



---

**Policy:**

---

**Arts and Culture**

**2020**

---

## INFORMATION ABOUT THIS DOCUMENT

<b>Date Adopted by Council</b>		<b>Resolution No.</b>	
<b>Document Owner</b>	<i>Director Corporate and Community Services</i>		
<b>Document Development Officer</b>	<i>Community Project Officer</i>		
<b>Review Timeframe</b>	2024		
<b>Last Review Date:</b>	2020	<b>Next Scheduled Review Date</b>	September 2021

### *Document History*

<b>Doc No.</b>	<b>Date Amended</b>	<b>Details/Comments eg Resolution No.</b>
<b>DM801769</b>	22/8/08	Previous Cultural Policy (adopted res 08-391)
<b>E2020/16373</b>	May 2020	Draft for Council review and public exhibition
<b>E2020/53603</b>	August 2020	Final for Council adoption, post public exhibition submissions. Additions to draft policy in red text.

## Further Document Information and Relationships

<b>Related Legislation</b>	
<b>Related Policies</b>	<p>Busking Policy</p> <p>Circuses which include the use or display of exotic, wild or native Australian animals within the Byron Shire</p> <p>Community Economic Development Policy</p> <p>Community Initiatives Program (Section 356) Policy</p> <p>Community Engagement Policy (including the Byron Model toolkit)</p> <p>Events on Public and Private Land Policy</p> <p>Filming on Council Owned and Controlled Land Policy</p> <p>Fundraising – Community Organisations Policy</p> <p>Public Art Policy</p> <p>Section 356 Donations – Rates, Water and Sewerage Charges Policy</p> <p>Sponsorship Received by Council Policy</p> <p>Supporting Partnerships Policy</p> <p>Sustainable Community Markets Policy</p> <p>Temporary Use of Land Policy</p> <p>Volunteering with Council</p> <p>Waste Disposal Fees for Not-for-Profit Groups Policy</p>
<b>Related Standards, Procedures/Protocols, Statements, documents</b>	<p>Arakwal Memorandum of Understanding 2019 – 2021 Implementation Plan</p> <p>Bangalow Village Plan</p> <p>Biodiversity Conservation Plan</p> <p>Buildings Asset Management Plan</p> <p>Byron Arts &amp; Industry Estate Precinct Plan</p> <p>Byron Bay Town Centre Masterplan</p> <p>Climate Change Strategic Planning and Net Zero Emissions</p> <p>Community Engagement Principles and Plan</p> <p>Community Strategic Plan – Our Byron, Our Future</p> <p>Economic Development Strategy – Enterprising Byron</p> <p>Enterprising Byron 2025</p> <p>Events Toolkit</p> <p>Local Strategic Planning Statement</p> <p>Mullumbimby Masterplan</p> <p>Multiuse Byron Shire Rail Corridor</p> <p>Sustainable Visitation Strategy</p> <p>Open Spaces Asset Management Plan</p> <p>Public Art Strategy</p> <p>Recreation Needs Analysis</p>

*Note: Any reference to Legislation will be updated in the Policy as required. See website <http://www.legislation.nsw.gov.au/> for current Acts, Regulations and Environmental Planning Instruments.*

## TABLE OF CONTENTS

1. PURPOSE .....	1
2. OBJECTIVES .....	1
3. SCOPE .....	1
4. DEFINITIONS .....	2
5. STATEMENT .....	3
6. LEGISLATIVE AND STRATEGIC CONTEXT .....	5
7. SUSTAINABILITY .....	6

## 1. PURPOSE

Byron Shire Council recognises that arts and cultural activities enrich and enliven daily life.

This policy outlines how Council will support arts and culture in Byron Shire. Community consultation, sector consultation and best practice theory and examples have been incorporated into the policy.

Council and the community value and support the vibrancy of our arts and cultural sector. We acknowledge the broad contribution of professional and emerging artists and practitioners as well as our grass roots community. In particular, we recognise and acknowledge the significant contribution of our Traditional Owners to the arts and culture landscape and the importance of supporting our local Aboriginal communities into the future.

The policy is to be used by Council staff, the arts and cultural sector and external parties such as community members and visitors.

Arts and culture fall under the Community Strategic Plan area of Community: *We cultivate and celebrate our diverse cultures, lifestyle and sense of community by supporting and encouraging our vibrant culture and creativity and encouraging community appreciation of cultural vitality and diversity.*

## 2. OBJECTIVES

To cultivate Byron Shire's valued and vibrant arts and culture by:

1. Recognising and enabling continued development of arts and culture;
2. Recognising Council's key role in supporting arts and culture through the provision of infrastructure and spaces;
3. Supporting arts and cultural initiatives that are engaging, inclusive, accessible, diverse and responsive to local community identities;
4. Enabling meaningful arts and cultural development activities by supporting connections, collaborations and partnerships; and
5. Ensuring a coordinated, coherent and integrated approach to arts and culture across Council areas to achieve creative outcomes.

## 3. SCOPE

Arts and culture includes a broad range of activities arising from individual, group or cultural expression.

A range of Council policies and plans relate to this policy across Council areas (and are listed at the front of this policy). These strategies and activities are delivered through Council's facilities, programs, services and staff.

Council's preference is to work together with the community by enabling or partnering to achieve community goals. Collaboration and community-led governance results in more successful outcomes for the community and Council.

