of Gawler Officers
- Town of Gawler Corporate & Community Services Committee
- Town of Gawler Library & Community Services Team
- The Gawler Community Gallery Inc.
- Gawler Business Development Group
- Gawler Arts Society
- Gawler Youth Advisory Committee
- Gawler & District College & Xavier College (representatives attendance at public consultation session)
- Gawler Community Services Forum
- Gawler Local Service Clubs (combined invitation)

‘Open Public Consultation’:

Two public consultation sessions were held (one evening and one morning) and two manned display (‘street talk’) sessions were held on a weekend to seek the views of those potentially not usually engaged in Arts and Culture.

Online survey

An online survey was held from 23 July to Sunday 16 August 2015 and received 114 responses.

Findings

The consultation provided information, views and insights from a range of Gawler and non-Gawler residents and from people who are extremely engaged in Arts and Culture in Gawler, some who are engaged to a point and some who are not engaged at all. The cross-section of views provided a balanced view of what the current ‘culture’ of Gawler looks like, how people are currently engaged with Arts and Cultural activity and what they would like to see happen in the future.

The information and insight provided has been presented back or has influenced each aspect of this strategy. Additional information gathered is represented below.

Gawler identity:

Impact of Growth / Town & Country feel: <ul style="list-style-type: none">• Not a little town anymore but still a nice place to live.• “40% of residents in Gawler in 2014 weren't here 4 years ago”.• Big community. Much busier than it used to be – less country. Parking is a challenge• Concerned re bypass Road – Gawler may become isolated – people won't come here. (Alternative argument is that more people will come here to shop etc. because there is less traffic congestion).• Verging on city feel with new buildings not in keeping with character – losing that character• Change in landscape – used to have to go through Gawler to get to Barossa ('gateway') – no longer have to do so – how do we get people to come to Gawler now?• Three people own the majority of the buildings in the Main St - high rent and low maintenance	Amenity: <ul style="list-style-type: none">• Accessibility to Adelaide & proximity to Barossa and North of the state• Natural environment, rivers, green spaces, topography, parks• Peaceful; lovely place to live.• Good cafes, good stopping point• Pubs / live music / festivals• Close to everything• Affordable• Good education system The People: <ul style="list-style-type: none">• Strong community spirit (banding together)• Sporting culture• Nice people – lovely community, very welcoming• Community feel, supportive, feel part of community• Friendly place. Arts place, culturally rich, diverse, alive again• Community – people are close and know each other• Passionate people• Laid back History & Heritage: <ul style="list-style-type: none">• Heritage architecture• Family history, multi-generational• Heritage preservation – requirements are too hard and expensive – properties degrade
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AN 'IDEAS BANK'

In addition to providing an initial 'audit' of existing Arts and Cultural places, spaces, people, groups and activities; the consultation also provided a significant 'Ideas Bank' from which Council and the community can draw in implementing this strategy.

Activities

Festivals & Events:

- Better communication, promotion (e.g. screens in Coles and Woollies to advertise events) and timing of events
- Create a hallmark event / revamp existing events / create new events
- Create stimulating events - community driven and relevant - leverage off / complement existing events Fringe, Heritage Month, Gourmet, SALA
- Mural festivals
- 'Re-invent' Gawler Show – more meaningful connection with kids / more relevant / events like 'live kids master chef', reinvent old events, develop new events e.g. cooking workshops
- Church hall organ festival (link with Tanunda)
- Music / Cultural Festival on Goose Island
- Chamber music festival similar to the Four Winds Festival
- More outside events that are easy for disabled people to access
- More band competitions
- Big event with Aboriginal performer such as Archie Roach
- Busking and live music festival
- Small events, often that are well coordinated

History & Heritage / Cultural Tourism:

- Connecting people to history: Telling stories and honouring history (people, places and buildings) through Arts & Culture
- Gawler's fashion history: Used to be big in Gawler 1944-1978 Timer Fashion. Linking Kapunda and Gawler – manufacturing history
- Create interactive experiences: Capitalise on website 'Gawler Now & Then'. Look at developing an app that uses GPS coordinates / QR codes (plaques on buildings) to connect to photos on website.
- Heritage trails like 'Willunga Walks'.
- Make heritage more visible, accessible and engaging
- Build up knowledge bank: Need more research done on stories behind the places and people. Create audios of stories.

