

**Draft Arts, Culture and Heritage Strategy 2010-2013**

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## Draft Arts, Culture and Heritage Strategy 2010-2013

Culture is at the heart of our nation and the arts are at the heart of our culture, feeding, and in turn, being fed by it. Australian culture is unique, diverse and vital to our present and future wellbeing.

Culture is expressed in many ways and reflects our way of life. It encompasses our values, traditions, attitudes and expressions and is shared by us all.

It provides the intellectual and imaginative ground for broad understanding and connections.  
**National Culture and Heritage framework**

### Introduction

*Creative thinking and cultural practice is an enduring foundation of our society as it creates meaning, enjoyment, purpose and identity in our everyday lives and drives our local economies.*

Creative foundation is the premise under which the Logan City Council Arts and Cultural Strategy 2010-2013 has been developed.

It is a framework upon which Logan City, in the heart of South East Queensland, will develop creatively and culturally for the next four years.

Logan City Council continues to embrace the challenges of post amalgamation 2008 with its mix of urban, semi-urban and rural hubs.

Together with a fast growing population, a multitude of diverse cultures, and the identification of future activity centres, Logan City faces the further challenge of laying a foundation for arts and culture that is not only sustainable, but leading to progressive development.

Linking communities and creating partnerships with government agencies and the business and private sectors will dramatically broaden the community's scope for funding, resources and quality arts and cultural experience.

### Mayor's Statement

*Logan City continues to build its reputation as an innovative, creative, contemporary, culturally diverse, dynamic and liveable city.*

*The Arts and Cultural Plan 2010-13 recognises the significance our community places on developing and sustaining Logan City's history, culture and creativity.*

*Join us on this exciting journey as we build on that recognition and affirm that arts, culture and creativity are at the heart of our vibrant community.*

Cr Pam Parker  
Mayor of Our Great City - Logan.

## About Logan

The Logan region was associated with the Yugambeh, Jaggera and Turrbal Aboriginal language people. Following European settlement, the region was primarily a rural area until the 1970s when the region's population boomed. Logan was proclaimed a city in 1982.

Logan City lies between Queensland's two largest cities: Brisbane City and Gold Coast City. It is recognised as a growth corridor, with 63 suburbs, \$3.7 billion in assets. It is home to residents from 190 nationalities.

The region is abundant with natural and cultural resources. There is a wealth of arts practitioners whose presence in the community continues to enrich and enliven Logan City.

## Vision

Logan City Council's vision is for a region where the community celebrates its creativity and diversity through arts, culture and heritage practices.

It is committed to establishing Logan as a city where the community benefits socially and economically from arts, culture and heritage as part of regional planning.

## Policy

Logan City Council's Arts Culture and Heritage Strategy 2010-2013 is also aligned with, and informed by Logan City Council's Cultural Development Policy adopted by Council in 2007.

## Strategy Elements

This strategy encompasses the following elements as part of the vision for Logan region:

- Creativity and identity is developed and nurtured
- Communities participate, appreciate and celebrate diversity
- Creative leisure is enjoyed and accessible to everyone
- Past and present heritage collections and stories are professionally collected, managed and preserved for future generations
- Creative businesses thrive and return wealth to our community
- Logan's arts practitioners, venues, events, heritage, cultural diversity and related activities are proudly promoted as part of the region's identity

" Our vision is to enrich our nation by supporting the practice and enjoyment of the arts."

**Australia Council for the Arts**

"There is a primary value in creative expression through the arts which governments actively support. Our democracy is strengthened by the diversity of cultural and artistic expression. Australian culture speaks to our identity, it is an important area of common interest which enriches our quality of life and defines us to ourselves and others."

**National Culture and Heritage framework**

**In addition, Logan City Council identifies the need to address the following challenges:**

- Quality arts, culture and heritage considerations are considered in all regional planning
- Policies and programs are positioned to support the emergence of a stronger arts, culture and heritage sector in Logan
- Sustainable strategic partnerships are developed with other levels of government and the business and private sectors
- The interaction of new technologies is supported, including virtual platforms along with an understanding of their impact on emerging arts, cultural and heritage forms

**Our plan structure:**

Logan City Council has recognised 9 key areas which will be the focus of the Arts Culture and Heritage strategy 2010-2013.

