



Arts and Culture Strategic Framework 2010 – 2015



1. Introduction

Libraries operate within the context of community. They hold great appeal for people across all age groups, backgrounds, levels of affluence and educational attainment. Access to public libraries is not hindered by a person's gender, ethnicity, physical ability or intellect. Spaces in libraries are intended to be welcoming; activities are planned to be stimulating and library collections are maintained to be interesting, varied, accessible and relevant. The stage is set then, for libraries to more deliberately articulate and implement their role in nurturing creative communities.

Public libraries can play a vital role in fostering a range of arts and cultural activities in the community – as initiators and creators of cultural content; as facilitators and hosts for activities and events and as contributors and participants in the cultural life of the community.

The Yarra Plenty Regional Library recognises the role that art and culture play in determining community values and aspirations – in giving meaning to people's lives. Feelings of connection and belonging – to people, places and communities – can be fostered through involvement in arts and cultural activities. Engagement in this type of activity empowers people and engenders a sense of pride in their identity as a community. Further, the development of arts and culture initiatives is an important element in the creation of social, educational and economic opportunities for individuals and communities.

This five year strategy acknowledges existing Library capacity to deliver arts and cultural activities within the region and seeks to shape the direction of the Yarra Plenty Regional Library in its implementation of arts and cultural services into the future. In this context, the overall aim of the Library service is to:

- ❖ Improve community access to arts and cultural activity,
- ❖ Foster creativity within the community and
- ❖ Support local arts and culture creators.

In developing this Strategic Framework Yarra Plenty Regional Library consulted with community artists, book group members, local writers and published authors, independent book shop operators, heritage groups, library patrons and staff. As well, the member Councils of Whittlesea, Banyule and Nillumbik were invited to participate in consultations and Arts and Cultural Services officers from each local government area helped inform the strategy.

All these groups and individuals assisted the Library to understand community expectations of the library service in relation to arts and culture. They encouraged the library to become 'enablers' of art and cultural activity; to move into that space and recognise the myriad opportunities to foster more creative communities.

The relevant plans and strategies developed by member Councils were included in a review of relevant literature, along with Art and Culture strategies from other library services both nationally and abroad. This Framework reflects and responds to the information gathered from these sources; it is nonetheless very much a living document that has been tailor-made for the Yarra Plenty Regional Library service. It establishes a clear vision and direction for

future actions and contains innovative ideas for the development and delivery of arts and cultural activities and events.

Yarra Plenty Regional Library believes that everyone across the region should have the opportunity to participate in and help shape community cultural life. The Library's arts and culture program will reflect its community base, with events accessible to people of all ages, abilities and cultural backgrounds. This Framework strengthens and enriches that vision.

2. Rationale

Yarra Plenty Regional Library (YPRL) provides public library services on behalf of the Cities of Banyule and Whittlesea and the Shire of Nillumbik.

Service delivery is provided through eight branch libraries located at Diamond Valley, Eltham, Ivanhoe, Rosanna, Watsonia, Lalor, Mill Park and Thomastown. A mobile library services more remote locations across the region as well as places where the community is less likely to access a branch library. A mobile outreach vehicle visits aged and residential care facilities, creating opportunities for residents unable to visit a library independently. Library volunteers visit socially isolated people in their homes, delivering and collecting library material on their behalf.

YPRL believe that to be most effective, public libraries need to have a strong community focus, operating as hubs for activity and creativity and fostering connected, inclusive and informed communities. Libraries play a vital role in making arts and culture accessible to the community by creating and providing a forum for participation; by linking the community to art and culture activities and by showcasing and supporting local creativity.

YPRL recognises that art and culture, in this context, is almost any product of the creative imagination and can include 'fine art' as well as pieces made by the local craft group, for instance. Community based, highly inclusive and locally created art holds a value all its own and is considered as important – albeit in a different way – as the work of professional art practitioners.

Art and culture certainly include the visual arts (such as painting, drawing, film, photography, ceramics and sculpture), music, drama, dance and literature (including writing and publishing). It may move into newer mediums for its expression – such as computer-aided graphic design, or twitter and phone text poetry – or it may retain and reflect the traditional cultural practices of both local and migrant communities, through craft, food and song for example.

