

Mornington Peninsula Shire
Arts and Culture Plan 2020 - 2024

our | 2024 arts & culture



MORNINGTON
PENINSULA
Shire



Statement from the Mayor

I'm delighted to present to you our new Arts and Culture Plan. It sets out a vision for encouraging a rich, inclusive and vibrant culture on the Mornington Peninsula. Through this Plan, we will strengthen the capacity of our community and create an environment in which the arts flourish.

The importance of this task cannot be overstated. Arts and culture help connect us to each other and expand our understanding of the world around us. Through arts and culture we are brought closer together, regardless of background, income, age or ability. A strong and resilient community is one in which creativity is actively encouraged and supported.

I'm particularly pleased that the Plan includes actions to promote and support our local Aboriginal and Torres Strait Islander people's stories, heritage and history, as well as initiatives that advocate for the protection of our natural environment through creative and cultural activities.

I'm also delighted that we will be prioritising the development of a Western Port Sound Shell on the Hastings Foreshore, as well as investigating options for the development of creative precincts and new local history initiatives for the Peninsula.

Arts and culture are a significant contributor to our local economy. More than 923 local businesses and non-profit organisations are active in the creative and cultural industries and engage more than 3.4% of the region's workforce. As well as serving our residents, they help attract more than 7 million domestic and international visitors to the region each year.

Underpinning all of the actions and goals in this Plan is a fundamental principle: great art and culture should be for everyone. We want to break down existing barriers so that every resident can enjoy the life-affirming experiences that arts and culture can provide. I look forward to working with you to ensure the goals of this Arts and Culture Plan are fully realised.

Councillor Sam Hearn
Mayor
Mornington Peninsula Shire



Mornington Peninsula Shire acknowledges and pays respect to the elders, families and ancestors of the Bunurong/Boon Wurrung people, who have been the custodians of this land for many thousands of years. We acknowledge that the land on which we meet is the place of age-old ceremonies, celebrations, initiation and renewal; and that the Bunurong/Boon Wurrung peoples' living culture continues to have a unique role in the life of this region.





Arts and Culture Advisory Panel

We strive to be successful and live fulfilling lives yet should remember that we depend on the environment and culture we live in to feel a sense of community and wellbeing.

Arts and culture is integral to our lives and our Plan for the Mornington Peninsula is aimed at inclusion, creating opportunity, providing great experiences and enabling innovation in the local arts community. This means backing the ideas of groups and individuals, providing infrastructure and resources and most of all ensuring a wide range of activities for all to enjoy.

Our Plan is based on:

- Listening to feedback from our community
- Promoting activities
- Diversity that enables as many interests as possible to be encouraged
- Encompassing all creative and cultural areas including performance arts, fine arts and history
- Ensuring strategies are in place to meet future needs
- Enhancing economic opportunity for businesses to develop and prosper

The new Arts and Culture Plan outlines a vision for Council's involvement in arts and culture over the next five years. We consulted extensively with our community with over 1000 people contributing feedback. One highlight is the development and delivery of live music and venues across the Peninsula.

Thank you to all those who were part of the consultation process. We hope that we can meet the needs of our community by establishing a successful long-term vision for arts and culture on the Mornington Peninsula.

Councillor David Gill
Chair
Arts and Culture Advisory Panel



Statement from the CEO

Arts and culture touches everyone. It connects our community and helps build and shape our identity. It is essential to our wellbeing. Participation in cultural life and enjoyment of the arts is a fundamental human need.

So it is vital that we support and help promote a vibrant culture that unites our community, inspires confidence and expresses our rich heritage and stories.

Our Arts & Culture 2024 is visionary, responsive and aligned with the Council Plan. It has been developed from extensive consultation, community feedback and research conducted over the past year. Community engagement resulted in over 1000 responses with key direction, input and advice from our Arts and Culture Advisory Panel.

The Plan has a strong focus on activities that will spark the community's enthusiasm and desire to engage fully with the creative and cultural life of this wonderful region.

John Baker
Chief Executive Officer
Mornington Peninsula Shire





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“Arts and culture leads us into deep thinking about who we are, where we’ve been, where we’re going. It helps us to imagine the future and bear witness.”

Leticia Caceres
2019 Peninsula Film Festival finalist



Introduction

The Mornington Peninsula is home to a growing creative community. From the diverse arts and cultural practices of our Aboriginal and Torres Strait Islander peoples, to contemporary music, visual and performing arts, festivals, maker markets and more, our creative and cultural sector provides unique opportunities for celebrating our spectacular natural environment and appreciating our shared and different identities, histories, insights and ideas. As such, it represents a significant asset for locals and visitors alike.

A vibrant arts and cultural sector helps communities thrive. Language, history, education, music, art and architecture are among the most important ways we shape our identities and express ourselves in daily life. Alongside environmental, economic and social factors, these contribute significantly to our individual and communal sense of wellbeing. Arts and culture spark imaginations, cultivate innovation, boost economies, create connections and give voice to those who might not otherwise be heard.

Our Arts & Culture 2024 recognises that arts and culture is for everyone, and that future cultural vitality depends on our ability to see, respect and celebrate our Aboriginal and Torres Strait Islander peoples, move towards meaningful reconciliation, and embrace diversity in all its forms.

Issues relating to social isolation, financial pressures, and increased resident and visitor populations impact the Peninsula and its people. Regenerating our places and spaces, supporting our creative community will help us to enhance the quality of life for all and stimulate economic activity and growth. Delivering opportunities for all people who live, work and visit the Mornington Peninsula to explore and express their own creativity will build a thriving community that values its cultural life.

By positioning arts and culture at the centre of all we do, we will more effectively regenerate and develop our

community life in ways that are also environmentally, economically and socially sustainable. As the UNESCO principle states, sustainable development and the flourishing of culture are interdependent.¹

This approach will take focused leadership and responsible strategic investment. Reflecting community voices and aligning with the Mornington Peninsula Shire Council Plan Our Peninsula 2021, Our Arts & Culture 2024 represents a bold, courageous step towards imagining and realising more positive creative and cultural futures.

What is Arts and Culture?

The term 'culture' has a wide range of meanings within government, industry and the community. This Plan considers culture broadly to encompass arts, culture and heritage as conveyed in Australia's National Arts and Culture Accord (2013). Culture is built on a community's beliefs and values, and the arts are an expression of our culture.

The Arts: music, performing arts, literature and visual arts, including established and emerging art forms, and inter-arts activities, education, collections and performances which may be presented in galleries, libraries, theatres, cultural venues and training institutions and increasingly on-line and broadcast

Creative Industries: a sector which harnesses a range of creative and business skills for commercial production and dissemination including film and television production, broadcasting, electronic games, architecture, design and fashion, publishing, media and advertising

Cultural Heritage: preservation and public access to artefacts and intangible cultural heritage (including Indigenous culture) as undertaken by museums, galleries, libraries and archives

Council's Role in Cultural Development

As the closest level of government to the community, the Mornington Peninsula Shire (the Shire) recognises the value and impact of arts and culture to our community. The role of Local Government in cultural development is setting the vision and implementation of planning and policy, which identify and aim to address the needs of the community. These needs may be addressed through relevant strategies such as facilitation, advocacy and promotion, services, facility development and program management identified through consultation with the community.

The Shire values the important role of community cultural development in helping to achieve social, economic, environmental and overall governance objectives, including increased civic participation in decision making within the municipality. It is the role of the Shire to invest in arts and culture, providing hard and soft infrastructure, services, events and experiences which support the development of a vibrant, sustainable arts and cultural sector. The Shire also has a role in building the capacity of businesses involved in the sector and values the economic contribution they make to the overall economy.

Promote/Advocate

The Shire will strongly advocate for arts and cultural organisations, businesses, groups, events and activities and ensure these are consistently promoted.

Facilitate/Coordinate

As a facilitator and coordinator, the Shire will support, nurture and guide the development of creative and cultural industries on the Mornington Peninsula, and build partnerships with other governmental agencies and the private sector to capitalise on external resources and funding.

Invest/Support

The Shire will continue to support and grow investment in creative and cultural organisations, groups, projects and events that ensure Council delivers its vision to value, protect and improve the unique characteristics and way of life on our Peninsula.

Provide/Partner

The Shire will provide services and programs or develop partnerships to provide these to meet identified needs in the community. Adopting a broader, more inclusive idea of our 'cultural economy', will lead to changing community needs and aspirations in order to ensure that arts and cultural infrastructure, resources and programming meet the needs of our growing population.

¹ Principle 1, "The Intergovernmental Conference on Cultural Policies for Development." Stockholm: UNESCO, 1998.



Arts and culture is how we express ourselves, how we tell our stories and how we tell people what is important to us.

Red Hill resident

Purpose of an Arts and Culture Plan

An Arts and Culture Plan is a document that sets a vision and guide for Council’s involvement and investment in cultural activities and arts practice within the community. The purpose of this Arts and Culture Plan 2020-2024 is to assess the community’s current needs and aspirations and develop strategic priorities to effectively plan for rich, vibrant culture in our community.