Under each of these key areas, Logan City Council will continue its commitment to strengthen services and arts culture and heritage programs. In addition, Logan City Council will explore, identify and build new opportunities for arts culture and heritage in the Logan region.

This strategy has been made possible through community and stakeholder input from surveys, workshops, stakeholder consultation, community leaders' focus groups, interviews, and public forum/Logan City Council websites.

**Summary of key areas:**

1. Places and spaces
2. Regional Arts and Cultural practices
3. Building our community
4. History and Heritage
5. Lifelong Learning
6. Aboriginal communities in Logan
7. Culturally diverse communities in Logan
8. Partnerships
9. Creative Industry

# 1. Places and Spaces

## Goal 1: Places and Spaces for arts, culture and heritage practices.

### Strategy 1.1

Fully utilise existing community places and precincts for arts and cultural practices and events across the Logan City region.

#### Action:

- Maintain existing arts, culture and heritage facilities in Logan including Logan Entertainment Centre, Logan Art Gallery, and other Council owned performance, heritage, arts and cultural facilities.
- Upgrade facilities as needed to comply with legislation and Australian standards.
- Work with arts and cultural groups to improve access to existing venues and to develop other venue options where required
- Promote accessibility and use of a variety of local indoor and outdoor areas

### Strategy 1.2

Support the development of new facilities, clusters, hubs and precincts for arts, cultural and heritage activity throughout the community and region.

#### Actions

- Involve and consult arts, culture and heritage leaders in planning for place-making
- Ensure any new facilities are compliant with state legislation, and Australian standards to support a wider range of creative and cultural purposes including:
  - Exhibitions, workshops, ephemeral and experimental art
  - Performance and rehearsal spaces for music, dance and theatre
  - Cultural meeting, self-catering and storage for associations
  - Natural places of cultural significance
- Apply museums and gallery national standards to all new and existing venues used for collections, storage and exhibitions.

### Strategy 1.3

Build community pride and sense of place.

#### Actions

- Identify opportunities to have public art and creative design input into all aspects of local and regional planning
- Continue focus on community renewal and beautification in suburban areas
- Involve cultural advisors as part of place-making processes and planning

"Great Places act as a magnet, drawing people together to live, work and play in complete and sustainable communities, allowing us to preserve natural spaces and enhance the health of the planet."

**Great Places Symposium Seattle 2009**

#### Community comments

"Community Arts Centre - to support and showcase the works of Logan's artists, writers etc"  
"Provide more rehearsal venues for performance groups."  
"We need Art and music everywhere, not just in a few spots in Logan"  
"We should encourage people to go to parks more to enjoy performances - especially from our youth."  
"You can best support the arts and creative industry by linking artists and audiences with facilities and resources to suit their needs."

## 2. Regional Arts and Cultural practice

**Goal 2: Logan City Council continues to build its capacity for excellence in the arts.**

### Strategy 2.1

Support Logan's major arts and cultural programs.

#### Actions

- Maintain services provided by Logan Art Gallery as a major hub of the visual arts for the community.
- Recognise and promote local artistic achievements across art forms
- Encourage touring and major exhibitions in all art forms
- Support and promote Logan region's artists
- Continue support for Logan Entertainment Centre as a major venue for music and performance.
- Invest in a range of arts and cultural programs, events and activities that generate Cultural Tourism for the region
- Ensure there are sufficient museums, knowledge and learning centres to conserve, exhibit, showcase, collect and record Logan region's historical, social and anthropological information.

### Strategy 2.2

Develop Arts Facilities and programs that support the variety of arts, craft, and design, heritage and cultural practices

#### Actions

- Work with regional arts and cultural groups.
- Support the development of arts practice networks and representative bodies
- Develop a marketing strategy for Logan based arts professionals and organisations
- Identify needs and opportunities for facilities and programs across the region
- Continue Public Education programs at Logan Art gallery
- Build professional development and recognition programs for local arts practitioners including
  - Visual art, craft and design
  - Music, dance, theatre and other performing art forms
  - Film, animation and moving image technology
  - Writing
  - Photography, digital and new media

### Strategy 2.3

Manage and support Logan City's collections, acquisitions and visual arts programs.