Art and culture are also very much about creating, interpreting or re-imagining a sense of 'place and belonging' – and so exploring local place and family history can add an important element to cultural expression. For the purposes of this Framework, art and culture is defined by its makers and creators; by its participants and consumers and by the facilitators of the activities and events on offer.

3. Framework Methodology and Scope

Two workshops were held in March and April 2010 with library and council staff, community members and other key stakeholders. A list of workshop participants is at Appendix 1. These workshops were facilitated by a consultant from the arts and cultural development sector who has extensive local government knowledge and experience in strategy development. The workshops were well attended, with much discussion and many ideas generated. These were then filtered and grouped logically. Broad headings for the Framework were agreed and vision statements were formulated. The outcomes from both workshops were amalgamated and integrated and written into the document.

At the same time, an assessment was made of current art and culture activity within YPRL branches and the intent of the Framework was aligned with the YPRL Strategic Plan. The result of this evaluation is included in the body of the document. An assessment of the general arts and cultural landscape and a scan of local government art and culture strategies were conducted, and again, the elements that resonated most with the intent of the Framework were drawn out for further consideration. These are at Appendix 2 and 3. Local government demographics were also examined to ensure a knowledge and understanding of YPRLs membership base. Key demographic observations are at Appendix 4.

Importantly, the overall vision for art and culture activities and events is articulated in this Framework. Opportunities have been identified, goals stated and actions derived. Enabling factors that support achievement of the goals have also been identified, with further actions devised that will help to ensure successful delivery of the Framework's vision.

This Framework describes current YPRL art and culture activity and explains why such a focus is important. It outlines opportunities for programs and activities YPRL can develop and implement across the life of the Strategy.

4. Current YPRL Activity

Art and cultural activity in the library creates a sense of vibrancy, dynamic activity and currency and contributes to people's feeling of well-being, resilience and community belonging. The library is viewed as a destination; a place where 'things happen' and connections form. The atmosphere is welcoming, nurturing and inclusive.

Responsibility for the delivery of art and culture activity within YPRL rests largely with Community Liaison librarians (CLs) and Children and Youth Services librarians (CYSs) located in each branch of the library. A broad, thematic program of activities is agreed in conjunction with Branch Managers and representatives from the Executive Management team. Budgets are determined, celebratory days and special weeks are identified (such as Harmony Day, Children's Week, NAIDOC week, Chinese New Year, Melbourne Writers Festival and so on) and a range of events are then planned and organised for the year. The CLs and YYSs work in conjunction with other branch staff, integrating activities and events into overall branch planning. They also meet regularly, sharing ideas and information.

Support for their work is generally through the Regional Community Engagement team, which provides support in media and marketing, program planning, budget management and

administration. Community Engagement also operates as a 'clearing house' for a variety of information and material – anything from a performer's contact details to distribution of promotional goods for events.

The CLs and CYs exemplify YPRL as a dynamic organisation that seeks interesting and innovative ways to reach out and engage the community. A snapshot of recent art and cultural activities includes:

- ❖ To celebrate completion of renovations to Thomastown Library and acknowledge the value of the library to the community, an arts practitioner was engaged to work with people in the local area; devising and creating a public art work based on their personal stories and experiences. High value was placed on ensuring that the work created reflected and was owned by the community.
- ❖ 'Our World Through Butterflies' was an arts-based community development project delivered in conjunction with the Lalor Library. Participants were generally socially disadvantaged, with little if any experience making art. The conclusion of the project was designed to coincide with the renovation and revitalisation of the Lalor Library and the surrounding precinct. The art works created as part of the project were displayed in the library to great acclaim, and the library has acquired the pieces for permanent display. A great deal of pride was associated with this exhibition – from the art-makers themselves and from the broader community. There is an ongoing legacy from this work as people continue to explore and enjoy the butterfly artwork displayed in the Library.
- ❖ 'Unrestricted Under the Sea' is a three dimensional work that was created by young people with disabilities to celebrate the construction and launch of Watsonia Library's new community meeting room. This multi-media piece has an underwater theme and is imbued with a sense of freedom and movement as aquatic 'creatures of the imagination' float in an ocean of colour. The artwork is on permanent display adjacent to the library entrance and has become a treasured piece of community art.
- ❖ Cultural Diversity Week is celebrated in March across the YPRL network, and a variety of events take place – anything and everything from an Indian Feast at Ivanhoe Library, a French poetry reading at Eltham Library, Romany music and Spanish dancers at Lalor Library and Chinese calligraphy demonstrations and classes at Mill Park Library. Events appeal to people of all ages and cultural backgrounds and continue to be extremely well-attended.
- ❖ 'Tall Words' was a performance project facilitated by Diamond Valley Arts Theatre Company, and was created specifically for Watsonia Library. Through a process of discussion and a creative exploration of 'self', local people were encouraged to develop individual pieces for performance from a starting point of 'The Library as a place of...'. Using live music, ambient sound and lighting, the project explored the library – its uses and its spaces, from the perspective of people with intellectual disability.