The Shire has adopted the Cultural Development Network’s Framework for Cultural Development Planning using an evidence-based, outcome-focused approach. The Framework is written in the context of

key international and national policy agendas relevant to local government, particularly United Cities and Local Governments (the global peak body for local government) and its Committee for Culture’s Policy Statement on Culture, and other planning frameworks relevant to Australia. It is informed by contemporary approaches to planning and governance and draws from ideas about evidence-based planning that many councils already use. It is underpinned by six key principles: based on values, directed towards goals, focused on outcomes, informed by evidence, underpinned by a theory of change and respondent to evaluation.²

Principle	Applied: Good Local Government Planning
Based on values	Responds to the collective values of the community that underpin the strategy of the Council Plan.
Directed towards goals	Is directed towards goals, the desired long-term futures determined by the Council and articulated in the Council Plan.
Focused on outcomes	Is focused on outcomes, that is, the difference our work will make to those we are responsible to serve, rather than the activity undertaken to get there. Outcomes are the objectives of each activity and are measurable, enabling us to determine whether the intended outcomes were achieved.
Informed by evidence	Involves decisions informed by evidence. This includes practice knowledge, published research or data that provides information about the local context, the issue being addressed and possible ways to address it.
Underpinned by a theory of change	Uses a theory of change to assist and explain choices of activities. Theory of change is the reason why we do what we do. It can be represented by this short summary: We are looking for . . . (this intended outcome), and we know . . . (this evidence), therefore, we will do . . . (this activity).

Responsive to evaluation	Includes evaluation consistently as part of the normal work process. Evaluation findings are used to inform future decision-making.
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The Shire’s Our Arts & Culture 2024 is a current, reflective and responsive document that supports participation, celebration and creative expression. It aligns with the Mornington Peninsula Shire Council Plan Our Peninsula 2021 and the Health and Wellbeing Plan 2017 – 2021 to achieve better outcomes for our community, recognising and promoting the role arts and culture play in enhancing quality of life of our residents.

The Our Peninsula 2021 Council Plan considers communication, participation, partnership and engagement as core elements for enacting strategic directions under the four themes of Place, Connectivity, Prosperity and Wellbeing.



Our Arts & Culture 2024 is aligned with the Our Peninsula 2021 Council Plan themes:	
Our Place	Protect and enhance unique natural and built characteristics; inclusive functional and accessible places; and resilience and adaptation to climate change.
Our Connectivity	A connected and mobile community.
Our Prosperity	Employment, education and training opportunities; sustainable, diverse and successful economy; and a year-round visitor economy dispersed across the municipality.

Our Wellbeing A healthy, happy, inclusive and active community.

² Dunphy, K & Smithies, J (2018) Framework for Cultural Development Planning. Melbourne: Cultural Development Network, <https://culturaldevelopment.net.au/planning/planning-framework/>.



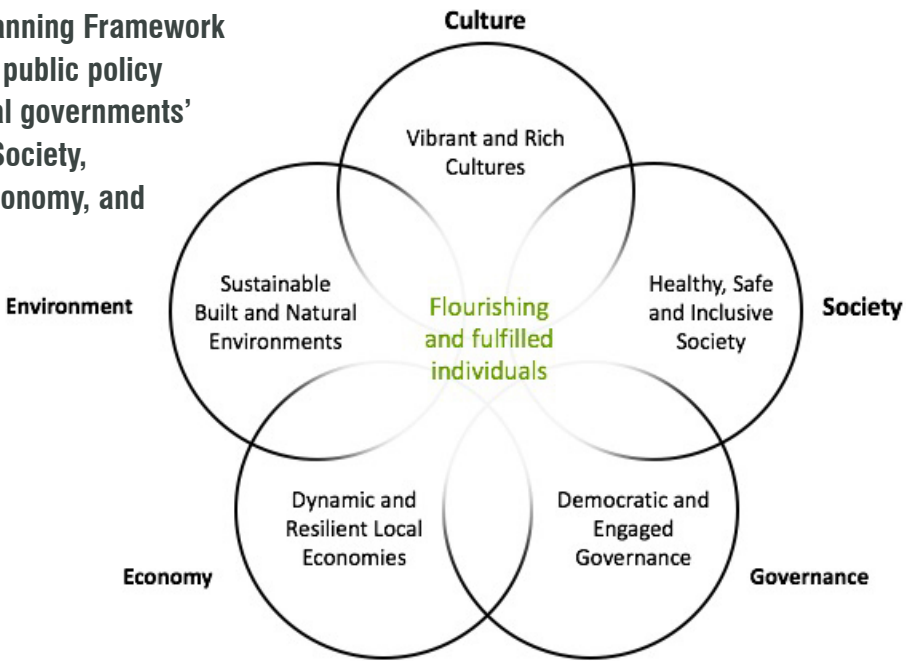
Our Arts & Culture 2024 implements the Council Plan themes and incorporates the Framework for Cultural Development Planning through the following elements:

Goals	Strategies	Key Actions
the long-term outcomes to achieve over the next four years	high-level actions for achieving the goals	actions to deliver over the next four years

Each of these elements are also supported by:

Measurable Outcomes of Cultural Activity	What the community will experience as a result of this work, and outcomes that can be measured to understand the effectiveness of our strategies and actions
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The Cultural Planning Framework recognises five public policy domains of local governments' work: Culture, Society, Governance, Economy, and Environment.



Source: Dunphy, K & Smithies, J (2018) Framework for Cultural Development Planning. Melbourne: Cultural Development Network. www.culturaldevelopment.net.au/planning

Broad Policy Context

Our Arts & Culture 2024 builds on the Mornington Peninsula Art and Culture Strategy 2012/2013 - 2014/2015, A Creative Peninsula. The role of the Shire is to protect, improve and promote public arts and culture by:

- Creating an environment which supports the local community's art and culture
- Strengthening the capacity of the community, individuals and the cultural sector
- Initiating, supporting and managing arts and cultural processes, projects and resources

The Australian Local Government Association (ALGA) recognises that strategic cultural planning is integral to enabling local communities to respond to changing social, economic, recreational and leisure needs, and to address the increasing demand for cultural resources. It also recognises that cultural services include provision of libraries, museums, art galleries, performing arts centres, employment and provision of assistance to professional cultural workers.

Local Governments therefore have a responsibility to set long-term objectives for arts and cultural planning, support local institutions such as libraries and galleries, and utilise the arts to improve community healthy and wellbeing.

Section 3C of the Local Government Act 1989 (Vic) provides for the promotion of social, economic and environmental sustainability of a municipality. It advocates for best value services and efficient use of resources and promotes improvement of the overall quality of life for community members.

Creative Victoria is the peak statutory body for arts and culture in Victoria. It recognises the significant investment that local government makes in the sector and the positive impacts such investment has on communities'

liveability, social cohesion, education, employment and cultural tourism. In Creative Victoria's four year strategy, Creative State 2016 - 2020, local government is identified as having an important role in the planning, development and provision of creative industry infrastructure and services.

Municipal Association Victoria (MAV) worked closely with Creative Victoria in developing Creative State. MAV also acknowledges that creativity and culture are central to our identity, to the liveability of our communities, to our social cohesion and to our productivity.

Under Article 27 of the Declaration of Human Rights, community participation in cultural life and enjoyment of the arts is a fundamental human right.

In 2013, the National Arts and Culture Accord was endorsed by the Federal Minister for the Arts, by state and territory arts and cultural ministers, and by the Australian Local Government Association. The Accord recognises the importance of the arts and the need to support strong and vibrant arts, cultural heritage and creative industries. It provides a framework for all tiers of government to work together to support Australian artists, cultural institutions and creative industries, to enable Australians to participate in the cultural life of their community and enjoy the arts.

The mission of the Committee of United Cities and Local Governments (UCLG) is to promote culture as the fourth pillar of sustainable development through the international dissemination and the local implementation of Agenda 21 for culture.³ The UCLG calls on cities and local and regional governments around the world to integrate the dimension of culture into their development policies; develop a solid cultural policy; include a cultural dimension in all public policies; promote the idea of culture as the fourth pillar internationally, in particularly in international policy making.

³ United Cities and Local Governments. Culture: Fourth Pillar of Sustainable Development. Barcelona: UCLG, 2010.



