



# ILLUMINATE

## Arts & Culture in the Shire

A Southern Grampians Shire Council Discussion Paper, 2013

Arts and Culture Policy

“

Arts and culture play a  
crucial role in  
increasing liveability,  
wellbeing and in  
developing resilient,  
connected communities

”



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# **Part One:**

## **INTRODUCTION**

# 1.1 Why have an Arts and Culture Policy?

Cultural vitality is a key indicator of the quality of life in communities. Jon Hawkes, author of **The Fourth Pillar of Sustainability – Culture**; describes Arts and Culture as “dynamic and constantly changing”. His work on the importance of Arts and Culture and its intrinsic value to the “liveability of communities” has seen something of a revival of creative practice in many communities and a rethinking of the traditional roles of established Arts and Cultural organizations has occurred as a result of this.

In late 2012 Southern Grampians Shire Council identified the need for a strategic planning document that would ensure Council’s considerable investment in Arts and Culture in the Shire was protected. It is to recognise our substantial strengths in Arts and Culture while at the same time identify changing needs and emerging shifts both in our community and in cultural

thinking. This policy will give Arts and Culture its own profile, provide a unified approach to development and recognise the value of Arts and Culture to the community. It will recognise community priorities and plan for future development.

This will be the first Arts and Cultural Policy for the Southern Grampians Shire Council. Your comments will assist in shaping a strategic vision that ensures artistic, cultural and creative endeavours resonate with the wider community.

In announcing the Creative Australia Policy in March this year, our Prime Minister spoke of the men and women that constitute our nations creative sector. She may well have been speaking of the men and women of the Western District who have given us much to build on.

“ Their sense of daring, and imagination, their pursuit of excellence, their creative spirit and their willingness to share their gifts have profoundly shaped and uplifted Australian Society ”

CREATIVE AUSTRALIA NATIONAL CULTURE POLICY 2013

# Welcome to the conversation - Arts and Culture can.....

- Express the vision and values of a community
- Strengthen a sense of place and community identity through engagement, creative thinking and activity
- Build community pride and social cohesion
- Involve local people in community development
- Enhances quality of life and well being
- Educate, enchant and excite us
- Provide opportunities for personal development
- Bring about tourism
- Develop quickly in response to local needs and ideas
- Be wide-ranging or focused on special groups
- Have positive impacts that exceed expectations in terms of cost
- Develop the organizational skills of individuals and communities to help themselves
- Foster innovation and engage peoples creativity
- Stimulate economic activity, generate employment opportunities
- Encourage enterprise



# 1.2

## Scope of the work

Council has previously contributed to the community arts sector by supporting the employment of the part-time Community Arts Liaison Officer employed through the Primary Care Partnership Program. Council has, since November 2012, diverted these funds to the employment of an in-house Arts and Culture Development Officer which combines the Art Gallery Education role and the Community Arts role. The first year of this position is to develop an Arts and Cultural Policy and strategies for the Shire. The Arts and Cultural Development Officer has been engaged to conduct research, community and internal consultation, analyse the findings, report key themes and make recommendations for strategies.

A Cultural Services Team (CST) comprising key Council stakeholders was established at the beginning of 2013 to act as a Steering Committee for this project.

The CST established a vision:

*“A vibrant Arts and Cultural environment in Southern Grampians Shire that contributes to the shire’s vision of being Australia’s most liveable provincial community”*

And Objectives To:-

- Develop strategic directions for the Shire’s Arts and Cultural organizations
- Increase the impact of Council’s Arts and Cultural services
- Progress the Brown Street Arts and Cultural Precinct Concept Plan
- Look at ways of effective collaboration between Shire’s cultural services

Regional Arts Victoria’s Development Officer (RADO) provides both the CST and the Arts and Culture Development Officer with ongoing advice on framework and Policy development.

# An ideal Arts and Cultural framework should look something like this



\* Denotes the current focus of Arts and Culture in the Shire

# 1.3 Methodology

Project methodology to date has included site visits to the following Arts and Cultural Facilities in the Shire, Hamilton Art Gallery, Hamilton Performing Arts Centre, the Cinema, Hamilton Library, Hamilton Historical Society, Ansett Museum, Hamilton Institute of Rural Learning, Indigenous Keeping Place, Pastoral Museum, Dunkeld Historical Museum, Volcano Discovery Centre and RMIT studio.

Where available strategic documents, marketing plans, business plans and in some cases Director reports from Council's cultural facilities have been reviewed. These are presented for community consultation. They outline the many strengths of Council's cultural facilities and the community is invited to contribute to challenges and opportunities for the development of these cultural facilities.

Data, comments and recommendations from the 2009 Arts Mapping Project and Brown Street Arts and Cultural Precinct Concept Plan have been instrumental in establishing the Arts and Cultural Policy framework. Key findings will be addressed in the consultation.

Existing Council policies, plans and strategies have been reviewed and relevant Arts and Culture references are noted. This includes the current Council Plan 2013-2017 currently still in draft form at the time of writing.

A significant amount of research has taken place and the findings of numerous evidenced based Arts and Cultural Papers/ Reports on the role of Arts and Culture in building liveable, resilient, sustainable and well-connected communities also inform this Discussion Paper.