#### Actions:

- Provide professional curatorial and collection management support and services
- Develop and resource a dedicated art acquisition program
- Digitise existing arts and heritage collections
- Maintain local, major and touring exhibition programs

"Our culture draws on the creativity found in many walks of life, in traditional forms which should be preserved and new forms yet to be imagined. Australian culture is produced by its people."  
**National Culture and Heritage framework**

#### Community Comments

"Invest in works by our best local artists" "Encourage artists to aim for audiences from outside the city." "We need a concert series in Logan. A Logan Symphony Orchestra, Youth Orchestra, Concert Band, Big Band, Choir. What about a Logan Music Festival and Music workshops. Even better, a Logan Eisteddfod for music, speech and drama, ballet"

### 3. Building our Community

**Goal 3: A strong and vibrant community is built through shared arts and cultural experiences, celebration and participation.**

**Strategy 3.1**

Develop community arts participation policy and programs which are socially inclusive, reflect community aspirations and build a sense of pride, identity and belonging.

**Actions**

- Support on-going arts, culture and heritage activities in Logan City libraries
- Involve and consult representatives from a range of community sectors and age-groups to determine arts, culture and heritage interests.
- Identify barriers to access and participation for different sectors
- Prepare recommendations to address barriers and improve access for all
- Develop an arts, culture and heritage program for young people

**Strategy 3.2**

Support and promote a range of events that celebrate the community.

**Actions**

- Engage and involve community groups and organisations in planning for events such as festivals, exhibitions and showcases
- Support a program of recurrent signature events and festivals
- Publicise events extensively through production of a regional cultural calendar

**Strategy 3.3**

Build opportunities for arts, culture and heritage practice and expression within regular community activities across the region.

**Actions**

- Work with community groups and businesses to optimise on arts, culture and heritage expression and practice in:
  - Community centres
  - Markets
  - Parks and other outdoor areas
  - Recreational and sports venues
- Publicise community arts/performance activities in a community calendar

**Strategy 3.4**

Develop and support community networks, alliances and information exchange to build and empower representative sectors of the arts community across Logan.

**Actions**

- Facilitate arts, culture and heritage community meetings across the region to stimulate the formation of representative groups for various art forms
- Involve representatives in regular on-going discussions with Logan City Council to hear about community projects, programs and plans related to arts, culture and heritage
- Devise and publish arts, culture and heritage newsletters for the community

<p>"Australian culture is produced by its people. The role of government is.....to explore and nurture their creativity and draw on the wealth of our culture to enrich us all." <b>National Culture and Heritage framework</b></p>	<p><b>Community Comments</b> "As I live in the Beenleigh area, I'd like to see activities that build, connect and unite us. There is such diversity culturally, socially and socio-economically."</p>
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## 4. History and Heritage

**Goal 4: Preserve, develop, maintain and promote information and collections representing Logan region's history and the stories of its people.**

### Strategy 4.1

Determine collection management requirements for Logan region's historical facilities and support the professional management of these assets.

#### Actions

- Work closely with heritage management groups in Logan to identify the challenges affecting quality management of historical facilities
- Identify priorities and develop policies and programs to address identified needs
- Investigate the need for a specialised history and heritage unit to:
  - provide professional support and training of volunteers and staff
  - Implement museum standards and practices for the region's historical collections and facilities
  - work with libraries and other cultural organisations to develop funding opportunities and programs

### Strategy 4.2

Develop Logan region's local stories collection to effectively represent past and present residents.

#### Actions

- Continue to work with Aboriginal communities to collect, record and publish stories related to the region
- Build on stories about the region's European settlement and pastoral history
- Develop a continuing local stories program to collect, record and publish representative stories of migrant settlers
- Promote and make documentation available to other arts and cultural lending organisations such as libraries, museums and galleries.

### Strategy 4.3

Support Cultural Tourism by promoting Logan's heritage facilities, trails, events and celebrations.