The Framework

Our Arts & Culture 2024 – Mornington Peninsula Shire Arts and Culture Plan – Goals					
Vision: The Mornington Peninsula community values and celebrates its cultural life by enabling its people and places to thrive					
An Inspired Community	Uniquely the Peninsula	Improved Mobility and Access	Stronger Connections	Growing our Cultural Economy	Arts & Culture for Everyone, Everyday

Our Health and Wellbeing 2021 – Mornington Peninsula Shire Municipal Public Health and Wellbeing Plan – Selected Liveability Domains				
Vision: To protect and promote the health and wellbeing of the Mornington Peninsula community				
Community Safety and Harm Minimisation	Social Inclusion, Information and Local Democracy	Employment and Education	Environment and Climate Change	Leisure, Recreation and Arts

Our Peninsula 2021 - Mornington Peninsula Shire Council Plan - Themes			
Vision: To value, protect and improve the unique characteristics of the Mornington Peninsula community			
Our Place	Our Connectivity	Our Prosperity	Our Wellbeing

Korin Korin Balit-Djak: Victorian Aboriginal Health, Wellbeing and Safety Plan 2017-27 – Domains				
Vision: improve the health, wellbeing and safety of Aboriginal Victorians				
Aboriginal Community Leadership	Prioritising Aboriginal Culture and Community	Safe, Secure and Strong Families and Individuals	Physically, Socially and Emotionally Healthy Communities	System Reform across the Health and Human Services Sector

Victorian Public Health and Wellbeing Plan 2019-23 – Outcomes				
Vision: A Victoria free of the avoidable burden of disease and injury so that all Victorians can enjoy the highest attainable standards of health, wellbeing and participation at every age				
Victorians are Healthy and Well	Victorians are Safe and Secure	Victorians have the Capabilities to Participate	Victorians are Connected to Culture and Community	Victoria is Liveable

Creative State – Victoria’s Creative Industries Strategy 2016-2020				
Vision: Strengthen and grow the state’s creative industries and the value they bring to Victorians				
Backing Creative Talent	Strengthening the Creative Industries Ecosystem	Victorians have the Capabilities to Participate	Victorians are Connected to Culture and Community	Victoria is Liveable

National Arts and Culture Accord 2013				
Vision: To support Australia’s artists, cultural institutions and creative industries to ensure Australians have access to our rich and diverse creative culture				
Promote Public Value of Arts and Culture	Promote, Develop and Protect Indigenous Arts, Culture & Languages	Encourage Participation	Support the Sustainability and Growth of the Sector	Collaboration

United Cities and Local Governments Executive Bureau - Policy Statement 2010					
Recalling UNESCO's Universal Declaration on Cultural Diversity, UNESCO's Convention on the Diversity of Cultural Expressions and Agenda 21 for Culture	Recalling that the lack of consideration of the cultural dimension of development is hindering the possibility of achieving sustainable development, peace and wellbeing;	Recognising that the trio of economic growth, social inclusion and environmental balance no longer reflect all the dimensions of our global societies;	Recognising that the fundamental purpose of governance is to work towards a healthy, safe, tolerant and creative society	Affirming that culture in all its diversity is needed to respond to the current challenges of humankind	Believing that governance at all levels (local, national and international) should include a strong cultural dimension

Developing the Plan

Community Engagement

The Mornington Peninsula Shire recognises the importance of its creative industries, the health and wellbeing benefits provided to the broader community, the direct contributions to the local economy and the large proportion (62.4%)⁴ of residents who participate in at least one artistic and cultural activity per month. A robust engagement program was developed and delivered to ensure it met its requirements under the Local Government Act 1989 (Vic) and the expectations of its engaged and active creative community.

This engagement sought to:

- Gain honest and meaningful feedback from a broad cross-section of the community
- Understand community needs and expectations
- Extend the thinking of its arts and cultural community to consider the possible future state of arts and culture on the Peninsula
- Reach a wider audience than previously engaged
- Raise the profile of the project through meaningful engagement and communications
- Drive attendance and participation in facilitated forums and online platform

The consultation period ran from 21 October 2018 to 1 March 2019 and received 951 responses. The extended period enabled data-capture and feedback from holidaymakers and visitors as well as from a more typical residential base. Consultation activities were geographically spread across the Shire during this time and delivered through a wide range of activities. Fifteen local artists were employed to support the delivery of all engagement activities alongside the Shire Arts and Culture team.

This extensive consultation resulted in high quality feedback and data that was used to develop the draft Arts and Culture Plan 2020-2024, ensuring it is a responsive and current document.

Stakeholder Engagement

The engagement methodology sought to first engage with people who live, work or have an interest in the creative sector, while also engaging with visitors to the Peninsula who seek out or attend arts and cultural experiences. A place-based approach was designed to consult with people out in the community as they went about their daily activities or met within their existing groups. This approach was supported by an online survey and direct submissions to the Shire.

The engagement approach was divided into two stages:

- Understanding community need and aspirations: understanding the needs and future desires of each stakeholder group.
- Strengthening community partnerships: sharing the data with community and commercial partners to improve the effectiveness of the Shire's implementation.

Four key stakeholder segments were identified:

- Those who provide arts and culture experiences (creative practitioners, businesses, community groups)
- Those who enjoy arts and culture (spectators, visitors, audience members)
- Those who support arts and culture (philanthropists, cultural institutions and not-profit organisations)
- Those who don't yet engage with arts and culture (general public and temporary residents)

Internal Engagement

Extensive internal engagement was undertaken to ensure a whole of organisation approach to inform the development of key actions of this Plan. A workshop was held attended by 28 Shire Officers where the main feedback was improved use of space, showcasing the creative community, connection with business and industry, acknowledging health and wellbeing benefits and increasing resources to move forward, push boundaries and engage with the future.

Team meetings were conducted with 18 departments across the organisation to develop the key actions of this Plan and foster a shared commitment to working collaboratively on successful implementation of actions and outcomes.

Review of Previous Strategy

The Shire's first Arts and Culture Strategy A Creative Peninsula 2012/13-2014/15 was reviewed in collaboration with the Arts and Culture Advisory Panel (ACAP) in September 2017. The review highlighted achievements over a five period and made several recommendations for the development of the Arts and Culture Plan 2020-2024.



⁴ Mornington Peninsula Shire 'Our Peninsula 2021' Council Plan 2017 – 2022



Art gives freedom to express yourself.

Grade 6 Rosebud student

Community Feedback

Engagement on this project has generated significant interest in the future of arts and culture on the Mornington Peninsula, with close to 1000 people participating both face-to-face and online.

The importance of arts and culture was highly regarded and recognised, particularly in improving health and wellbeing, strengthening the local economy and the connecting individuals to others in their community. Our Arts & Culture 2024 has been developed after a thorough review of the community's extensive, quality feedback, in order to ensure that it accurately expresses the community's voice and effectively enables the Mornington Peninsula Shire to meet the community's needs and aspirations.

What is Arts and Culture to our Community?

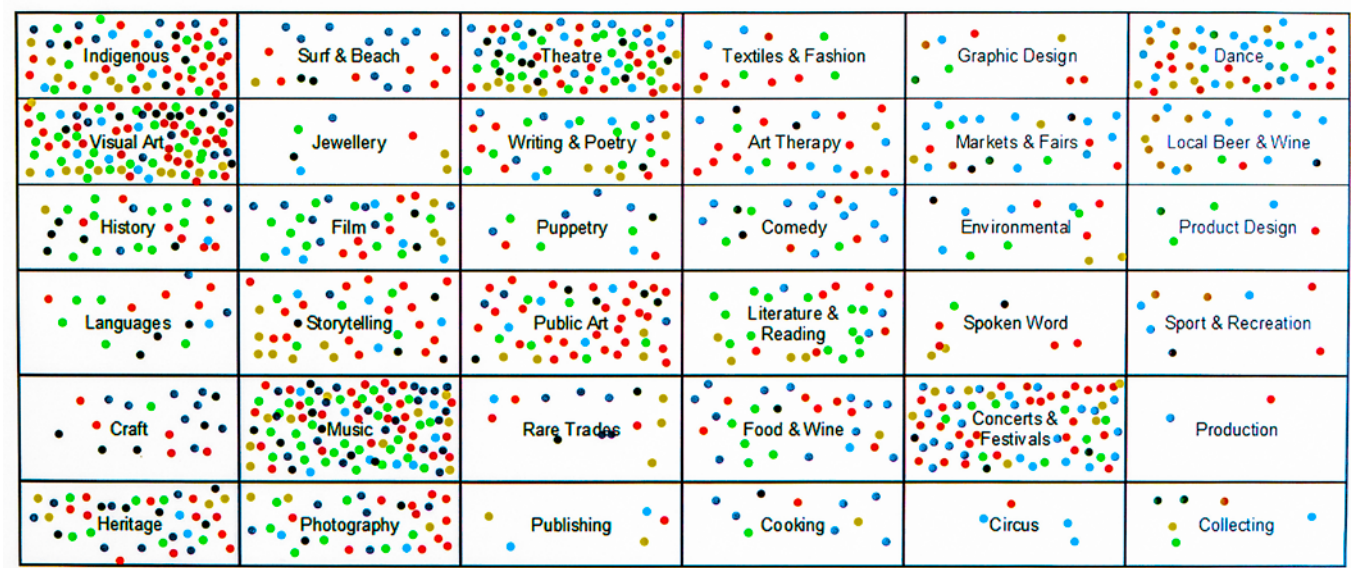
To identify the breadth of arts and culture, an engagement tool was developed and used to identify what arts and culture is to the Mornington Peninsula community. The technique engaged people to feel part of the process, provided a sense of belonging and valued people's opinion. It immediately brought people together and provided a great talking point in response to the question. The results showed that, to our community, the visual arts, music, theatre, Indigenous arts and culture, concerts and festivals, dance, public art, film, heritage, photography and writing and poetry are mostly considered arts and culture activities.

How does our Community value Arts and Culture?

The Mornington Peninsula community strongly recognise the importance of arts and culture with 97% saying it was very important.⁵ Many of our community groups, organisations and schools described the importance of arts and culture to their groups and the outcomes it provides to their people.