- ❖ Eltham Library regularly hosts a VCE art, studio art and photography exhibition. Work is drawn from local secondary schools and colleges and showcases the talents of young people in the municipality.

5. Link to YPRL Strategic Plan

The Arts and Culture Strategic Framework gains strength from being integrated with other YPRL strategic frameworks, business plan and resource plan; and the delivery of arts and cultural activities will be an important means of achieving goals set out for the organisation in the Strategic Plan 2008 – 2012.

5.1 Libraries building community capacity

- ❖ Partnering with other agencies to deliver wider agendas and developing co- operative arrangements that will improve and expand services to the community
- ❖ Focusing and balancing services according to social justice precept
- ❖ Bridging the digital divide and offering equitable access for new technologies
- ❖ Identifying opportunities to strengthen communities and recognise leverage in integrated activities
- ❖ Developing informed citizenry, becoming a marketplace of ideas

5.2 Libraries as community hubs

- ❖ Building community connections, facilitating learning opportunities and providing access to informational, educational and recreational resources
- ❖ Maintaining library buildings that are fully utilised, attractive, welcoming spaces

5.3 Libraries online

- ❖ Changing from being service providers to facilitating the creation of content
- ❖ Focusing on local history, local writing and local literature
- ❖ Acquiring and making accessible “born digital” content to ensure relevant information provision in an on-line world

5.4 Skilled and confident library staff

- ❖ Ensuring library staff are comfortable with new ways of engaging library patrons and helping them find information, gather knowledge and create content

5.5 Seamless integrated technology

- ❖ Fostering a culture of innovation; striving for continuous improvement and continually looking for new ways of doing things

5.6 Sustainable and responsible finance and governance

- ❖ Ensuring art and culture activities and events are sustained through existing funding, grant applications, partnerships with member council services and community groups

6. The Vision...

6.1 The library is a vital community/cultural hub

The community places a high value on libraries, which are both the setting and the catalyst for people to create, discuss and learn more about arts and culture. People gather in the library to celebrate and experience art and culture, to make connections and generate ideas. Artists, writers, craft-makers and musicians use the library to create cultural content – in real time and place and in virtual space on-line. Library buildings are modern and well cared for and they capitalise on their physical location by using their surroundings as a backdrop to art and culture activities. Public art is prominent in and around the library precinct. Urban planners and place-makers recognise the importance of libraries as the spark around which communities can flourish and be sustained.

6.2 The library is renowned as a local destination for the arts and cultural activity

6.2.1 Visual art

The library is an important exhibition space and an ever-changing show of visual art, craft and sculpture is constantly on display. Artists' work is for sale and library patrons are willing consumers and supporters of local talent. Workshops are convened by local practitioners who demonstrate and share their knowledge. Each YPRL library has the technology to support the creation and display of digital art. The library is a custodian, with its member Councils, of publicly owned art collections and regularly hosts professionally curated exhibitions drawn from these sources. Art creation and exhibition spaces are included in the design of new libraries.

6.2.2 Craft

The library is a venue for local craft groups to meet regularly. Textiles are a key focus, and people across a range of cultures and generations showcase their talents, and often create goods for donation to charity. Beginners and more experienced craftspeople participate, creating a rich exchange of knowledge and information.

6.2.3 Music

People from the local community attend regular 'Live at the Library' musical events and local musicians have a place to showcase their talents. Song-writing and music-making workshops are facilitated by industry professionals. Various on-line platforms and current software for the creation, digital mixing and distribution of music are available in the library.