“Culture is not created by government, but enabled by it. Culture is created by community.”

CREATIVE AUSTRALIA  
NATIONAL CULTURE POLICY  
2013

This literal “explosion” of information on the value of Arts and Culture, has caused many to reassess the role of traditional Arts and Cultural facilities and programs. As a consequence significant shifts in both policy and funding have resulted at all levels of government.

Relevant Federal, Regional and local policy contexts are provided, as too are relevant statistical snapshots.

Internal and external stakeholders are identified and listed in Appendix 2. Community consultation aims to:

- Recognize the needs and aspirations of all sectors of the community
- Identify community priorities for Arts and Culture in the Shire
- Leverage better outcomes for the community from our substantial Arts and Culture facilities.

# **Part Two:** **STRATEGIC DIRECTIONS**

Dovetailing the vision and subsequent outcomes of an Arts and Cultural Policy with those of existing Council Plans and government funding bodies is an economic reality. It may also require a strategic shift in the way we think about Arts and Culture delivery.



John Wolseley Tapestry, 2011

# 2.1 SGSC Council Plan 2013-2017

One of five objectives for Council is to:

## Enhance Wellbeing and Culture

Statements and strategies for this objective include:

“We recognise that Arts and Culture play a crucial role in increasing liveability and well being, and in developing vibrant, resilient and connected communities”

- Develop an Arts and Culture Policy that sets strategic direction for future
- Development of the Arts to achieve long term and effective outcomes
- Provide high quality and inclusive cultural facilities, services and experiences
- Create vibrant public spaces
- Encourage and support innovation in the Arts

**(Draft)**

# 2.2 Brown Street Arts and Cultural Precinct Concept Plan

To a large extent this Concept Plan revolved around cultural infrastructure. Ultimately however, it is underpinned by the findings of the 2008, Arts Victoria and Applied Economics Submission on [Enhancing liveability in Victoria](#).

The submission noted the importance and value of Cultural Precincts, the significant social benefits that result from them and their role in supporting creative economies. In particular, they noted their significant potential to improve liveability in regional Victoria and their contributions to the development of regional areas as major cultural and tourism destinations.

The framework under consideration aims to strengthen and build on the concept of an Arts and Cultural Precinct. Prioritising and positioning the recommendations of the Concept Plan. This consultation will be a further step in realising the Arts and Cultural Precinct and a vision for the future.



Brown Street Arts and Cultural Precinct Plan

**(Endorsed by Council in 2012)**

# 2.3 Federal and Regional Context

Over the next ten years Arts Victoria and Regional Arts Fund will deliver funding which is directly tied to the recently released National Cultural Policy, **Creative Australia Policy**.

It describes the essential role Arts and Culture play in the life of every Australian and how creativity is central to Australia's economic and social success: a creative nation is a productive nation. There are three key themes:

- Modernise funding and support for Arts and Culture = A requirement to form financial and community partnerships
- Creative expression, the role of the artist = Projects that support innovation, digital media, artistic practice will have most support.
- Connect to national life for a social and economic dividend = Community arts and cultural programs, creative industry.

**Regional Arts Victoria** is currently revisioning its strategic direction and it is our understanding that there will be an emphasis on the following three priorities across the organisation: Creative Practice, Creative Spaces and Creative Catalysts.

Recently Regional Arts Australia released a survey grab on the value of Arts and Culture to the community. (see Appendix 3)



The **ALGA** (Australian Local Government Association) has just signed off on an Accord that will focus all levels of government to deliver stronger and more coordinated arts and cultural services.

The signing of the Accord follows the release of the National Cultural Policy 'Creative Australia' 2013. This noted that local government invests \$1 billion each year in arts and cultural activities and considering the comparative income of each level of government this is the largest investment of any level of government.

Southern Grampians Shire Council currently funds Arts and Cultural activities in the Shire to the tune of \$2,183,615 with a net cost of \$1,338,220.

In the **2012 Community Satisfaction Survey** on SGSC Service Delivery, Arts and Culture were the highest rating Council received.

Respondents were asked:

**A.** How was the service performing?

**B.** How important that service was to them?

- Art Centres & Libraries: performance 79, importance 61
- Community & cultural activities: Performance 67, importance 59
- The appearance of public areas: Performance 67, importance 72

The 2009 SED Consulting Survey also recorded similar satisfaction ratings but noted that respondents were primarily older ratepayers.

# **Part Three: CREATIVE DEVELOPMENT - QUESTIONS**



Dunkeld Mosaic Festival

## How do Arts and Culture services in the Shire rate for cultural vitality and social equality?

### What are the community's expectations for Arts and Culture in the Shire?

Development of Arts and Culture in the shire requires creativity and sustainability. To a large extent we have “hung our hat” on the reputation that Hamilton is a “cultural city”. There is little doubt that given our relatively small population, currently less than 10,000 in town, that we are fortunate to have substantial Arts and Cultural facilities. The Four Pillars of Sustainability, cultural vitality, social equity, environmental responsibility and economic viability are now considered the four drivers in achieving liveable communities. They are a useful measure in project development.