- **Connects us to people:** For Willum Warrain, strengthening safety aligned with our vision of cultural renewal and revitalisation provides a place of belonging for the Mornington Peninsula's Aboriginal and Torres Strait Islander community.
- **Makes our young people proud:** For Lady of Fatima Rosebud, our involvement in projects gives our students opportunities to be involved in their local community. Through these experiences they beautify areas, they visit with their families and they feel proud about their work and what they have done. Community connections and entertainment.
- **Expands our understanding of our world:** For Dreamhouse Theatre, arts and culture helps to shape meaning into our existence. We may be entertained, edified and find connection with others through the experiences that are new and expand our understanding of our place in the natural world.
- **Improves mental and physical wellbeing:** For Dance Project, arts and culture creates community connection. It provides places for people to connect through shared positive interests. Provides opportunities to learn new skills and employment through artistic skills and endeavours.
- **Expands our consciousness:** For Friends of the MPRG, art can bring the community together to appreciate art and the history of their community. Viewing the visual arts expands the consciousness and deepens the experience of those in the community.
- **Strengthens our connection to place:** For the MP Local History Network, history gives the community a sense of place, through first understanding your place so you can be connected to it.
- **Creates employment opportunities:** For the Mornington Chamber of Commerce, as well as improving community connection, arts and culture brings more people to the area through tourism and festivals. That therefore enhances and encourages trade and employment.
- **Creates meaning:** For U3A, arts and culture enables our community to connect. It allows our group to be imaginative and creative through the educational programs we run and attend.
- **Gives voice to hidden issues and parts of self:** For Bunjilwarra Koori Youth Healing, engagement with the arts can have powerful impacts on health, wellbeing and the strengthening of communities. Access to the arts and associated events helps people connect socially and participate in their community's cultural life. Art allows people to explore and communicate social concerns and give voice to hidden issues. It also allows self-expression which is an important contributor to health.
- **Gets families out and about:** For Mornington Youth and Citizen Brass Band, arts and culture create whole-family experiences. It allows families to explore and enjoy more time together and more parts of the Peninsula
- **Easy way to make friends:** For the Mornington Peninsula Camera Club, we are out and about photographing events and places around the Peninsula. It provides community connection and interaction between the members and the community.

Which of the following activities would you consider to be an 'arts and culture' activity? (Please select your top 5)



⁵ Mornington Peninsula Shire, "Arts and Culture Plan 2019-2022: Engagement Report," (Mornington: Mornington Peninsula Shire, 2019).



Our Vision

The Mornington Peninsula community values and celebrates its cultural life by enabling its people and places to thrive.

Key Community Findings

The key themes and findings arising from the community engagement for the Shire to consider include:

- More arts and culture experiences, including: free activities encouraging family participation, activities and events across the Peninsula
- More informal activities, e.g. pop ups and sculpture trails
- Greater support for creatives (funding and training) and creative industries
- Greater Shire support to enhance community capacity with more opportunities to work together
- Clearer, central information and promotion
- Improved transportation and event accessibility
- Increased access to practice, performance and storage spaces
- Creative precincts, including a performing arts centre, that support arts and culture

Key Community Ideas

Summarised below are some of the community's key ideas about future programming and activities:

- Activate underutilised spaces for arts and cultural activities
- Deliver and promote public art and trails across the Shire
- Promote Aboriginal arts and culture more
- Support and encourage free family arts and cultural activities across the Shire
- More live music outdoors and venues across the Shire
- More networking and collaboration opportunities
- Skills development and opportunities for our young people
- More street festivals
- More creative urban design
- Creative spaces within the libraries
- Promote our stories and history better
- Business support for creatives
- Central online platform for information and promotion
- Family focused activities year round and across the Shire
- More pop up style events in a variety of venues (car yard, winery cellars, on a pier, at a football match)





Culture is not a pile of artefacts: it is us; the living, breathing sum of us.⁸

Our Arts & Culture 2024 – The Plan

The review of the previous Mornington Peninsula Art and Culture Strategy 2012/2013 - 2014/2015, research and extensive community consultation, identified six goals under the five cultural planning policy domains, underpinned by community cultural outcomes. Each has been developed according to the ‘theory of change’ approach, to assist in growing our cultural economy.

CULTURE		ENVIRONMENT	
Goal 1: An Inspired Community		Goal 2: Uniquely the Peninsula	
The Mornington Peninsula community has a strong culture of creativity that stimulates and enriches our ideas, knowledge and expression and inspires our community to celebrate our shared identity.		Our places and spaces nurture creative and cultural expression and showcase our local people, their stories and our unique environment.	
CIVIC			
Goal 3: Improved Mobility and Access		Goal 4: Stronger Connections	
Better physical connectivity and mobility means our community is engaged with creative and cultural opportunities across the Peninsula.		The Mornington Peninsula is connected, sustainable and our innovative creative and cultural community enables a networked society and information economy.	
ECONOMIC		SOCIAL	
Goal 5: Growing our Cultural Economy		Goal 6: Arts and Culture for Everyone, Everyday	
Business development and support strengthens industry capability and enhances the sustainability of the cultural economy.		Arts and cultural experiences are embedded in day to day life for all the community to enjoy increase feelings of belonging, safety and connection to place.	

Culture

We all create and experience culture every day whether it be as a school student participating in a music lesson, sharing a story, reading a book or watching a movie. We all express ourselves every day through writing, what we say or what we wear.

Celebrating and enabling people’s expression and participation in creative and cultural activities across the Mornington Peninsula will lead to a community in which people:

- are inspired to be creative
- have aesthetic experiences that are enriching
- grow in knowledge, insight and ideas
- appreciate a diversity of cultural expressions
- have a deepened sense of belonging to a shared cultural heritage

Arts and cultural approaches to community life represent ‘a driving force for civic renewal’ inspiring the imagination, creating new perspectives, championing diversity of opinions and approaches to community life.⁶ Arts and culture help us to value and celebrate our diversity, and appreciate our shared and different identities, histories, insights and ideas in respectful and harmonious ways.

This vision resonates with that of the Mornington Peninsula community, whose feedback emphasises increased inclusion and diversity in arts and culture as a requisite for achieving the Shire’s strategic objectives.⁷ This would enhance and increase confidence and pride in the place we live and engage in.

It is when we experience and believe in something that we feel connected. We become open to new ideas that inspire us, or knowledge from a different perspective. ‘If ever there was a need to stimulate creative imagination and initiative on the part of individuals, communities and whole societies the time is now. The notion of creativity can no longer be restricted to the arts. It must be applied across the full spectrum of human problem-solving’.⁸

Arts and culture have an integral role in all domains as a mechanism to explore community issues, challenges and aspirations. Creating and engaging in new and diverse artistic work and cultural experiences will enable this expression and will deepen our sense of belonging to the Mornington Peninsula.

We will create and foster an inspired community in which ideas, understanding and expression are stimulated and enriched. Through our arts and culture, we will celebrate our shared identity.

6 Castanet, “The Arts Ripple Effect: Valuing the Arts in Communities ” (Melbourne: Creative Victoria, 2016). p. 6.
7 Mornington Peninsula Shire, “Arts and Culture Plan 2019-2022: Engagement Report,” (Mornington: Mornington Peninsula Shire, 2019).
8 Jon Hawkes, The Fourth Pillar of Sustainability: Culture’s Essential Role in Public Planning (Melbourne: Common Ground Publishing, 2001).



Goal 1

An Inspired Community

The Mornington Peninsula community has a strong culture of creativity that stimulates and enriches our ideas, knowledge and expression and inspires our community to celebrate our shared identity.

Alignment to Council Plan: Theme 4 – Our Wellbeing

Strategic Objective 10
Facilitate and promote cultural connection and participation

Strategies	Community Cultural Measurable Outcomes
1.1 Value, respect and celebrate our Bunurong/BoonWurrung traditional custodians and Aboriginal and Torres Strait Islander people’s connection to the land and waters of the Mornington Peninsula.	• Creativity stimulated • Aesthetic enrichment experienced • Knowledge, ideas and insight gained • Diversity of cultural expression appreciated • Sense of belonging to a shared cultural heritage deepened
1.2 Place culture and creativity at the heart of public policy to improve quality of life and personal wellbeing of creative practitioners, individuals and communities.	
1.3 Celebrate success through cultural and creative activities and empower our community to foster ownership and pride.	
1.4 Push boundaries and stimulate creativity to create meaning, inspire purpose and build a sense of belonging.	
1.5 Create opportunities for us all as citizens to fully participate in our communities’ creative and cultural lives.	

Key Actions include:

- Acknowledge Bunurong/BoonWurrung Traditional Custodians, Elders, and Aboriginal and Torres Strait Islander peoples in written documents, publications and internal and external meetings
- Council to adopt Culture as a key policy domain in future strategic planning
- Deliver a biennial cultural festival celebrating creative and cultural activities across Shire
- Develop cultural ideas hubs to create new, diverse and interesting works and ideas
- Deliver a diverse range of arts exhibitions and public programs
- Develop new community art and creative engagement initiatives
- Develop arts and cultural publications to promote artists and arts organisations
- Develop a digital platform to promote culture and creativity including social media



Environment

Our local people, their stories and our distinctive environment make the Mornington Peninsula unique. Strengthened by the visibility and celebration of our Aboriginal and Torres Strait Islander peoples, culture and connection to local land, waters and skies, our creative and cultural expressions of this uniqueness will:

- enhance our sense of place
- help us value our natural and built environments
- increase our understanding of ecological issues
- motivate us to care for our environment

The Peninsula’s biodiversity depends on the sustainability of local communities and the wellbeing of the people who live, work and visit here. The stories and cultural practices of our Aboriginal and Torres Strait Islander communities have long emphasised this vital interrelationship and continue to positively develop and challenge our understanding of place.