6.2.4 Drama

As a precursor to new performances, local drama groups present excerpts from their productions in the library; audience anticipation is built for local school plays and amateur theatre. There is greater exposure to the community of existing theatre groups; the great diversity of dramatic style is demonstrated. Playwriting is a key element of the annual YPRL Writer's Week, with the winning play selected for workshoping and performance at the library.

6.2.5 Writing and publishing

Writing groups are fostered at each branch of the library, and new book launches are regularly hosted. The annual YPRL Writer's Week showcases YPRL writing groups and includes a competition with entry specifically for young aspiring writers. Anthologies of work are produced and included in the library's collection and as an e-book from the YPRL

website. Local media supports and promotes Writer's Week and prints winning competition entries. Writing workshops are held in the library and are led by professionals. Local authors, poets and playwrights read their work aloud to library audiences and these are recorded for podcasting from the YPRL website. YPRL is a partner in the Melbourne Writers Festival and is listed in the program.

6.3 Local artists and cultural creators are nurtured and supported

The library works actively with its member Councils and other agencies to support a growing number of art and culture creators across the region. An ongoing program of projects, workshops, art- based activities and cultural events has strengthened relationships with a diverse network of art practitioners who are employed regularly to facilitate creative content in the library. Professional creators bring their skills, experience and work into the library, encouraging and teaching emerging artists and community members alike.

7. Enabling the Vision...

7.1 Partnerships

- ❖ A strong relationship with member Councils will enable YPRL to capitalise on external opportunities and expertise, both directly, through developing closer ties and linkages with Council; and indirectly, through Council facilitated networks with other agencies and organisations. Relationship building with Council includes attending meetings as appropriate, participating on working groups and committees; and cross-organisational marketing and promotion.
- ❖ A knowledge of and relationship with various arts and cultural organisations in the region will extend the possibility for productive partnerships, collaborative project design and implementation and funding opportunities. This includes local groups, artists and cultural leaders as well as larger peak organisations or regional bodies. Local Council facilitated industry boards such as the Melbourne Valley of the Arts can support efforts to foster art and culture activity and can assist in providing information about current issues.
- ❖ Good relationships with local primary and secondary schools are fundamental to the library developing projects and partnerships involving children and young people. Often working with established school clusters or through the DEECD regional offices can be more effective than maintaining individual relationships with every school.

7.2 Media

- ❖ Local media has coverage across the region and is generally supportive of library activities. Regular advice about events and accompanying press releases from the library ensure a productive relationship is maintained.

7.3 Marketing and promotion

- ❖ There are very many aspects of the library which can be promoted, including activities and events, additions to the collection, book groups, on-line resources and the myriad other services on offer. Integrated marketing strategies target specific audiences for different events, but this could be expanded to further capitalise on the capacity of the website and social networking technologies for promotion.

7.4 Volunteers

- ❖ Deploying the skills and interests of over two hundred volunteers registered with YPRL would enable the library to greatly extend its service delivery capacity.

7.5 Frontline

- ❖ This 'reader-driven' customer service approach will enable staff to confidently engage with library patrons. It has the potential to stimulate positive organisational culture change, with staff seeing themselves and their profession as 'community connectors'.

7.6. Facilities and resources

- ❖ YPRL libraries have space, lighting, access to sound systems and areas to stage events and performances – although in some cases one or more of these factors is quite limited.
- ❖ Some libraries in the region have display cases and enough wall space for exhibitions of painting, drawing and photography. The addition of suitable wall-mounted tracking systems would maximise opportunities to host exhibitions of this nature.
- ❖ Grants and funding opportunities can be capitalised on if partnership arrangements are firmly in place with local government and various community agencies. YPRL need not be the auspice organisation – or the holder of the funds – to benefit from grant funding for particular projects.