**Cultural vitality:** well being, creativity, diversity, innovation, activity, education

**Social equity:** community engagement, social cohesion, relationships, neighbourhood, connectivity

**Environmental responsibility:** natural and built environment, ecological balance

**Economic viability:** employment, industry, vibrancy, and community economic activity

# 3.1 Creative Places

What are your ideas for creating vibrant places and spaces in our community?

In the last 5-10 years many cities and towns have witnessed substantial transformations through a revitalized Arts and Cultural scene. Central to this revitalisation has been the importance of creative place making and public art.

Creative place making can animate public spaces, create a sense of vitality, revitalize streetscapes, improve local business viability and most importantly they can be used to connect people and strengthen communities. They are key drivers in population growth.

Council endorsed in principle The Brown Street Arts and Cultural Concept Plan,

SGSC Arts and Culture Discussion Paper, 2013

which proposes development around the existing arts and cultural infrastructure. Actioning these would require substantial Council investment.

It is generally accepted that Hamilton Art Gallery is the highest value asset in the precinct. 97% of the Gallery's collection is housed in storage due to a lack of space. Expansion of the Gallery is only one of numerous projects outlined for development in the plan.

More recently the RAV Small Towns Grant identified community support and the need to develop creative places as equally important in our small towns.

# 3.2 Creative Communities

## How can we foster and support creative practitioners and creative communities?

Traditionally community participation in arts and cultural activities in the Shire has had a greater history of 'passive' attendance and consumption of the arts, that is, listening to a piece of music, watching theatre or visiting an art gallery. Principally audiences have been patrons of the Arts rather than arts practitioners.

One of the larger challenges we face in our region is attracting and retaining a younger demographic. (See Appendix 3)

It is this demographic that demands cultural vitality, seeks connectedness and has the greatest number of creative practitioners. In contrast they seek active participation in the Arts, personally making and doing. In part this has been fuelled by

an emphasis on the Arts in education. This is particularly relevant in this state, support for Arts practitioners is a focus in policy and funding. In the last 10 years, creative practice and creative industries has seen the greatest increase in activity.

In many regional towns it is this demographic that has led the charge in arts and cultural activities, creative development has flourished, creative spaces have been activated and communities have been strengthened.

# 3.3

## Arts and Cultural Facilities

What are the current challenges and opportunities that exist for: Hamilton Art Gallery, Hamilton Performing Arts Centre, the Library and the Cinema?

What are the opportunities to increase local participation in Arts and Culture related activities in these facilities?

Could revisioning the role of Arts and Culture in the Shire play a role in population growth?

When it comes to Arts and Culture the one thing most people would say about Hamilton is that “it has a great Art Gallery”. People would say this even if they had never visited the Gallery. The PAC, Library and Cinema also contribute greatly to Arts and Culture in the Shire.

An ageing community, falling population numbers, lower education and household income levels together with new technologies have the potential to threaten the viability of Arts and Culture facilities in the Shire. Without ratepayers, audiences, readers, gallery goers, and supporters, cultural facilities are at risk. The changing nature of the Arts and Cultural landscape will require us to leverage better outcomes for the community from our substantial Arts and Culture facilities.

# 3.4

## Cultural Heritage

### What role can volunteering play in supporting Arts and Cultural capacity in the Shire?

There are a number of Museums and organizations in the Shire that reflect the recognition of, and are repositories for the culture and history of the region. Culture and History are valuable components in the makeup of a community's identity they tell our stories, reinforce our sense of place and give pride in past achievements.



The Museums are independent of each other; collections are often unusual, even niche in some cases. They are dispersed throughout the Shire and are housed in buildings of various quality and suitability. They are all operated, maintained and manned by ageing volunteers.

In 2006, Australia wide volunteers staffed 58% of Cultural Museums. People provided more than 30 million hours to volunteer work for arts and heritage organisations. (ABS, Voluntary work, 2006)

# 3.5 Cultural Tourism

## How best can we leverage our existing Arts and Cultural assets to attract greater visitor numbers to the Shire?

Enhanced cultural tourism could be a significant contributor to the economy and assist to bring cultural vitality to an Arts and Cultural Precinct. On average 100 visitors pass through the Hamilton Information Centre daily. Many enquire about an Indigenous “experience”, some struggle to locate the Art Gallery. The corporate sector fills our hotels and motels from Monday to Thursday.

The most recent data available comes from Tourism Research Australia. Grampians Tourism figures indicate that there were 727,000 domestic overnight visitors to the region, 34,000 international overnight visitors and 799,000 domestic day drippers to the region in 2012.

### Main purpose of trip

54.8% are here for holiday and leisure  
24.3% are visiting friends or relatives  
12.8% come to the region on business.