Arts Nation: An Overview of Australian Arts reports that 92% of people agree that Aboriginal and Torres Strait Islander arts are an important part of Australian culture.⁹ Evidence from our own engagement with nearly 1000 residents, workers and visitors across the Shire similarly indicates a strong desire to better include, engage, support and promote local artists, including Aboriginal and Torres Strait Islander artists, in our arts and culture initiatives.¹⁰

Given the number of artists and creative industry businesses located here, and the estimated future 12.58% population growth, a whole of council approach

that reflects and anticipates the creative and cultural character, needs and expectations of our local communities is as important as ever.¹¹ We know that Victoria is experiencing rapid growth and a related demand for creative products and services.¹² In 2017, more than 6.2 million people attended events at performing arts centres in Victoria; an increase of over 600,000 attendees in comparison to the year before, generating income in excess of \$92m across the state.¹³ On the Mornington Peninsula, community feedback identified the need for a dedicated performing arts centre and cultural precinct in the Shire.¹⁴

In addition to advocating for a new landmark performing arts centre and cultural precinct, we will also advocate for the provision or development of local places and spaces for creative and cultural expression.

Our Arts & Culture 2024 will enable us to create thriving, accessible and inclusive places to live, work and visit. Understanding the Mornington Peninsula as a unique creative place, we will celebrate and promote our local people, their stories and our distinctive environment. Through strategic planning, we will improve and protect the characteristics of the Mornington Peninsula. Promoting both sustainable development and flourishing culture, we will support improvements to existing Shire facilities.

Goal 2

Uniquely the Peninsula

Our places and spaces nurture creative and cultural expression and showcase our local people, their stories and our unique environment.

Alignment to Council Plan: Theme 1 – Our Place		
Strategic Objective 1 Through strategic planning we improve and protect the unique characteristics of the Mornington Peninsula	Strategic Objective 2 We create thriving, accessible and inclusive places to live, work and visit.	Strategic Objective 3 Our stewardship and advocacy protects and enhances the Mornington Peninsula biodiversity and coastal experiences

9 Australia Council for the Arts, “Arts Nation: An Overview of Australian Arts,” (Sydney: Australian Government, 2015), p. 32.
10 Mornington Peninsula Shire, “Arts and Culture Plan 2019-2022: Engagement Report.”
11 Ibid. And Mornington Peninsula Shire, “Mornington Peninsula Shire: Population Summary,” Australian Bureau of Statistics, <https://forecast.id.com.au/mornington-peninsula/population-summary>.
12 Creative Victoria, “Creative State: Victoria’s First Creative Industries Strategy 2016-2020,” (Melbourne: Department of Economic Development, Jobs, Transport and Resources, 2016).
13 Victorian Association of Performing Arts Centres, “Performance Update,” (Newham: Victorian Association of Performing Arts Centres, 2017), p. 7.
14 Mornington Peninsula Shire, “Arts and Culture Plan 2019-2022: Engagement Report.”



Strategies	Community Cultural Measurable Outcomes
2.1 Preserve and protect cultural places and objects including sacred sites and artefacts, and intangible cultural heritage, both past and present.	• Positive sense of place (built and/or natural environment) enhanced • Understanding of ecological issues increased • Natural world valued • Motivation for environmental stewardship increased
2.2 Increase visibility of Aboriginal and Torres Strait Islander arts and culture across the natural and built environment of the Mornington Peninsula.	
2.3 Support and promote local Aboriginal community controlled organisations and groups to enable Aboriginal and Torres Strait Islander peoples to strengthen and maintain their contemporary cultural practices.	
2.4 Explore and advocate for creative precincts that support arts and culture to increase opportunities for participation, engagement and audience development for the whole municipality and meet the high demand for dedicated arts facilities.	
2.5 Embed arts and culture in urban design and civic development and improve existing Shire facilities to increase use by the community.	
2.6 Activate underutilised spaces for use by artists and creative industry organisations and businesses to provide supportive opportunities for collaboration and growth.	
2.7 Showcase, share, promote and preserve our historic stories and material culture which acknowledge and recognise the character and cultural significance of local communities and sites.	
2.8 Grow awareness, educate and advocate for the protection of our natural environment through creative and cultural activities.	
2.9 Develop cultural initiatives to lead climate action and engagement.	

Key Actions include:

- Develop and support programs and spaces that profile and celebrate our local Aboriginal and Torres Strait Islander peoples, stories, heritage and history
- Continue scoping the redevelopment of the Mornington Peninsula Regional Gallery
- Develop and deliver the Western Port Sound Shell on Hastings Foreshore
- Scope potential improvements and modifications to Shire owned facilities to increase usage by the community
- Investigate and scope options for creative precincts
- Develop a feasibility study for a performing arts centre and cultural precinct
- Incorporate arts and culture in new streetscapes and building developments
- Create an online guide documenting locations, community, retail and industrial spaces available for cultural activities, creative businesses, live music, events, exhibitions and pop ups
- Develop programs and activities that collect, preserve, display and interpret the Mornington Peninsula’s cultural heritage to encourage appreciation of natural assets, places and items across the municipality
- Continue to encourage, develop and grow partnerships with members of the community who wish to provide community access to their collections, stories and facilities
- Develop and promote arts and culture trails throughout the municipality including sculpture, murals and public art
- Commission a public art sculpture reflecting climate change and our environment
- Continue to develop programs that highlight the uniqueness of our environment and raise awareness and advocate effective action for sustainability
- Investigate the provision of developer contributions and a Percent for Art funding model on all non-residential capital works programs to incorporate creative elements and spaces into the region
- Support the Reconciliation Action Plan
- Support the Local History Development Plan
- Support the Climate Emergency Action Plan



Civic

The Mornington Peninsula is home, workplace and destination to people representing a variety of different cultures, languages, genders, sexualities, generations, socioeconomic backgrounds, and religions. Increased arts and cultural opportunities on the Mornington Peninsula, along with stronger, more connected, sustainable and innovative creative communities, will enable, enhance and inspire:

- greater access to beneficial networks and other resources
- agency and voice amongst community members
- a sense of civic pride
- positive futures

Creative and cultural experiences play an important part in the vitality of diverse local communities. Beyond stimulating the economy, our access to, and engagement with, such experiences positively impact personal health and contribute more broadly to collective wellbeing and resilience. This correlation is well documented, with VicHealth emphasising that inclusive arts and cultural processes foster social cohesion and belonging, as well as enabling us to identify and collaborate on issues of shared importance in creative, dynamic and equitable ways.¹⁵

Engagement is key. Nationally, 31.4% of people aged over 15 years and 95.6% of children aged 5-14 years participated in a cultural activity (e.g. playing music, singing, dancing, writing, painting, sculpting or photography) in 2017-18.¹⁶ Attendance at a cultural venue or event was even higher, with 82.4% people aged 15 years and over attending at least once.¹⁷ In our Shire,

62.4% of residents indicate they participate in at least one artistic and/or cultural activity per month.¹⁸

For the diverse population of the Mornington Peninsula, access to significant sites, gathering places, performance spaces and other creative and cultural opportunities is crucial for sustaining social and spiritual connections, strengthening identities, and encouraging community (including youth) participation, development and leadership. For individuals and communities in the Shire who experience isolation, inequality or disadvantage in particular, involvement in local arts and culture initiatives can be hugely significant and transformative.¹⁹

We know that, for some people living, working or visiting the Peninsula, factors such as cost, time and accessibility significantly limit or hinder participation in creative and cultural events and opportunities. As Our Peninsula 2021, the Mornington Peninsula Shire Plan 2017-2021 identifies, our connectivity – physical and social – is vital if we are to participate in the life of our community and help shape it.

Our Arts & Culture 2024 will ensure the whole community can contribute to and participate in our shared creative and cultural life. We will advocate for improved physical connectivity and mobility (including via public transport), and work towards increasing opportunities for involvement in arts and culture across the Shire. Recognising the significance of how stories and other cultural forms are shared, and by whom,²⁰ we will create a range of sustainable and innovative ways (including social and digital networks) for the diverse population of the Mornington Peninsula to engage, and will foster a sense of local connectedness and civic pride in the process.

15 VicHealth, "Creative Connections: Promoting Mental Health and Wellbeing through Community Arts Participation," (Melbourne: VicHealth, 2003).
16 Australian Bureau of Statistics, "4921.0 - Participation in Selected Cultural Activities, Australia, 2017-18," Australian Bureau of Statistics, <https://www.abs.gov.au/ausstats/abs@.nsf/mf/4921.0>.
17 "4114.0 - Attendance at Selected Cultural Venues and Events, Australia, 2017-18," Australian Bureau of Statistics, <https://www.abs.gov.au/ausstats/abs@.nsf/Lookup/4114.0main+features12017-18>.
18 Mornington Peninsula Shire, "Our Peninsula 2021," (Rosebud: Mornington Peninsula Shire, 2017).
19 Standing Council on Health and Meeting of Cultural Ministers, "National Arts and Health Framework," (Canberra: Department of Communications and the Arts, 2013).
20 Author Alexis Wright emphasises that this is especially important for Aboriginal and Torres Strait Islander people's stories. Janet Holmes à Court expresses a similar sentiment with regard to people who experience disadvantage due to economic or geographic isolation. In Australia Council for the Arts, "Arts Nation: An Overview of Australian Arts." pp. 21-22.