#### Actions

- Facilitate the formation of networks, provide advocacy and support information exchange among heritage groups
- Identify and implement mechanisms for promoting heritage trails, events and celebrations
- Provide advocacy for community groups involved in heritage work within the region
- Continue to develop heritage and history information accessible through Council website.
- Encourage heritage networks within Logan and in other regional centres and cities

"Australian culture is a conversation between past understandings and future vision. Culture must both preserve and innovate, ensuring that the links between the present and past remain strong, able to incorporate new and varied perspectives." **National Culture and Heritage framework**

#### Community comments:

"Council should produce a regular heritage publication for the region" "Collect histories from people who have recently come to Logan." "Logan Village has several heritage buildings which could form the start of a historical precinct" "Our local museums need professional support and systems - to lift the burden of day-to-day running from volunteers' shoulders."

## 5. Lifelong Learning

### Goal 5: Provide support for skills, knowledge and learning networks in arts culture and heritage, with a focus on learning for young people

An education rich in culture and arts provides a strong foundation for learning, social engagement and skills development.

#### National Culture and Heritage framework

#### Strategy 5.1

Enable individual participation and creative expression by developing resources in the community to support lifelong learning in arts, culture and heritage.

#### Actions

- Maintain key relationships with teachers and students across Logan
- Partner arts and cultural organisations in programs that provide and promote education for Logan's residents
- Continue to work within the community to build learning opportunities, access and participation in arts, culture and heritage through existing programs and facilities
- Engage in arts development strategies such as sponsoring artists in residence, arts incubation programs, mentorship and traineeships throughout Logan
- Youth arts program as a key element of community arts

#### Strategy 5.2

Maintain and develop existing learning programs in arts, culture and heritage across region.

#### Actions

- Continue Logan Art Gallery visual arts public education program, floor talks and supportive learning relationships with local schools
- Maintain and develop relationships with the education sector including school exhibitions and cultural exchanges
- Continue hosting interest groups and activities for young people, youth and adults in Logan City libraries

#### Strategy 5.2

Identify practical ways to build positive early life experiences in creativity as well as opening up participation for all age groups in life-long learning.

#### Actions

- Work with schools, other educators and learning experts to support the development of community based arts immersion experiences for children across Logan
- Engage with practicing artists and their representative organisations on a frequent basis to build robust communications and networks to promote learning, information exchange and artistic professional development
- Identify, develop and publicise creative learning programs for different age-groups and abilities

"Learning in the arts has significant effects on learning in other domains. Drawing helps writing. Song and poetry make facts memorable. Drama makes history more vivid and real. Creative movement makes processes understandable." (Deasy, 2002; Fiske, 1999; Murfee, 1995) **Creative City network Canada**

#### Community Comments

I would like to give my children an opportunity of joining a local youth choir group or amateur theatre. "Logan Summer School (for music, visual arts, crafts), music workshops" "Day camps for kids" "Start some sort of community college, like the Chatswood Community College in Sydney offering all sorts of things, like arts, crafts, dance courses etc."

## 6. Aboriginal communities in Logan

### Goal 6. Formalise Logan City Council's partnership with Aboriginal and Torres Strait Islander communities.

#### Strategy 6.1

In keeping with State government policy, Logan City Council will work with Community Services to develop and implement a formal protocol for use across council and in partnership frameworks with Aboriginal and Torres Strait Islander communities in the region.

A protocol will support the Australia Council's directives for working in the Arts with Indigenous Culture and Heritage and assist council to facilitate further discussions on:

- Local protocol for dealing with Aboriginal people and Torres Strait Islander people
- Promoting Indigenous Cultural Heritage
- Other local issues affecting the Aboriginal and Torres Strait Islander community

#### Actions

- Meet regularly with representatives from Aboriginal and Torres Strait Islander communities
- Identify priorities and develop approaches addressing community requirements
- Develop formal partnership agreement with community
- Liaise with relevant State government organisations, community representatives and traditional owners throughout the development process

#### Strategy 6.2

Develop and promote increased awareness and knowledge of local Cultural Heritage and language: in particular, that of the Yugambeh, Jaggera and Turrbal people in this region.