### Age

26.7% were aged 45-54 years  
21.4% were aged 55-64  
23.7% were 65+

**“Creativity is not new neither is economics, what is new is the nature and extent of the relationship between them and how they combine to create extraordinary value and wealth”**

JON HOWKINS, 2001

# Appendix

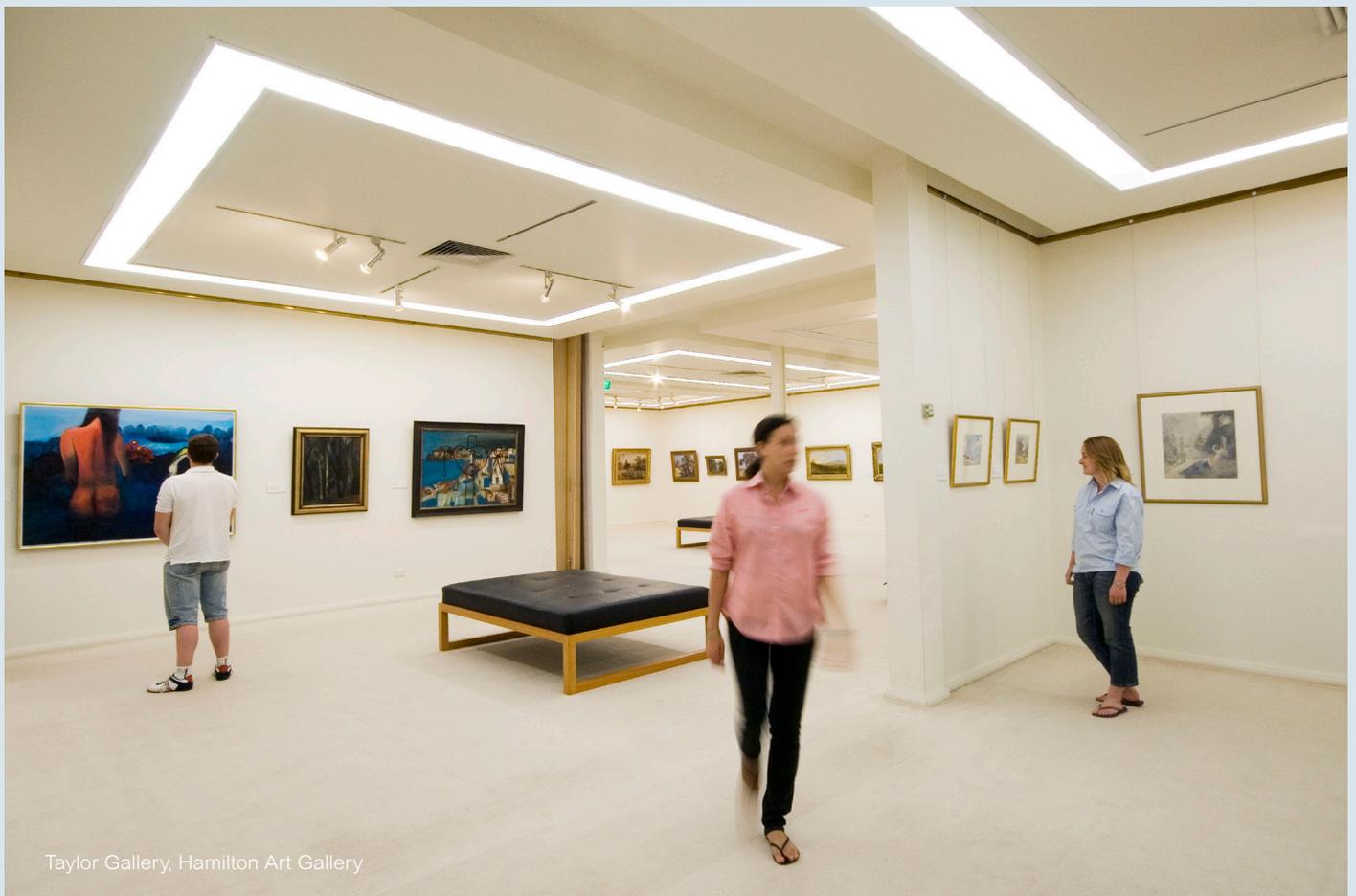
# 1. Historical Overview

The first people of the Southern Grampians area were the Bunganditj, Gunditjmara and Tjapwurong Aboriginal people. Their arts and cultural belief system was inextricably linked to the land. They led a uniquely settled life and the complexity of their 30,000 year old culture greatly contributes to and enriches our own understanding of cultural vitality. Indigenous people make up less than 1% of our population and their cultural voice is limited in our Shire.

In the mid 1800's Europeans settled in the Western District. Scottish, English, Irish, German and Dutch immigrants arrived, all seeking a better future. Many bought with them and maintain to this present day cultural traditions of their homeland; Laternenfest, sacred music, Irish dance and poetry traditions. They prospered from the beginning by grazing cattle and sheep, with excellent quality wool the basis of their prosperity. It was not long before Hamilton had gained the enviable title

of the "Wool capital of Australia". A high proportion of the District's citizens were wealthy, pastoralists, industrious men and women of substance and respectability. Important historic buildings, homesteads, churches and schools were built, in turn these reflected and reinforced Hamilton's standing in the region. Arts and Cultural pursuits were greatly valued and many private individuals built substantial art and cultural collections. One of challenges facing the community in the coming years is how to preserve these cultural traditions, historic buildings and historic collections.

The district had afforded many of these individuals a high quality of life and in return over many years they generously gave back to the community. The last 60 years has seen the community and the City of Hamilton benefit from some extraordinary bequests, the most notable of these being the unusual phenomenon of the Hamilton Art Gallery.