Goal 3

Improved Mobility and Access

Better physical connectivity and mobility means our community is engaged with creative and cultural opportunities across the Peninsula.

Alignment to Council Plan: Theme 2 – Our Connectivity	
Strategic Objective 1 Our advocacy and communications lead to improved mobility and connectivity accessible to all within the Mornington Peninsula	Strategic Objective 2 We support an integrated transport and connectivity network

Strategies	Community Cultural Measurable Outcomes
3.1 Encourage the equal distribution of arts and cultural activities, events and festivals across the Peninsula to increase accessibility and assist local community and visitors alike to experience different parts of the region.	• Access to beneficial networks and other resources increased • Agency and voice enabled • Sense of civic pride enhanced • Positive future inspired
3.2 Advocate to State Government for improved public transport within the Shire; including additional services, improved timetables and a cross Peninsula bus service.	
3.3 Provide information to the community in a range of different formats.	
3.4 Provide information about accessible events, services, and other relevant information.	
3.5 Ensure the whole community has access to all arts and cultural activities irrespective of their gender, sexual orientation, age, ethnicity or ability.	



Communities are not bound by geography, they are complex cultural systems, of which geography is a part.²¹

Goal 4
Stronger Connections

The Mornington Peninsula is connected, sustainable and our innovative creative and cultural community enables a networked society and information economy.

Alignment to Council Plan Theme 2 – Our Connectivity

Strategic Objective 1
Our advocacy and communications lead to improved mobility and connectivity accessible to all within the Mornington Peninsula

Strategies	Community Cultural Measurable Outcomes
4.1 Promote and strengthen connections across the Peninsula through enhanced digital connectivity and networks.	• Access to beneficial networks and other resources increased • Agency and voice enabled • Sense of civic pride enhanced • Positive future inspired
4.2 Increase engagement and access to arts and culture activities through innovative use of new and emerging digital technologies to offer participatory experiences, attract diverse audiences and broaden awareness of arts and culture.	
4.3 Increase opportunities to understand, view, value and support local history and heritage through online engagement.	
4.4 Increase value and awareness of the impact of arts and culture by facilitating a public platform through which people can share their work and promote positive health and wellbeing outcomes.	
4.5 Foster local connectedness and ownership through a networked creative sector and information economy through networking opportunities and communications networks.	

- Key Actions include:
- Work with event organisers, local community organisations and businesses to strategically present activities more evenly across the municipality
 - Work with event organisers, local community organisations and businesses to consider transportation to and from events and activities
 - Encourage the provision of video captioning and audio descriptions for all arts and cultural events and activities and offer language translation service where required
 - Ensure that all arts and cultural activities and events provide diverse content to encourage participation regardless of age, gender, sexual orientation, ethnicity, ability or income
 - Investigate the development of a database of creatives and online directory as a virtual hub for digital engagement for the community to use to network, communicate, share information, knowledge and opportunities
 - Develop a Local History Website
 - Develop online access to MPRG, Civic Collections and Local History digital collections
 - Support and encourage creative and cultural groups and organisations to extend their reach with live streamed performances, virtual tours or immersive digital experiences to promote engagement
 - Encourage opportunities for collaboration, networking and peer support by presenting at least two networking events per year for the creative sector with a guest speaker or workshop

21 Rankin, Scott. 2018. Cultural Justice and the Right to Thrive. Vol. 57, Platform Papers: Quarterly Essays on the Performing Arts. Redfern: Currency House. p. 23.

Economic

The economic value of our creative and cultural sector needs to be recognised for its contribution to the wellbeing, prosperity and sustainability of the wider Peninsula community. The arts and cultural initiatives will increase, facilitate and support:

- building business capacity of local artists and creative and cultural businesses
- providing employment-enhancing skill development
- increasing individual economic wellbeing
- growing the local economy

Identifying our cultural assets is key to understanding the breadth of impact they have on our community. Traditional Bunurong/BoonWurrung people's shell middens, dating as far back as 60,000 years; significant late 19th and early-mid 20th century architecture, by Walter Burley Griffin, Roy Grounds, Robin Boyd, Patrick and Chancellor and others; the Mornington Peninsula Regional Gallery's Permanent Collection and its renowned biennial National Works on Paper exhibition; the Peninsula Studio Trail; monthly craft markets; the annual Mornington Winter Music Festival and Peninsula Film Festival; to name just a few examples.

In Victoria, creative industries contribute more than \$31 billion dollars to the state's economy; that represents a 23% increase over the past four years.²² Locally, more than 923 businesses and non-profit organisations are active in the creative and cultural industries, and engage more than 3.4% of region's workforce.²³ As well as serving the permanent resident population, they help attract more than 7 million domestic and international visitors to the region each year.²⁴

We know that, in the creative and cultural sector, economic growth and cultural growth are inextricably linked. We also know that the vitality of creative and cultural industries depends on the capacity of people to innovate, experiment and develop in their practice. As economist David Throsby emphasises, 'a sustainable cultural sector requires a healthy and dynamic creative arts at its centre'.²⁵ The World Health Organisation (WHO)

estimates more than one-third of skills considered important in today's workforce will have changed within five years. Some jobs will disappear, others will grow and jobs that don't exist today will become commonplace. The World Economic Forum's The Future of Jobs Report asked chief human resources and strategy officers from leading global employers what the shifts would mean for employment. They ranked creativity the third most important skill required for jobs in 2020.²⁶ This follows other reputable surveys that also place creativity in the top ten list of skills – some even in first place.²⁷

The Shire is committed to supporting local artists and creative and cultural businesses and communities. Our annual Creative Community Grants, Police Point Artist in Residence program and Regional Gallery exhibitions, education and public programs, along with the Mornington Peninsula Local History Network (including its 23 member organisations), museums, galleries, sculpture parks, open studio trails, craft markets, art shows, artist run initiatives, theatre and dance groups, choirs, musicians, bands and orchestral ensembles, add to our creative and cultural life and offer important opportunities for artists and other creative professionals to flourish.

Our economic, social, cultural and environmental systems are interconnected, and, as Throsby suggests, the sustainability of our shared creative and cultural life therefore depends on a holistic approach to policy and planning.²⁷ With this in mind, the Shire will grow our cultural economy by developing, promoting and valuing the contribution the sector makes in and beyond the Shire. We will foster local arts businesses and partnerships and support individuals and groups in order to strengthen their capability to practice and operate in ways that are innovative, responsive, viable and, above all, sustainable. In this way, the Shire will become an important central point for information and host to a comprehensive guide of cultural activities across the municipal area. It will provide connections to both not forprofit organisations and for profit businesses focused on the provision of arts and cultural activities.

22 Martin Foley, "The Fresh Minds Helping Shape Victoria's Creative Future," news release, 2019, <https://www.premier.vic.gov.au/wpcontent/uploads/2019/05/190530-The-Fresh-Minds-Helping-Shape-Victoria's-Creative-Future.pdf>.

23 Based on ABS data. Counts of Australian Businesses, including Entries and Exits, Jun 2015 to Jun 2018 (cat no. 8165.0) - Electorate of Flinders.

24 Tourism Research Australia, "Local Government Area Profiles, 2017: Mornington Peninsula(S), Victoria," (Canberra: Austrade, 2017); Business Victoria, "Mornington Peninsula Regional Tourism Summary: Year Ending December 2018," (Melbourne: Victorian Government, 2019).