Live Performances / Entertainment:

- Concerts for residents of aged care facilities etc.
- More live music
- Movies, music in the park, family friendly activities
- Concerts - Classical - also travelling to small communities
- Street theatre

Public Art:

- Projection art – light shows on old buildings
- Street art / Chalk art
- Space in Gawler that members of the public can be involved in upgrading e.g. painting of stobie poles
- Community public arts spaces – examples in Prospect (giant chair in the park that you can sit on but it is also public art), Payneham St Peters, Bowden Brompton, Oakbank

Sports:

- Gawler could be a hub for more varied sports

Competitions:

- Gawler Art Prize

Youth Focus:

- Lack of opportunities for youth who don't play sport (other than Skate Park).
- Need to get students more involved in local community
- Non mainstream activities for youth – visual arts / street art / circus skills / skate workshop – things kids currently need to go outside Gawler for
- No bus services to get youth to where the services are (e.g. Gawler Sport & Community Centre)
- Need the right equipment in the youth centre – what do they want?
- Review opening times for the pool
- Link to the schools better particularly the year 11s and 12s – exhibiting their work each year

Classes / Workshops / Exhibitions:

- Poetry options outside of the pub
- More art workshops and classes
- More 'Learn to do' workshops e.g. knitting
- Touring shows coming to Gawler

Indigenous Focus:

- Yarning circles
- Indigenous history & traditions activation & connection
- Acknowledgement of Aboriginal culture throughout the Gawler region. Its history as a go-between place
- Acknowledgement of shared heritage and sites in Gawler such as Dead Man's Pass and various other places along the river

People / Groups / Resources:

Council:

- Engagement with residents – many are itinerant (travel to town on train to work)
- Assistance for community Arts & Cultural groups (sustainability, new activity)
- More library staff to be more involved in Arts & Cultural activity

Other Community Groups / Individuals:

- ‘Guerrilla’ Groups – Community garden – edible gardens – tidy up other areas
- Engage service clubs further in arts based activities as they are interested in health, welfare and wellbeing of the community
- Build a strong cohort of connected arts and heritage leaders

Resources:

- Arts resource / officer / coordinator
- Seed funding and grant writing support
- Transportable infrastructure – look at what is needed to support groups with activities and events

Places & Spaces:

Community Space:

- Better use of Sport & Community Centre e.g. using stage and sound system in Youth Shak
- “Free space” to be
- Space for Indigenous people to create, to interact and to be – cultural space – outdoor and indoor
- Library:
 - Space for workshops / music / literacy / craft
 - Flexible, open space e.g. for 'artists in residence' (scheduled and informal)
 - Accessible space during library hours
 - Display space to promote community groups / notices

Outdoor Places:

- Park amphitheatre (e.g. Goose Island, Clonlea Park, Pioneer Park) as an alternative space for outdoor performances (permanent access to power etc.)
- Community gardens, bush tucker paths
- Natural heritage / outdoor space that generates Arts & Cultural activity e.g. build your own cubby house (reflecting that lots of kids would have nowhere to create / play at home)
- Develop the other side of the railway line and have people park over there and then develop the eastern side for Arts

Economic Development:

- Restaurant (top class) / ‘cultural based’ restaurant
- Cafes and shops in Main St open more hours
- Cafes on the river (current face of Julian Terrace is quite ‘industrial’)
- Cafes open after 3pm – need to bring people to the Main St
- Pop up shops in empty spaces
- A renew campaign for Gawler to see the empty shops used
- Getting business involved – developing opportunities for investment

Activation of Existing Spaces:

- Activation of spaces (think outside the square) – outside of just Council owned
- Pop-up venues, links to the river
- Essex House (privately owned) - has been empty for 5 years (needs work). Could be a regional art gallery. Gawler Business Development Group are keen to convert into an artists' bazaar. Encourage an EOI process to see who may be interested in investing in it?

Art Spaces:

- Need more flexible art space for workshops and exhibitions e.g. pop-ups
- Provide a professional visual arts space that is adequate for touring and performing arts - bring "Shows on the Road" to Gawler
- High quality exhibition space available for the public to use that is co-located with other facilities.
- Great combination of high end gallery with community space and a retail area.
- A craft / arts / makers market retail type space combined with studio space
- Venue to exhibit works in Main St
- Retail & workshop (artist in residence) spaces
- Could convert current Visitor Information Centre to be a regional gallery
- Shared venue for Gawler Community Gallery and Art Society - a home!