## HAMILTON ART GALLERY

In 1957 Herbert Shaw, a wealthy pastoralist and avid collector of primarily decorative arts, left a bequest of £6,000 and part of his collection to the people of Hamilton to found an art gallery, preferably in the Botanic Gardens. The City fathers of the day decided instead to build a complex consisting of a Gallery, a Library and an Auditorium that eventually cost £100,000. The foundation stone was laid in August 1960 and the buildings opened in 1961.

Today the Art Gallery collection has grown to over 8000 objects and constitutes the largest single asset that the Shire owns. It is currently worth some \$22 million. The collection continues to grow due once again to the generosity of both local and regional patronage.

Around 22 exhibitions are held annually. Attendance is in the order of 23,000 people per annum. Tourism accounts for approximately 11,000 of these the remaining number is local patronage. Its reputation is well known both

locally and overseas. Increasingly exhibitions are drawn from the permanent collection and community based exhibitions are becoming more popular.

Exhibitions are of a high standard and Gallery staff produce a number of exhibition catalogues and didactic signage to accompany each exhibition. Research, cataloguing, documentation of and caring for the collection are a substantial undertaking. Many public programs occur in conjunction with the Gallery exhibition program. These include numerous openings, artist talks, seminars, education workshops, tours, films, concerts and events.

The Gallery has since its inception had a strong following of Friends of the Gallery. Membership stands at around 400 and traditionally their role revolves around social activities in support of the Gallery.



Hamilton Performing Arts Centre

## HAMILTON PERFORMING ARTS CENTRE (PAC)

The origins of the PAC predate the Gallery. In 1910 the third town hall for Hamilton, the current site of the auditorium, opened its doors. For next 80 years it served as the focal point for concerts, dances, public meetings and a whole host of other activities from boxing matches to baby shows.

Throughout the 1980s, there had been growing support in the local arts community for converting the hall to a performing arts centre with raked seating and proper stage facilities. State government funding was eventually secured and the venue underwent a major refurbishment in 1991/92. This comprised raked seating for 500 patrons, fly lines on stage (to enable scenery to be flown), upgraded sound infrastructure and equipment, stage lighting equipment, dressing rooms and modernization of the kitchen, function room and foyer.

Today the annual attendance at the Hamilton PAC is about 35,000. Of this, 22,000 are performing arts related. The PAC presents approximately 60 performances annually. This includes rehearsals and workshops as well as straight forward-ticketed performances, local and touring, amateur and professional. The balance of attendance is for events such as weddings, conferences, meetings and expos. The PAC is still the host for community events such as the annual Rotary Art Show, Legacy Fleece Show and St Mary's Christmas Expo. The Hamilton Eisteddfod has been based here for over 50 years.



## HAMILTON LIBRARY

The Hamilton Library is also central to local cultural activities. It opened in 1960 and was initially housed temporarily in the Mechanics' Institute before being moved to its current location in 1961 with the opening of the Art Gallery complex. SGSC has traditionally provided a Library service to its residents through a regional library arrangement.. It currently operates under a service agreement with The City of Ballarat and six regional councils under the banner of The Central Highlands Libraries Group. The commissioning and delivery of the new mobile library vehicle in 2012 has greatly enhanced the reach of the library and offers a fabulous service to our small towns.

Books borrowed and computer use per head of population is very high. Approximately 34% of the Shire's populations are active borrowers. In 2011-12 there were 99,133 visits made to the library. The collection stands at 21,070 items. The Library program includes a range of regular educational sessions and activities for both children and adults. These include Story time, Baby rhyme, school visits, holiday activities, lectures, book launches and film shows to name a few.

The significant nature of these established Arts and Cultural organizations, their natural proximity to each other and the evidence produced in the 2008, Arts Victoria, Inquiry into Enhancing Victoria's Liveability, was perhaps the impetus for Council to later pursue the concept of developing an Arts and Cultural Precinct Concept Plan.