8. Actions

8.1. Improve access to arts and culture
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Action	Responsibility	Timeline
Provide appropriate range of active and passive spaces for the use of the community and visitors	Local Council, YPRL managers & staff	Ongoing
Provision of facilities and support for cultural activity in the community	Local Council, YPRL managers & staff	Include in Branch plans June 2011 -2012
Increase the use of the library for recreational and cultural activities and events	YPRL managers & staff, Community Engagement team	Include in Branch plans June 2011 -2012
Encourage more performing arts events in the community by promoting the library as a suitable venue	YPRL managers & staff, Community Engagement team, local Council arts and culture departments	Plan and develop a process throughout 2011; include in Branch plans June 2012 - 2013
Continue to run free workshops across the community in libraries to promote access for all.	YPRL managers & staff, Community Engagement team	Ongoing
Invite 'tasters' of Melbourne-based Opera Australia productions to perform annually in the library	Community Engagement team	November 2012
Create art activities for seniors and people with disabilities	YPRL managers & staff, Community Engagement team	Ongoing
Provide new ways to demonstrate community artwork online and through electronic technologies	Community Engagement team	Ongoing
Promote community involvement in the development and management of arts and cultural development and opportunities	YPRL managers & staff, Community Engagement team	Ongoing
Reach best practice in arts and culture in a public library context	YPRL managers & staff, Community Engagement team	Ongoing

8.2 Facilitate creativity in the community

Action	Responsibility	Timeline
Develop an annual festival and competition called 'Recycled Books'	YPRL managers & staff, Community Engagement team, local Council arts and culture departments	Winter months
Promote and market the activities of local community radio, Heidelberg Theatre Company and Plenty Valley Arts Centre; incorporate plays for radio in YPRL 'Writers Week' for local broadcast; and host 'tasters' of new performances or exhibitions	YPRL managers & staff, Community Engagement team, local Council arts and culture departments	June 2012
Install display cabinets in YPRL libraries to best display and secure three-dimensional art and craft work	LSS managers and Resources team	June 2013
Develop programs that encourage debate and raise community awareness and knowledge – create a marketplace of ideas	Community Engagement team, interested staff	June 2013
Facilitate partnerships with member Council arts and cultural departments, artist and performers	Community Engagement team	Ongoing
Participate in member Council community festivals by contributing to event planning, promoting the program and attending the event	Community Engagement team, YPRL managers & staff	Ongoing
Display artworks by local VCE students in each library	YPRL managers & staff, Community Engagement team, local Council arts and culture departments	Towards the end of each school year

8.3 Support local arts and cultural creators

Action	Responsibility	Timeline
Continue cataloguing, preserving and promoting the local history collection	Community Engagement team, YPRL managers & staff, local Council arts and culture departments	Ongoing November 2011
Create a database of local artists, authors and craftspeople	YPRL managers & staff, Community Engagement team	October 2011
Develop an 'Artist-in-Residence' program showcasing a local talent over a week or weekend	Community Engagement team, YPRL managers & staff, local Council arts and culture departments	October 2011
Ensure artworks and heritage items from member Council collections are appropriately curated and displayed and rotated regularly	Community Engagement manager, local Council arts and culture departments	June 2011
Design and implement 'Love the Arts, Create the Crafts' program, with each library facilitating a core 'Creative Craft' group	Community Engagement team, YPRL managers & staff	Plan and develop a process throughout 2011; include in Branch plans June 2012 - 2013
Provide a half-day workshop on links with Arts and Culture as part of Learning 2.0	Community Engagement team, YPRL managers & staff	June 2011
Participate in the WikiNorthia project to build content documenting life in Melbourne's north.	Community Engagement team, YPRL managers & staff	Ongoing
Develop skills and showcase multimedia technology – including that for the creation of video games, short films and the work of digital artists	Community Engagement team, YPRL managers & staff	Plan and develop a process throughout 2011; include in Branch plans June 2012 - 2013

9. Evaluation and Feedback

The arts and culture programs provided thorough out the year will be evaluated on an individual basis using a strategic evaluation toolkit checklist designed by a group of leaders as part of the State Library of Victoria's Shared Leadership Program.

At the end of each financial year the Manger, Community Engagement and the CEO will review the action plan of the Strategic Framework to ensure timelines are being met.

In 2015 a full review of the Strategic Framework and the action plan will take place.

10. Conclusion

The Arts and Culture Strategic Framework for YPRL articulates the vision for art and craft activity YPRL libraries and identifies the steps towards realising that vision for the next 5 years. Many of the actions listed rely on the interested involvement, collaboration and partnership with the three member Councils, community groups and individuals as well as YPRL staff.