Performance Space:

- Theatre space needed. Needs to be accessible for amateurs to perform - flexibility of space (flat floors, tiered seating). Needs to be affordable with decent amenities
- More band rehearsal space
- More options for live music performances

History & Heritage:

- Sense of heritage is maintained and celebrated
- History activation & connection.
- Sustainable preservation: Current requirements around preservation of heritage creates challenges – empty shops – some large and some empty for quite some time.
- Arts activation of buildings. Create links between heritage and contemporary arts

EXISTING PLACES & SPACES

Community Facilities:

Country Women's Association of Australia
Gawler Community House
Girl Guides Hall
Willo's Men's Shed
School Halls
Sports Clubs
Gawler National Trust Museum

Businesses:

Art & craft suppliers
Cafes / hotels / food businesses
Gawler & Barossa Jockey Club
Photography / Framers
Mosaic Studio (Kaleidoscope Studio)

Art Spaces:

Gawler Community Gallery
The MacKillop Arts Theatre (St Brigids Catholic School)

Outdoor Spaces:

Carpark rooftop (multi-storey car park)
Community Kitchen Garden – Gawler Community House
Laneways
Market Venues
Open Gardens
Skate park

Parks & reserves:

Clonlea Park
Apex Park
Reid Reserve
River Junction Park
Goose Island
River trails

Performance / Entertainment:

Gawler Cinema
STARPlex

Heritage:

Heritage buildings (churches, halls, walls, residences, businesses)
Gawler Heritage Collection

Council Owned Facilities:

Gawler Sport & Community Centre
Evanston Gardens Library & Community Centre
Town Hall & Institute
Gawler Aquatic Centre
Elderly Centre

EXISTING PEOPLE & GROUPS

Council:

Youth Development Officer
Community Development Officer

Arts Groups:

Arts Alliance
Craft Groups
Creative Edge Group
Gawler Heritage Committee
Gawler Art Society
Arts Action

Theatre / Music / Dance Groups:

Folk Music Club
Gawler Town Band
Gawler Irish Dance Club
Gawler Theatre Company
Youth Theatre Group

Written Word Groups:

Adelaide Plains Writers Group
Book Clubs
Chapter & Verse Writers Group
Gawler Poets of the Pub
Library – Writing Groups

Other Community Groups:

Girl Guides
Local Service Clubs
Churches
National Trust SA Gawler Branch
Gawler History Team
Gawler Environment & Heritage Assoc.
Gawler Regional Natural Resource Centre

Media:

Community Radio
The Bunyip

Artists & Performers:

Buskers, Musicians
Commercial artists, Street artists Gamers

State Government:

Country Arts SA

EXISTING ACTIVITIES

Festivals & Events:

Anzac Dawn Services / Youth Vigil
Australia Day Breakfast
Blue Light Disco
Cancer Council Biggest Morning Tea
Carols / Christmas Events
Change Original Music Festival
Country Music Festival
Markets: Farmers Market / Railway Station
Festival of Words
Fringe Festival
Gawler Gourmet & Heritage Festival
Gawler Jazz Festival
Gawler Show
Gawler Youth Film Festival
History Festival
NAIDOC Week
Reconciliation Week
Original Song Festival
Refugee Association Event
Religious music events
Scouts Rally
Spoken Word Festival
Sustainable Living Festival
Textile Arts Festival
Village Fair

Classes / Workshops:

Art school
Cultural workshops
Dance Schools
Embroidery
School holiday programs
Quilting
Mosaic classes
Textile art
University of the Third Age activities
'Learn to do' (Community House / Natural Resource Centre)
Library:
Craft workshops
Poetry events
Meet the Author

Competitions:

Gawler Art Prize
Art Award
Band Championships
BMX Championships
Country Swimming Championships
Gawler Prize Architectural Merit
Skate Park competitions
Street Banner competitions
Library:
Short story competitions
Poetry competition

Sports:

Baseball
Basketball
Billiards
Bowls
Cricket
Cycling
Football
Hockey
Little Athletics
Netball
Petanque
Soccer
Swimming
Tennis
Volleyball

Public Art:

Multi-storey Car Park murals
Gawler Fringe
Christmas display at riverbank
Monuments & memorials
Mosaic wildlife trail
Statues

**Live Performances /
Entertainment:**

Hotel / pubs entertainment / live
music
Open mic sessions
Outdoor Cinema
Short film screenings
School productions

Exhibitions:

Gawler Community Gallery
Exhibitions
Quilting exhibition
SALA Art Trail

Aboriginal Programs:

Yarning Circles
Elders Art
Visual /performing arts,
Library - Aboriginal linked programs /
workshops / performances

Gawler Arts and Culture Strategy 2016 – 2025: *Background*

Developed in 2015 by



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