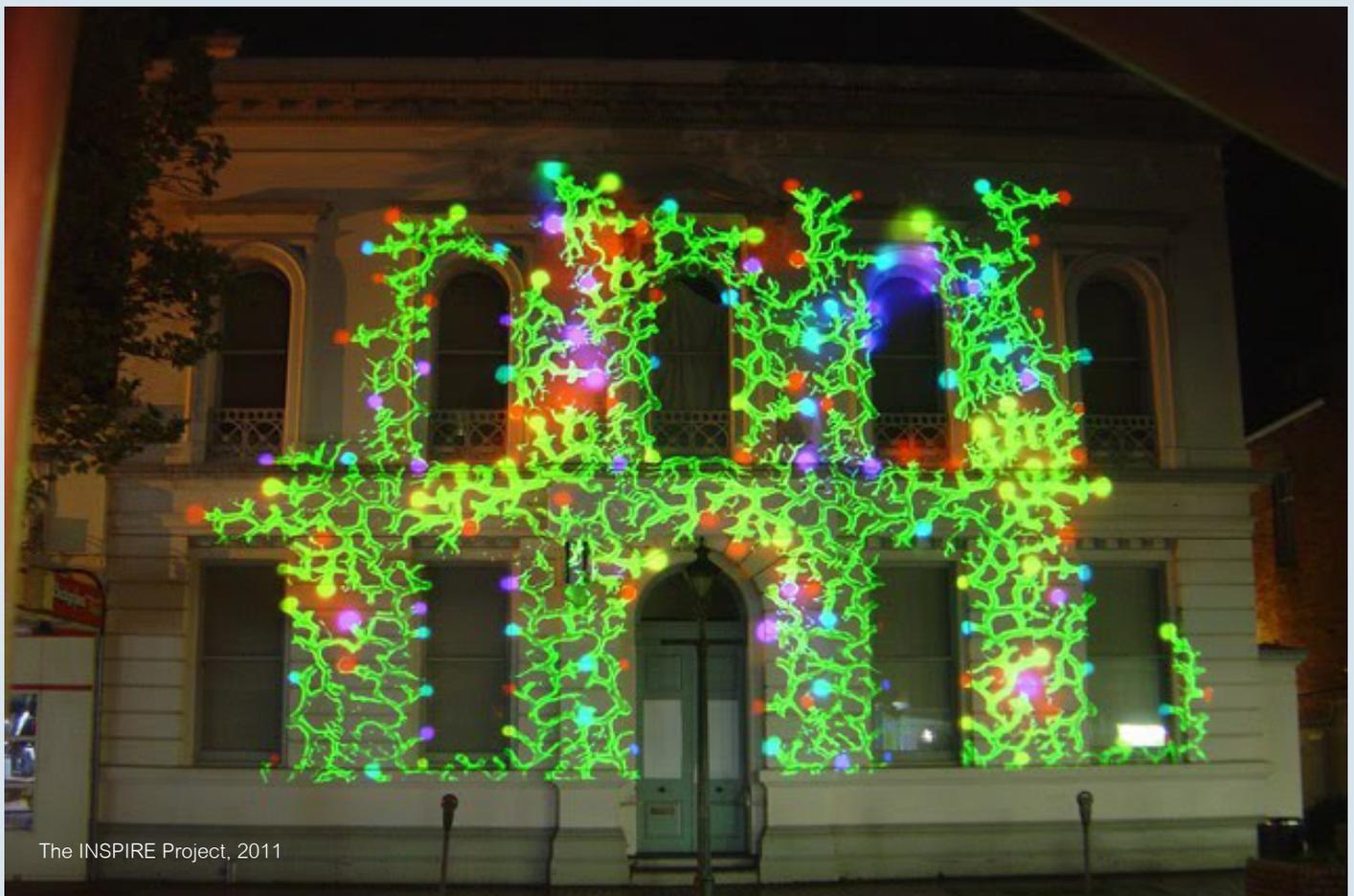
## CINEMA

The Regent Theatre in Brown Street opened some time before the Second World War. It was a single screen venue typical of its era and could seat over 700 patrons. As patterns of cinema attendance changed and numbers declined with competition from TV, home videos and greater choice of leisure activities, the Regent was unable to remain viable and closed sometime in the 1970s.

Cinema equipment to screen movies was included in the 1991/92 fit out of the PAC and for a time films were screened both here and the auditorium above the Library.

Gradually the auditorium above the library became the major venue due to its more suitable size and ambience and it was refurbished in 1995, 2000 and 2009.

Over the past three years, annual attendance has been just under 24,000. There were approximately 100 titles with 800 screenings each year. In addition, the local Film Club screened 12 films a year (Art house, foreign language and independent product) attracting a further 900 attendees.



The INSPIRE Project, 2011

## COMMUNITY ARTS

Community arts and public art in the Hamilton region has had a chequered history. In 1990 the Council appointed Alan McGregor as community arts officer. It is generally acknowledged that under his stewardship community arts flourished. He originated, developed and oversaw a series of festivals (among other programs) that have made a huge difference to appreciation of the arts in the region. He described the purpose of the festivals he established as “a celebration that builds on community strengths and introduces new and exciting ideas to the community”. The position ended in 1998 when Council discontinued funding.

In 2007, the Southern Grampians Shire Council (SGSC) and Glenelg Primary Care Partnership (PCP) recognized the need for greater engagement and support for the Community Arts sector in the Southern Grampians Shire, and through the financial support from Arts Victoria, established the Community Arts Liaison Officer position.

The Community Arts Liaison Officer was initially employed to provide support to artists and organizations within the Shire. The focus was on capacity building and community strengthening in the arts, through linkages to greater arts engagement and connection for community.

A number of initiatives were established including, a comprehensive mapping report of arts in the region, an Arts Advisory Committee, Arts Network, Arts Newsletter and a number of small to large arts projects over the region. This position was vacated in 2011.



### COMMUNITY ARTS cont.

In the same year Council engaged David Lock and Associates - Town Planning and Urban Design to develop an Arts and Cultural Precinct Concept Plan. The concept plan arose from the 2009-2013 Council Plan which emphasized the potential of capitalizing on Hamilton's reputation as a "Cultural City". This Plan specified the creation of a Cultural Precinct as part of the provision of Quality Services for the Shire (p18). The Brown Street, Arts and Cultural Precinct Concept plan was endorsed by Council in May 2012. At this stage no elements of the Concept plan have been implemented.

In 2012 the Public Art Installation Reference Group was established. Broadly its primary goal is to "support the urban character of Southern Grampians townships by promoting the installation of artworks and other creative structures in the public realm".