As stated earlier, public libraries play a vital role in fostering a range of arts and cultural activities in the community – as initiators and creators of cultural content; as facilitators and hosts for activities and events and as contributors and participants in the cultural life of the community. The actions contained in the Strategic Framework will further this intent.

Appendix 1

Workshop Participants

Name	Position	Organisation	Email address
Tania Barry	Acting Manager Operations	YPRL	tbarry@ypri.vic.gov.au
Wendy Costigan	Branch Manager	YPRL	wcostigan@ypri.vic.gov.au
Felicity Macchion	Branch Manager	YPRL	fmacchion@ypri.vic.gov.au
Blaise van Hecke	Reading & Literacy Coordinator	YPRL	bvanheck@ypri.vic.gov.au
Liz Pidgeon	Local History Librarian	YPRL	lpidgeon@ypri.vic.gov.au
Suzanne Male	Marketing and Media Coordinator	YPRL	smale@ypri.vic.gov.au
Lynne Siejka	Community Liaison	YPRL	lsiejka@ypri.vic.gov.au
Jack Chan	Community Liaison	YPRL	jchan@ypri.vic.gov.au
Alan Thompson	Community Liaison	YPRL	athompson@ypri.vic.gov.au
Marg Breare	Librarian	YPRL	mbreare@ypri.vic.gov.au
Irene Pagram	Arts Coordinator	Nillumbik	irene.pagram@nillumbik.vic.gov.au
Clare Carmody	Arts and Culture	Banyule	clare.carmody@banyule.vic.gov.au
Tracy Margieson	Cultural Events	Banyule	tracy.margieson@banyule.vic.gov.au
Katelyn Stanyer	Cultural Heritage Office	Whittlesea	katelyn.stanyer@whittlesea.vic.gov.au
Sarah Finlay	Team Leader Arts and Heritage	Whittlesea	sarah.finlay@whittlesea.vic.gov.au
Tuuli Forward	Arts and Cultural Development Officer	Darebin	tuuli.forward@darebin.vic.gov.au
Sarah Dubaich	Sales and Marketing Manager	PRACC	sarah.dubaich@whittlesea.vic.gov.au

James Mavros	Manager	PRACC	james.mavros@whittlesea.vic.gov.au
Meera Govil	Owner	ELTHAM bookshop	elthambookshop@bigpond.com
Fee Sievers	Local writer	Melbourne Poets Union	saidanddone@iprimus.com.au
Arthur Yong	Library member		abwyong18@gmail.com

Appendix 2

LGA Arts and Culture Landscape

Banyule

Banyule City Council recognises the Wurundjeri willam as the original custodians of the land and acknowledges their continuous and current presence in the area.

Banyule was the birth place of the Australian Impressionists, a group of artists including Tom Roberts, Jane Price, Fred McCubbin, Clara Southern and Arthur Streeton. In the 1880s these artists were inspired by the beautiful landscapes of the Yarra River and the unique light that typifies the Australian bush, and they began painting the landscape in a uniquely Australian way.

The City also contains some of the most significant Art Deco buildings in Melbourne, most notably the Heidelberg Town hall – now known as The Centre, Ivanhoe.

Like most municipalities, Banyule is made up of a patchwork of diverse neighbourhoods and overlapping communities of interest. Council celebrates these communities through its annual program of community festivals and events and its community cultural development program.

As a modern municipality, Banyule has the capacity to foster strong cultural identity, to develop local and regional partnerships and invest in a dynamic cultural life. The Council is committed to developing opportunities for artists through cultural networks and through the 'Winter in Banyule' Arts Festival.

Council is also the custodian of an extremely high quality and innovative contemporary art collection and manages the nationally recognised acquisitive 'Works on Paper' and sculpture competitions to continue its growth.

Nillumbik

Nillumbik has long been known as a region of artistic vitality and excellence, where the creative life of the community is highly valued and nurtured. Artists sought picturesque landscapes early this century, discovering Eltham and surrounding areas. Painters' camps evolved to larger groups of artists, when colonies, such as at Montsalvat and Dunmoochin were established. Artists including Clifton Pugh, Neil Douglas, Sigmund Jorgensen, Matcham Skipper and Alistair Knox were all associated with this era.