#### Actions

- Build on working relationships with Aboriginal people and Torres Strait Islander peoples and their organisations in Logan
- Promote facilities, collections and publications related to Logan's Aboriginal and Torres Strait Islander heritage
- Create participatory programs to promote knowledge, awareness and appreciation for Logan region's indigenous heritage, language and collections
- Support cultural and community centres that provide services for Aboriginal people and Torres Strait Islander people

#### Strategy 6.3

Develop an Arts and Culture practice environment for local Aboriginal people and Torres Strait Islander people as part of Logan's creative industry

#### Actions

- Support the establishment of an Aboriginal people and Torres Strait Islander people arts centre and programs in Logan
- Identify funding opportunities for Aboriginal people and Torres Strait Islander people
- Support and build on opportunities for Aboriginal people and Torres Strait Islander people in cultural tourism
- Partner with other regions around the state and country to develop touring opportunities for local Aboriginal and Torres Strait Island artists and performers

" The culture of Aboriginal and Torres Strait Islanders is the unique backbone of Australian identity; it brings meaning to our nation with a culture unbroken in song, dance and stories over millennia."

#### National Culture and Heritage framework

#### Community comments:

"Encourage indigenous art involvement in a local art festival"  
"I would like to see more aboriginal art and dance"  
"Aboriginal heritage needs to be celebrated by all Australians"

## 7. Culturally Diverse Communities in Logan

**Goal 7: Logan's culturally diverse communities are celebrated and supported.**

### Strategy 7.1

Support opportunities to build awareness, appreciation, participation and celebration of Logan's cultural diversity.

#### Actions

- Work with leaders from diverse cultures across Logan to identify opportunities for cultural exchange and arts practice
- Develop protocols, strategies and policies to support increased learning, awareness, cultural exchange and celebration for art, music, customs, language
- Record migrant stories as part of regional heritage
- Seek state and federal funding to support culturally and linguistically diverse arts and culture initiatives

### Strategy 7.2

Develop local hubs to enable Arts and Culture practices and exchanges within the community.

#### Actions

- Involve culturally diverse groups in place-making processes for Logan
- Establish a targeted arts practice support program for residents from culturally diverse backgrounds
- Build cultural tourism opportunities through multicultural events, activities and attractions in the region
- Partner with similar organisations in other regions around the state and country to develop touring opportunities for local artists from diverse cultural backgrounds

**The (UNESCO) Convention affirms the right of state parties to protect and promote a diversity of cultural expressions. It recognises the value of cultural goods, services and activities as carriers of meaning and identity and their integral role in sustainable cultural and economic development.**

#### Community comments:

Present more arts/culture festivals to showcase and encourage participation from the various international and indigenous cultures we now have in Logan.

We need a special place, such as a multicultural village to base different cultural organisations, stage festivals, sell arts and craft, have markets, sell food from different countries, and showcase our many cultures to the world"

## 8. Partnerships to support regional Arts, Culture and Heritage

**Goal 8: Logan City engages in strong and strategic partnerships within council and the community, with neighbouring regions and with all levels of government.**

### Strategy 8.1

Cultural Services officers assist local planning teams within our region, build networks and support effective service delivery for our growing community.

#### Actions

- Arts, cultural and heritage advice is considered in social planning, facilities and place-making under the local planning framework
- Cultural Services provide input as part of planning for regional events, festivals, creative industry and cultural tourism
- Community arts, culture and heritage capacity is built through networking and involving community participation

### Strategy 8.2

Maintain and develop relationships in Logan, with neighbouring regions, arts organisations and professionals from the sector.

#### Actions

- Partner with neighbouring regions to share resources and funding for arts, culture and heritage related programs, industry events and activities
- Support working relationships with professional arts networks and organisations in all arts education fields
- Participate in key professional activities that inform and develop regional arts, culture and heritage practices
- Initiate program opportunities for the region's arts community

### Strategy 8.3

Continue active working partnerships with State and Australian government agencies to support arts, culture and heritage programs and services to Logan.