In the same year SGSC began a cultural partnership with Regional Arts Victoria (RAV) who through their Regional Arts Development Officers (RADOs) provide a level of support to arts development in regional Victoria. There are five partnerships across the State. SGSC belongs to the Great South Coast Network and the RADO works to support the development of Arts and Culture in the Shire by increasing access to arts and cultural infrastructure. This includes access to funding opportunities, resources and other networks across the state regions. The partnership aims to increase the impact of arts and cultural delivery for regional communities.



## HISTORICAL MUSEUMS

The Shire is also home to numerous cultural and historical museums. Geographically they are spread across the region in various locations. With the exception of the Volcano Discovery Centre and Dunkeld's History Museum they are housed in average to poor buildings and manned by aging volunteers. They also include; the Hamilton History Museum, the Ansett Museum, the Pastoral Museum, and the Indigenous Keeping Place.

The Hamilton region has always put great store in its artistic endeavours and traditions. Arts and Culture are and have been highly valued. Fortunately generous members of the community continue to champion the Arts in the Shire through financial patronage and there is little doubt that the lives of many people have been enhanced and expanded by visiting the Art Gallery or attending performances at the PAC.

# 2.

# Stakeholders

- Southern Grampians Shire Council
- Hamilton Art Gallery
- Hamilton Performing Arts Centre
- Hamilton Library
- The Cinema
- Public Arts Installation Reference Group (PAIR Group)
- Primary Care Partnerships (PCP)
- RMIT studio
- Ansett Museum
- Australian Felix Museum Art Culture & History (AFMACH)
- Hamilton Historical Society
- Hamilton Institute Rural Learning (HIRL)
- Indigenous Keeping Place
- Pastoral Museum
- Dunkeld Museum
- Volcano Discovery Centre
- Trustees of the Gallery
- Friends of the Gallery (FROGS)
- Schools representatives, the ARTS
- SGAE
- U3A
- South West TAFE
- Arts Practitioners, Visual, Performance, Dance, Literature, Craft
- Small Towns Community Representatives

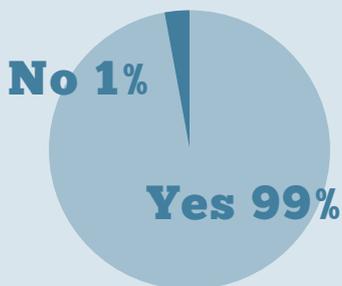
# 3.

# Statistical

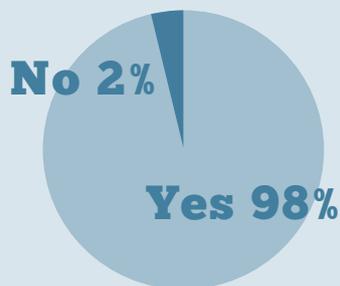
# Data

(Regional Arts Australia, The value of Arts and Culture from a national survey, 2012)

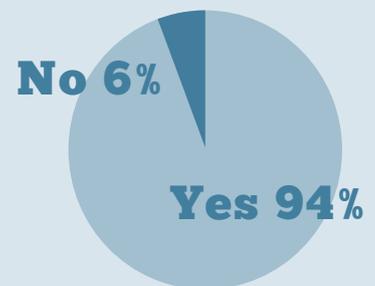
Do you believe that the arts play a vital role in community wellbeing?



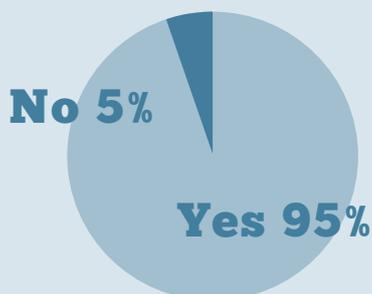
Do you believe that the arts play a role in cultural tourism?



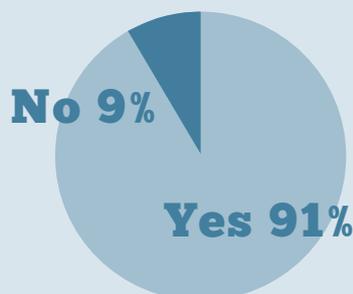
Do you believe that the arts play a role in economic development and job creation?



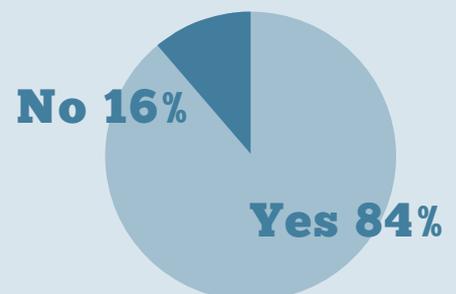
Do you believe that an increase in funding for the arts in your local community will build on existing levels of art activity?



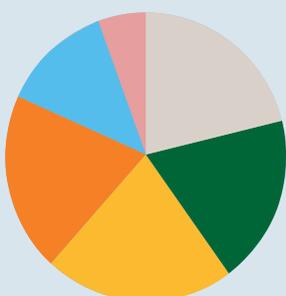
Do you believe that an increase in funding for the arts in your local community will improve the livability of your community?



Do you believe that an increase in locally based skills training and professional development are required to improve the arts sector in your community?