Nillumbik Shire Council offers opportunities for artists and other members of the local community wishing to engage in arts and cultural activities. The renowned visual art and literary awards are important calendar events for professional artists and writers, while other support offered by Council provides important opportunities for cultural growth and development. Council also manages an impressive collection of artworks of both contemporary and historic interest.

City of Whittlesea

Whittlesea is a rapidly growing 'interface' municipality noted for its demographic and geographic diversity. The population is currently around 140,000 and is projected to grow to approximately 220,000 by 2020, making it one of the fastest growing municipalities in Victoria. The municipality also has the third largest population of people from culturally and

linguistically diverse backgrounds in Victoria with 45% of residents speaking a language other than English at home. More than one third of residents were born overseas, representing 140 different countries. The southern area of the municipality encompasses the high density, established suburbs of Thomastown and Lalor. Beyond are the growth areas of Epping North, South Morang and Mernda and still further north, through to the township of Whittlesea, the municipality remains rural.

Council's arts and cultural activity is undertaken within a community cultural development framework, which engages the community in the process of development to facilitate community building and continuance of identity and culture. Council's Community Cultural Development Department manages festivals and events, the cultural collection and public art, community performance and youth theatre, Aboriginal and multicultural development, cultural heritage, and arts and cultural projects and activities. The cultural program includes: the City of Whittlesea Community Festival, City of Whittlesea Cultural Heritage Program and First Impressions Youth Theatre.

Appendix 3

Council Arts and Culture Strategy Plans

Banyule

'Connected Culture', Banyule City Council, Cultural Strategy 2007 – 2011; 'Public Art Strategy', released in January 2010; action plans for 2010 - 2011 for 'Connected Culture'

Nillumbik

Art in Public Places Policy 2007; Nillumbik Art Acquisition and De-Accessioning Policy, 2002; Arts and Cultural Services outline – 2010; currently developing Nillumbik's Cultural Plan

Whittlesea

City of Whittlesea 'Integrated Cultural Plan' 2006 – 2010; Cultural Collection Strategy, 2008 – 2012; City of Whittlesea Multicultural Plan 2007-2011

Banyule	Nillumbik	Whittlesea
Connected Culture Principles	Arts & Cultural Services Goals	Integrated Cultural Plan: Mission & Goals
Valuing our cultural legacy - the artistic and cultural contribution made by Wurundjeri Willam, the heritage and cultural expression by many migrant groups, the rich legacy of artistic and cultural influences	Promoting the excellence of and viability of arts and cultural activity in Nillumbik	Mission: To identify, reflect, strengthen, utilize and support our community's cultural values, creative capacity and potential
Building our cultural capital - Council recognising the role that art and culture play in determining values and aspirations - in giving meaning to people's lives	Strategic cultural planning including the development of programs, policies and cultural events	Cultural projects, programs and events that directly involve a representative cross-section of the local community in their initiation, planning, development and delivery

<p>Including everyone - providing diverse, accessible cultural facilities and activities across Banyule. Meeting the needs of young people, seniors, people with disabilities and CALD community</p>	<p>Working to ensure that Nillumbik's cultural values, identity and aspirations are reflected in all Council plans and future developments</p>	<p>Art in public places that responds to the diverse population, enhances the environment, stimulates the community and strengthens local identity and atmosphere</p>
<p>Investing in outcomes - important to break down the distinction between commercial and subsidised arts activities and open the way for a new approach to economic sustainability</p>	<p>Community cultural development including facilitating involvement in all aspects of arts and culture that celebrate, promote and extend Nillumbik's creative community</p>	<p>Cultural and heritage sites, artefacts, memories, stories, artworks, memorabilia, objects and values protected and promoted, with direct and continuous involvement by the community</p>
<p>Sharing the vision - understanding the nexus between Connected Culture and infrastructure & industry development, urban consolidation, the provision of human services, land use and community development</p>	<p>Raising awareness and appreciation of Nillumbik Shire's cultural heritage and contemporary arts practice</p>	<p>Community groups planning and delivering their own cultural activities, having developed the skills, confidence and experience required</p>
<p>Maximising creative potential - cultural development planning is an integrated and strategic approach to cultural issues and encompasses the ways we live, create and interact with our environment and society</p>	<p>The promotion, maintenance and acquisition of works for the Nillumbik Art Collection</p>	<p>Cultural projects, programs and events that directly involve a representative cross-section of the local community in their initiation, planning, development and delivery</p>