25 David Throsby, *The Economics of Cultural Policy* (Cambridge: Cambridge University Press, 2010), p. 143.

26 World Economic Forum, "The Future of Jobs Report 2018," (Geneva: World Economic Forum., 2018).

27 City of Melbourne, "City of Melbourne Creative Strategy 2018-2028," (Melbourne: City of Melbourne, 2018).

28 Throsby, *The Economics of Cultural Policy*, p. 195.

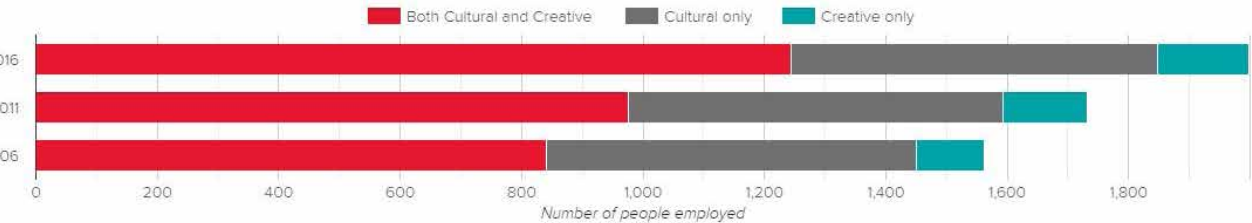
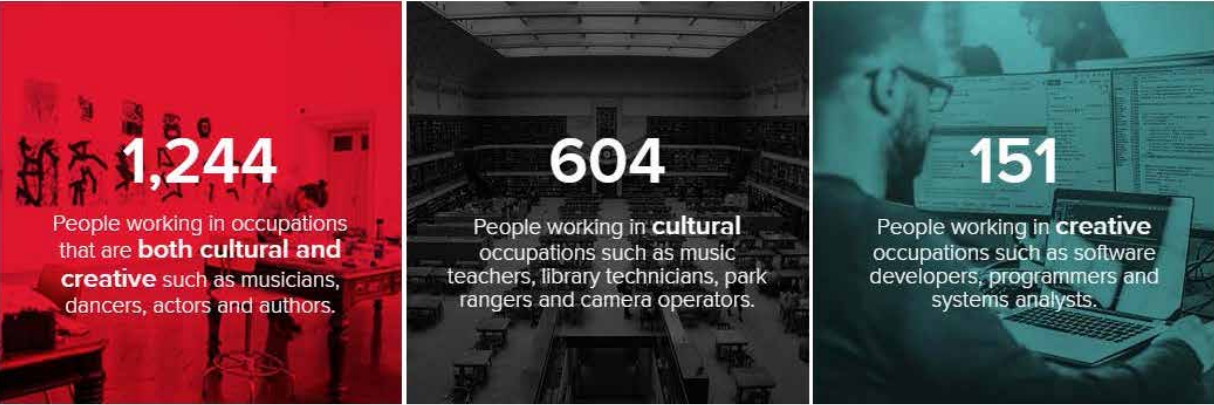




Cultural and Creative Employment in the Federal Electorate of Flinders

Information from the Australian Bureau of Statistics on cultural and creative employment encompasses activities that require human creativity and communicate symbolic meaning. It includes those connected with the arts, media, heritage, design, fashion and information technology.

In 2016, there were 2,003 people employed across cultural and creative occupations. They account for 3.4% of the total employed electorate workforce, compared to 4.2% of the national workforce.

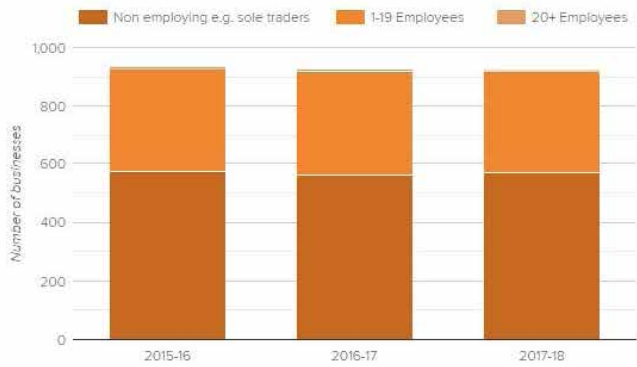


Note: Numbers in occupation categories may not add to total due to ABS data adjustments for confidentiality reasons.

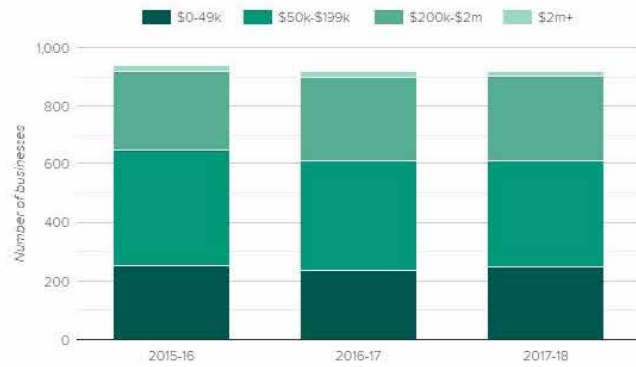
Source: Based on ABS data. Counts of Australian Businesses, including Entries and Exits, Jun 2015 to Jun 2018 (cat no. 8165.0)

At June 2018 there were 923 businesses within the cultural and creative industries in Flinders. These are actively trading businesses and non-profit institutions encompassing activities such as arts education, music publishing, museum operation, book retailing, radio and television broadcasting, clothing manufacturing and retailing, and creative arts businesses.

Cultural and creative business counts by employment size



Cultural and creative business counts by turnover size



Note: Numbers in occupation categories may not add to total due to ABS data adjustments for confidentiality reasons.

Source: Based on ABS data. Counts of Australian Businesses, including Entries and Exits, Jun 2015 to Jun 2018 (cat no. 8165.0)



Goal 5

Growing our Cultural Economy

Business development and support strengthens industry capability and enhances the sustainability of the cultural economy.

Alignment to Council Plan: Theme 3 – Our Prosperity		
Strategic Objective 1 Our work facilitates opportunities for job creation and an environment for business to succeed	Strategic Objective 2 Support our visitor economy to enhance shoulder season and off-peak visitor experiences that are dispersed throughout the region	Strategic Objective 3 Our efforts grow key strategic industries in the Mornington Peninsula
Strategies	Community Cultural Measurable Outcomes	
5.1 Identify the Mornington Peninsula cultural and creative sector and value its contribution to our community's cultural and economic life.	- Professional and/or practice capability increased - Employment-enhancing skill development facilitated - Individual economic wellbeing increased - Local economy supported	
5.2 Support the development of local artists and creative enterprises to grow a more sustainable creative and cultural economy on the Mornington Peninsula.		
5.3 Facilitate arts business partnerships and provide support to creative and cultural businesses to implement innovative strategies to build audiences, respond to new business and market challenges.		
5.4 Drive employment opportunities for local artists and creative people, pathways for young people and volunteer opportunities to foster job growth and sustainability of the sector.		
5.5 Map cultural assets including arts and cultural places, facilities and attractions, cluster in themes and integrate into tourism investment strategies, growing the significant economic impact of cultural tourism in the region.		

Key Actions include:

- Mapping cultural assets and integrate into tourism investment strategies
- Develop an economic strategy for the cultural and creative sector by undertaking an audit and analysis of the industry, identifying issues and priorities, and developing a road map to stimulate sustainable future growth
- Develop marketing campaign to promote creative sector
- Conduct small business workshops and seminars to strengthen business skills and best practice models based on identified needs
- Develop a central online platform, website and social media platforms that promotes and supports artists, arts and cultural programs, arts products and creative businesses across the Mornington Peninsula
- Identify opportunities for heritage tourism and cultural tourism opportunities to attract cultural tourists throughout the year, particularly in non-peak periods
- Present an Arts + Business seminar to facilitate discussion and interest in the potential benefits of patronage and partnership initiatives between business and creatives
- Support growth of local cultural sector and community members' careers by giving preference to engaging and employing local artists and creative businesses
- Promote volunteering opportunities and attract volunteers for creative and cultural groups or organisations; support/mentoring, information and training and development workshops



I think it's really important for people to know more about our country, its history and the original owners of our land so we can really appreciate it and accept it.

Rosebud Secondary College student

Social

Arts and culture on the Mornington Peninsula is for everyone, everyday. Our creative and cultural activities will:

- enhance physical and/or mental wellbeing
- Increase sense of safety and security
- enhance social connectedness
- bridge demographic differences
- help people to feel valued

The degree to which we engage with and benefit from arts and cultural activities is 'relative to other factors that affect life satisfaction'.²⁹ These include things like health, income, employment status, cultural background, education, and the nature and quality of home and social life and relationships.

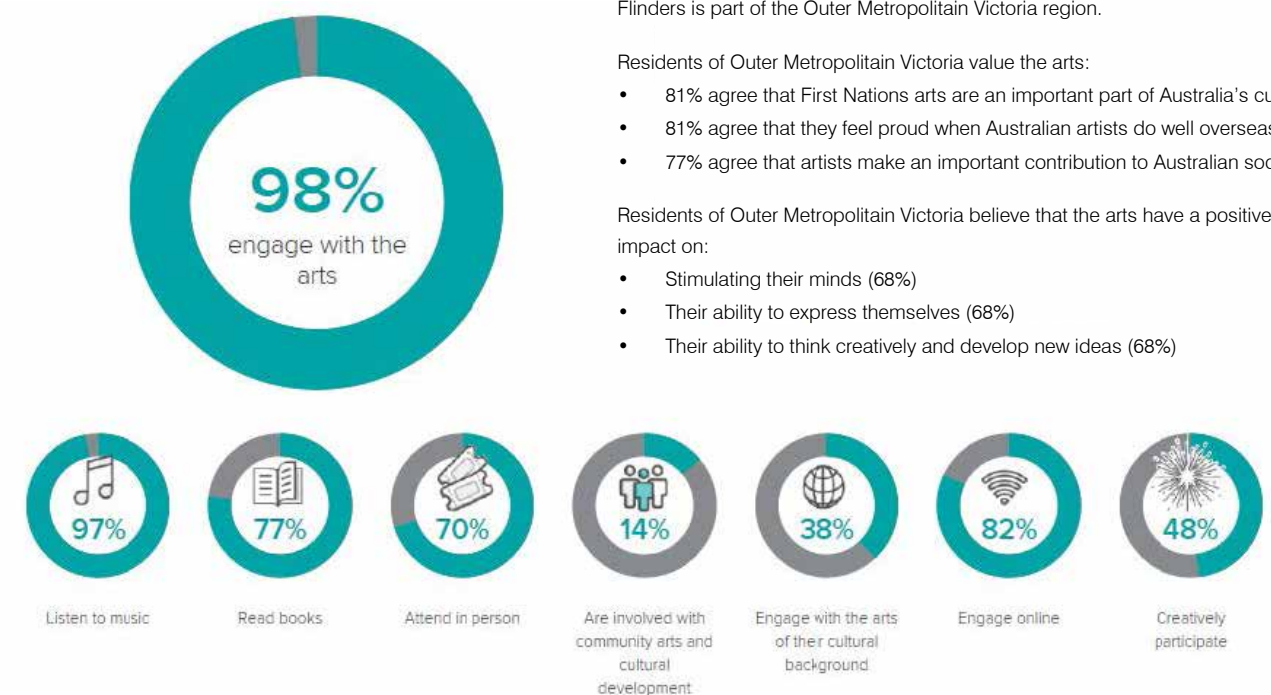
The Peninsula is comprised of some of the state's wealthiest suburbs and some of its most disadvantaged. It is also home to people living with disability (5.5% of the population) or experiencing vulnerability and isolation as a result of age-related or mental illness, family violence, unemployment or homelessness.³⁰