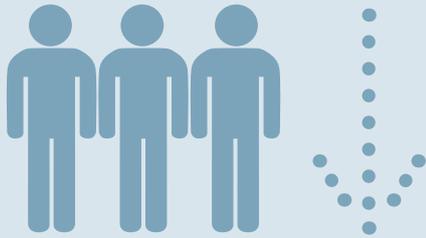
What are the key issues in your community that you believe the arts could help improve?



- 21% Building a strong sense of purpose and identity
- 19% Developing inclusive and resilient communities
- 22% Engaging young people in creating regional futures
- 20% Health and wellbeing
- 13% Environmental stability
- 5% Other

# 2011 Community Profile ID

Our demographic is changing and we need to address this...



POPULATION:

**16,352**

IN SLOW DECLINE



MEDIUM WEEKLY

HOUSEHOLD INCOME:

**\$908**

**\$37 LESS THAN THE REGIONAL AVERAGE**

EDUCATION LEVELS:

ONLY **12%**

HAVE A BA OR HIGHER

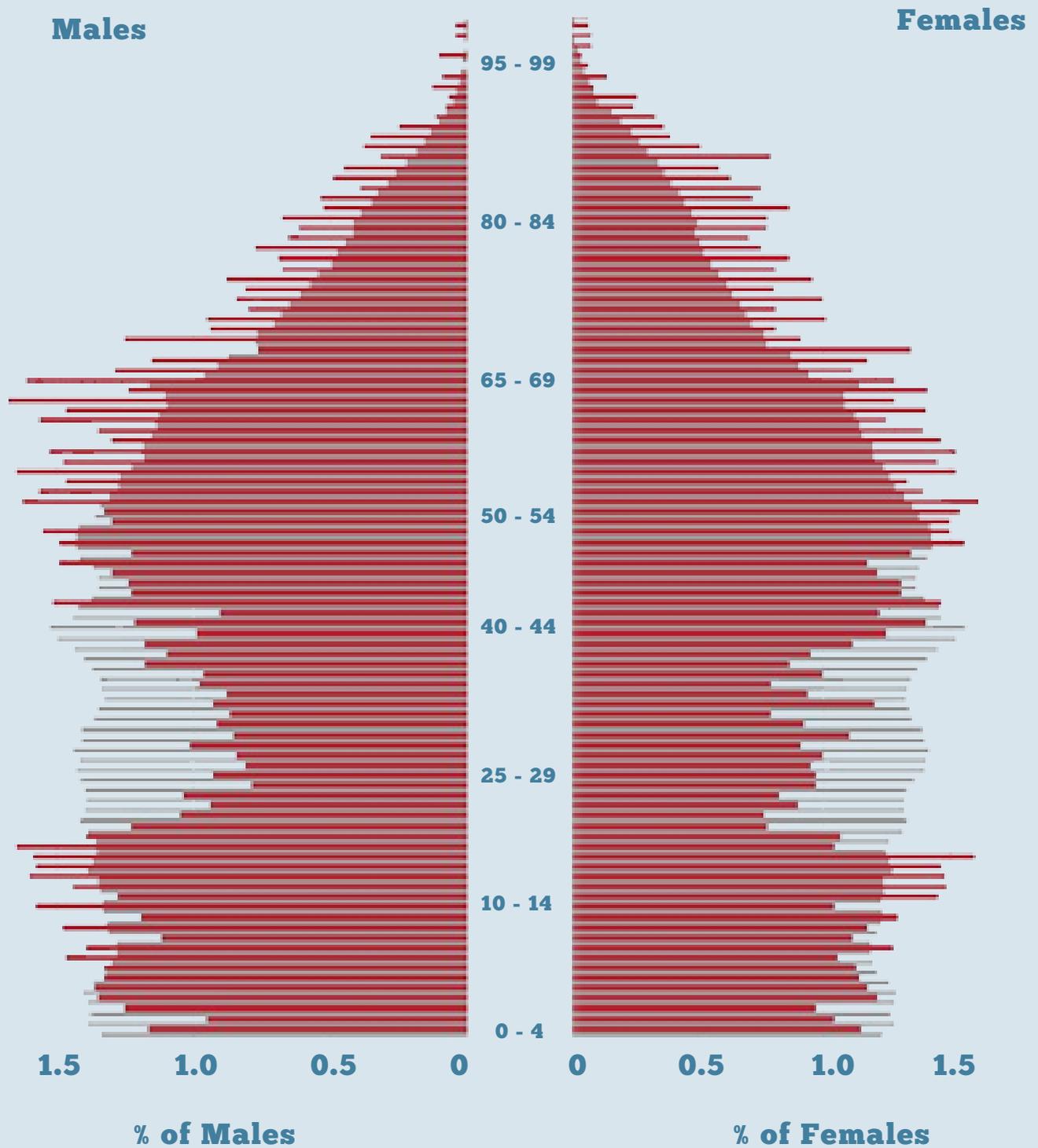


**50+**

**HALF**

THE POPULATION IS OVER 50

# Age and Sex Pyramid 2011



■ Southern Grampians Shire    ■ Australia

(Source: Australian Bureau of Statistics, Census of Population, 2011)



Responses, Questions or Feedback to:

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