Appendix 4

Demographics

The twenty suburbs in the City of Banyule contain a population of 119,163 people and cover 63 square kilometres between seven and twenty-one kilometres north-east of Melbourne's CBD. YPRL membership in Banyule is 43,154, which represents 34.21% of the population. Primarily an urban residential area, pockets of industry exist in Heidelberg West, Greensborough/Briar Hill and Bundoora. The Austin and Repatriation Hospitals and the Mercy Hospital for Women cluster in the southern part of the municipality, attracting various allied health practitioners and specialist centres and creating a significant health services precinct. To the north, the Watsonia Army Barracks is home to serving armed services personnel and their families, with a population of many hundreds of people located on the base. A number of aged care and education facilities are also located within Banyule. As well as these large employers, there are some 2,772 businesses employing between one and four people in the municipality and a further 5,697 owner operated small businesses. The ABS SEIFA index shows that Banyule ranks 11th in level of advantage in Victoria.

The population in Banyule is ageing, with an increase in the percentage of older age groups, reflecting national trends. There is a slight downward trend in the percentage of people aged (17.5%) whilst the percentage of people in the 15- 24 age group remains a constant 13.8%.

The Shire of Nillumbik is almost 432 square kilometres, but has a relatively low population of 60,623 people. Population density is uneven across the Shire, with approximately 80% of residents living in the 20% highly urbanised parts of the Shire and, conversely, 20% of people living in the 80% rural and semi-rural areas. Nillumbik is located twenty-five kilometres north-east of Melbourne's CBD and is a popular life-style choice for residents. YPRL membership within Nillumbik is 27,338, or 21.67% of the population. The ABS SEIFA index ranks Nillumbik the second highest level of advantage in the State.

The major centres in Nillumbik are Eltham, Diamond Creek and Hurstbridge. Businesses are generally small; indeed of the total 6,027 businesses in Nillumbik, more than 50% are non-employing businesses and only 627 employ five or more people. The 2009 Black Saturday bushfires had a devastating effect on many rural communities in the Shire, with many local businesses seriously affected. These places have received significant support to rebuild and re-establish their townships, livelihoods and communities.

The population in Nillumbik shows that younger people, as a proportion of the total population is decreasing, except for the 15-24 year old cohort which has remained at a constant 14.8%. The percentage of people aged between birth and 14 years is 23.2% and the 12-18 age groups is 12.7%. The most noticeable population trend is the increase in the 55+ age group, again reflecting national trends.

The populations of both Banyule and Nillumbik are relatively slow-growing, but there are changes in age group distribution. Despite generally declining numbers of young people across both municipalities, there are nonetheless a relatively high proportion of young people living in the area compared with numbers across the whole of metropolitan Melbourne.

There are eighty primary schools, nineteen secondary schools, a single TAFE Institute – with a number of campuses, two Universities and ten Adult and Community Education providers across Banyule and Nillumbik, although most of these are in Banyule. 87% of students successfully complete Year 12 or its equivalent. Unemployment is relatively low at 2% in Nillumbik and 3.1% in Banyule in September 2009.

The City of Whittlesea is located in the outer north eastern suburbs of Melbourne, Victoria. The city covers an area of about 500 square kilometres and has an estimated population of 146,132 people. YPRL membership in Whittlesea is 50,276, which represents 40% of the population.

The City Of Whittlesea is one of the fastest growing municipalities in Victoria, with increasing numbers of people aged 70 years and over, and people between the ages of 12 and 24 contributing most strongly to this growth. Approximately 26% of Whittlesea's residents are people who have moved into the area from culturally and linguistically diverse backgrounds. This represents a higher proportion than that for either metropolitan Melbourne, at 16.6%, or Victoria, at 13.1%. Whittlesea is also home to a growing indigenous community, with the fourth largest Aboriginal and Torres Strait Islander population in metropolitan Melbourne.

Many people in the community experience socio-economic disadvantage; the ABS SEIFA index indicates Whittlesea is the eighth most disadvantaged local government area in Victoria.