According to cultural advisor, author and performer Jon Hawkes, a society that offers all citizens the opportunity to participate in the arts ensures outcomes of 'creativity, engagement, cohesiveness, wellbeing and respect for difference'.³¹ In view of such outcomes, arts and cultural policies and programs at their best help 'build connections, understanding and empathy between different background, country of birth, ability or other status'.³²

They also create significant and potentially transformative opportunities for personal expression. Such opportunities are not insignificant on the Mornington Peninsula, at least according to recent community feedback which views the creative and cultural sector as well positioned to help (re-)engage and connect youth to the life of the wider community.³³

We will develop and deliver arts and cultural initiatives across the Peninsula that are accessible, affordable and reflect the diversity of our people. We will support and advocate for Aboriginal and Torres Strait Islander specific arts and cultural programs and partnerships, as well as meaningful engagement with culturally and linguistically diverse communities. We will create opportunities for people of all ages, abilities and other differences to participate and find enjoyment in the arts day-to-day, helping to enhance their feelings of safety, belonging and connectedness in the process.

Overall Arts Participation in the Federal Electorate of Flinders



Source: Australia Council 2017. *Connecting Australians: Results of the National Arts Participation Survey*

²⁹ Smithies, Rachel and Fujiwara, Daniel. 'Getting the measure of happiness: The arts and subjective wellbeing in Australia'. In Australia Council for the Arts, *Arts Nation: An Overview of Australian Arts*. p. 43.

³⁰ Mornington Peninsula Shire, "Our Health and Wellbeing 2021: Social Profile," (Rosebud: Mornington Peninsula Shire, 2017).

³¹ Jon Hawkes, *The Fourth Pillar of Sustainability: Culture's Essential Role in Public Planning* (Melbourne: Common Ground Publishing, 2001). p. 24.

³² Australia Council for the Arts, "Connecting Australians: Results of the National Arts Participation Survey," (Canberra: Australian Government, 2017). p.42.

³³ Mornington Peninsula Shire, "Arts and Culture Plan 2019-2022: Engagement Report." p. 28.



Goal 6

Arts and Culture for Everyone, Everyday

Arts and culture experiences are embedded in day to day life for all the community to enjoy increase feelings of belonging, safety and connection to place.

Alignment to Council Plan: Theme 4 – Our Wellbeing			
Strategic Objective 1 Our community works together to achieve optimal standards of health and wellbeing for all residents	Strategic Objective 2 Older People feel valued and supported	Strategic Objective 3 Children feel valued and supported	Strategic Objective 4 Youth feel valued and supported
Strategic Objective 5 Families and parents feel valued and supported	Strategic Objective 6 People with a disability feel valued and supported	Strategic Objective 7 A self-determined, engaged and inclusive community is accessible to all residents	Strategic Objective 9 Facilitate and promote connected and active lives

Strategies	Community Cultural Measurable Outcomes
6.1 Develop and deliver a dynamic arts and culture program across the Peninsula with a focus on affordability and program diversity.	- Wellbeing (physical and/or mental) improved - Sense of safety and security increased - Social connectedness enhanced - Social differences bridged - Feeling valued experienced
6.2 Provide opportunities to increase participation across the demographics (older people, people with a disability, disengaged, disadvantaged, young people).	
6.3 Support and advocate for the delivery of Aboriginal and Torres Strait Islander specific arts and cultural services, programs and partnerships, to grow awareness, recognise Aboriginal and Torres Strait Islander people and strengthen mutual trust, respect and understanding.	
6.4 Engage meaningfully with culturally and linguistically diverse (CALD) communities and create opportunities for sharing and protecting cultural heritage, beliefs, traditions and stories.	
6.5 Ensure access to live music experiences for all and support music development initiatives.	
6.6 Nurture the abundance of young creative talent on the Mornington Peninsula and engage children in arts and culture through local schools.	
6.7 Provide improved support to local artists and cultural practitioners through grants funding, programs and exhibition opportunities.	
6.8 Develop approaches for delivering online community arts initiatives.	
6.9 Promote gender equity through arts and cultural programs, services, funding and support.	



Key Actions include:

- Deliver free diverse informal and pop up arts and cultural activities across the Peninsula all year
- Deliver initiatives aimed at connecting community members in all library branches such as social activities, health and wellbeing programs and creative activities
- Deliver youth arts and cultural programs that enhance the health and wellbeing of community members aged 10-25 years across the continuum of prevention, early intervention and response
- Support and promote the networks that encourage older people to make contributions to their community including historical societies, U3A's, community houses and retirement villages
- Participate in and promote local, regional, state-wide and national networks, events and campaigns promoting the culture and history of Aboriginal and Torres Strait Islander community members
- Support and deliver initiatives that enable representation and participation of women and their families
- Create and present an event to promote our multicultural groups
- Develop and deliver the Music Plan 2025
- Deliver and grow the artist-in-residence and other creative and cultural programs and activities at Police Point Shire Park
- Deliver and grow the Creative Community Grants program
- Develop more exhibition opportunities for local artists across the Peninsula
- Work in partnership with traditional custodians to deliver a sculpture and interpretive material to recognise our local Aboriginal people, history and stories.
- Support the Gender Equality Strategy
- Support the Postive Ageing Strategy

Delivery and Evaluation

We know that a good evaluation process is one that engages stakeholders in what matters to them and presents evidence in ways that are understandable. The Shire will be responsible for ensuring that actions are identified and designed to achieve the objectives and implementing, monitoring and reviewing this Plan. This will be achieved through internal cooperation, working with the Arts and Culture Advisory Panel and through partnerships with local organisations, community groups and other levels of government.

To track our progress, we will produce:

- An Annual Action Plan with roles, responsibilities and costs that will be referred to the Council budget process
- A report on the Annual Action Plan provided to Council prior to the budget process each year
- Progress on Plan implementation included annually in the Council Annual Report
- A mid-term review of the Plan in 2022
- A final review of the Plan in 2024, with findings used to support the development of a new plan

Robust and inclusive evaluation not only provides evidence as to our achievements but also provides information for future planning. We will gather qualitative and quantitative feedback and data to measure the impact of arts and cultural activities. Methods for gathering feedback and data against the goals and community cultural outcomes will be integrated into our delivery of all programs and services. Methods will include a range of approaches such as surveys, interviews and focus groups. This will be determined by factors including the type, size, timing and location of the activity; time, location and resources available.

Acknowledgements

Our Community

The Shire would like to thank the many community organisations, groups and individuals who participated in the consultation for this Plan. Their feedback, insights and ideas have strongly informed the development of the Our Arts & Culture 2024.

We thank the Peninsula Film Festival, Mornington Main Street Festival, Craft Markets Australia, Red Hill Market, Under the Southern Stars Hastings, Peninsula Summer Music Festival and Yabby Lake Winery for allowing the Mornington Peninsula Shire Arts and Culture team to pop up at their events.

We also wish to thank the Rosebud Secondary College, Dromana Primary School and Mornington Peninsula Shire Youth Services for promoting the opportunity to participate and supporting young people to contribute their feedback.

Arts and Culture Advisory Panel (ACAP)

Our Arts & Culture 2024 was developed with the assistance of the Arts and Culture Advisory Panel (ACAP). ACAP is a committee of the Mornington Peninsula Shire who provide Council with informed feedback and advice about local arts and cultural issues. ACAP is comprised of a range of community members who represent diverse creative practices across the Peninsula.

Work with Consultants

The Shire acknowledges the work of Conversation Caravan who assisted in the community engagement process and the development of the background report for this Plan.

Locally Engaged Creatives

The Mornington Peninsula Shire and the Arts and Culture team would like to thank the following local artists and creatives for their expertise and contribution to the community engagement activities and development of Our Arts & Culture 2024:

- Josh Brown
- Tanya Fry
- Tracee Hutchison
- Hannes Lackmann
- Susan McCulloch
- Natalie Nowotarski
- Carole Patullo
- Anthony Pope
- Rebekah Pryor
- Janet Reid
- Kyle Wakeham
- Liz Walker
- Skip Walker-Milne
- Lachlan Wilde



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