#### Actions

- Align regional arts, culture and heritage policy and service delivery to meet government priorities for social inclusiveness, education, arts, communities, environment, Aboriginal and Torres Strait Islander affairs and cultural diversity
- Continue partnership with Arts Queensland to deliver Regional Arts Development Funding for local arts projects and art+place funding for public artworks
- Identify community based arts, culture and heritage projects which align with funding from state and federal programs
- Work with, and support community groups to develop arts, culture and heritage submissions to attract funding to the region

"Arts and Culture are vital to the growth of strong regional communities- the most innovative and thriving towns are those that publicly celebrate their artistic dimension and involve the broader community in creative experiences"

*Plowman, I, Ashkanasy, N, Ggardner, J, Letts M 2003*

*artbeat: Regional Arts and Culture Strategy 2010-2014*

#### Community comment

"The RADF program is a fantastic program to support professional artists and emerging artists"

## 9. Creative Industry

**Goal 9: Position Arts Culture and Heritage enterprise as a key part of Logan's future economic development, wealth and jobs creation.**

### Strategy 9.1

Develop a platform for supporting the growth of creative industries as part of Logan's future economy.

#### Actions

- Work with local businesses and Chambers of Commerce to identify and support opportunities for innovation, research and development in our region
- Develop opportunities for Arts and Cultural exchanges
- Facilitate mentorship and trainee programs in the arts
- Attract tourism and local spending through exhibitions, touring programs, performances, festivals, and other cultural events in the region

### Strategy 9.2

Support local employment opportunities for professional and emerging artists and art workers.

#### Actions

- Support new arts organisations, galleries and initiatives that add to the arts sector of the region
- Work with local businesses and Chambers of Commerce to identify and support employment opportunities and business growth in creative industries and tourism
- Develop centres of excellence in the region for artists and art workers
- Provide advice and assist businesses to access information and guidance about:
  - Contemporary technologies and mechanisms
  - Job creation schemes for youth, multicultural, emerging artists
  - Cultural tourism
  - Visual arts, craft, design, performance and other arts practices
- Liaise with key government development and advisory bodies to build arts, culture and heritage opportunities for local employers and businesses

"Culture is a powerful source of wealth for the nation, contributing significantly to the economy and employing hundreds of thousands of Australians. It adds value, attracts students and tourists, provides valuable exports and is essential to sustainable economic activity."

**National Culture and Heritage framework**

#### Community comments

"Launch a creative industries website where practitioners can advertise [ie keep jobs in Logan]"

"Provide Training and Development in this industry through courses in Event Management, Performing Arts, Creative Industries"

## Acknowledgements

This Cultural plan would not have been possible without the input of many Logan residents who gave their time, consideration and energy to help shape the vision for Logan to develop as a truly rich cultural city.

In addition to the many individuals who responded to the community survey, our special thanks go to:

Artists, performers and writers across Logan region  
Logan Ethnic Leaders Advisory Group  
Logan Aboriginal and Torres Strait Island Elders  
Artists and volunteers at Logan Art Gallery  
Members of Heritage groups in the Logan region  
Members of the Chamber of Commerce  
Young people who responded to the survey  
Logan City Councillors  
Council's own "Cultural ambassadors" - branch representatives from across council

The value and significance of Cultural planning across all areas of service within council and across the community has been emphasised by all participants throughout this process.

Logan City Council has a commitment to maintain open dialogue with the community to continually improve, strengthen and nurture arts, culture and heritage.  
At any stage throughout the life of the plan, comments and ideas are welcome.

## Summary of Community consultation process

- Publicity in Logan newspapers inviting comment
- "Have your say" Arts Culture and Heritage survey placed on Logan City Council website
- Public Forum and survey available through independent website "Bang the Table"
- Survey distributed throughout regional libraries at regional shopping centres
- Community input gathered through workshops and interviews
- Additional comments received via phone and email
- Workshops with internal stakeholders

## Related Logan City Council Policies

Cultural Development Policy	#4019465
Logan City Collection Development policy	#4021116
Logan City Public Art and Design Policy	#401928
Logan art Gallery Exhibitions Policy	#4019456
Community Art Policy	#4019468