In keeping with the community-led governance principles, Council supports art and cultural activity in three ways:

1. Enable, or empower, community groups to find shared aspirations or goals and implement them with appropriate support, or removal of barriers, from Council.

Examples: Council’s Events and Festivals Sponsorship Fund and Community Initiatives Program, providing Letters of Support for grant applications from other tiers of government, providing rental and rate subsidies on Council managed buildings or sites (via Section 356 donations); managing markets licences; enabling community donated public art in public spaces.

2. Collaborate or partner – Council and a community group work together to understand the shared aspiration and work together to reach a goal.

Examples: contribution to Arts Northern Rivers, Public Art partnerships, Stone & Wood Bike Rack Project, community partnered events such as NAIDOC Week, Harmony Festival, Seniors’ Festival.

3. Direct delivery by Council.

Examples: Lone Goat Gallery, libraries, community facilities (e.g. halls and venues).

#### 4. DEFINITIONS

These policy definitions have been informed by the United Nations Educational, Scientific and Cultural Organization (UNESCO) Framework for Cultural Statistics<sup>i</sup>, which is used internationally to build shared understanding of culture.

<b>Art</b>	In its broadest sense, art is a form of communication and an act of expressing feelings, thoughts or observations. Meaning is shaped by the materials, techniques, and forms it makes use of, as well as the ideas and feelings it creates in its viewers.
<b>Culture</b>	The set of distinctive spiritual, material, intellectual and emotional features of society or a social group, that encompasses not only art and literature, but lifestyles, ways of living together, value systems, traditions and beliefs.
<b>Cultural Development</b>	The process of enabling cultural activities, including the arts, towards the realisation of a desired future, particularly of a culturally rich and vibrant community.

Cultural activities can be understood to include:

- Performance and Celebration (including events, theatre, dance, mime, music)
- Visual arts and crafts (including sculpture, ceramic, painting/drawing)
- Books and press (including poetry, writers groups)
- Audio-visual and interactive media (including film/screen, radio, podcasting)
- Design and creative services (fashion, graphic, interior, landscape, architecture)
- Tangible and intangible cultural activity (language, oral traditions, rituals and social practices, festivals, food, landscapes, museums)

## 5. STATEMENTS

### 5.1 Council supports the thriving arts and cultural activity already happening within the Byron Shire.

By supporting arts and cultural activity in the Shire, Council recognises the importance of this activity to quality of life. Arts and culture play a role in building strong, resilient and cohesive communities. They support connections between people and place and contribute to safety, health and happiness.

The creative sector in the Byron Shire is thriving. Byron Shire has the highest number of artists per capita outside Sydney in NSW. The Shire hosts at least 100 arts and cultural events every year. The 2017/18 Business Survey Results show approximately 80 businesses related to arts, recreation and information media.

**The arts and creative culture of Byron Shire is intrinsic to its unique, distinctive identity and plays a large role in attracting visitors to the Shire.**

### 5.2 Collaboration and community-led governance result in more successful outcomes for the community and Council.

Council aims to foster collaboration, build partnerships and support professional development and capacity building opportunities. Council will provide a touch point for the sector and the community and will facilitate linkages that contribute to creative outcomes.

Community-led governance provides opportunities for local people to be involved in decision-making. Examples of working with community-led governance principles include using partnerships and collaboration to achieve goals; placing relationships and best practice at the heart of projects; and ensuring equity, ethics and real needs are met.

### 5.3 Council plays a key role in providing infrastructure to support arts and culture throughout the Shire.

Cultural infrastructure includes the places where people come together to create, share, learn, store, practice, purchase, sell or experience culture. In the Byron Shire, this includes The Cavanbah Centre, community halls, venues, libraries, parks and other open spaces.

Council will strive to maintain, or improve where possible, infrastructure and open spaces that support arts and culture.

### 5.4 Council supports an integrated approach to enabling cultural development.

A range of Council policies and plans relate to arts and culture, as outlined in the preliminary section of the policy. Ensuring consideration of arts and culture in Council's approach to projects and service delivery, and removal of unnecessary barriers, will assist in achieving creative outcomes for both Council and the community.

An integrated approach within Council may include activities that span, but are not limited to: public art, planning, economic development, events, sustainability, cultural heritage, community development, open spaces and capital works.

**5.5 Council supports arts and cultural initiatives that are engaging, inclusive, diverse, and accessible.**

This means supporting initiatives that promote inclusion for all and fostering social connection and harmonious interactions among people and groups with plural, varied and dynamic cultural identities.

Council will be responsive to the local community cultural identities and values. This includes:

- recognising that our villages and town centres are the hub of communal life and each has their own atmosphere and identity;
- recognising the significant contribution of our Traditional Owners to the arts and culture landscape, and the importance of supporting our local Aboriginal communities to engage in arts and cultural activity into the future; and
- celebrating and protecting the natural environment, which underpins the lifestyle we value.

**5.6 Council promotes measurable outcomes for arts and cultural development activities.**

Collecting measurable outcomes and research will support further development of arts and cultural activity in the Byron Shire.



## 6. LEGISLATIVE AND STRATEGIC CONTEXT

### 6.1. Byron Shire Community Strategic Plan

Community Objective 2 in the 2017-2021 Delivery Program states: *“We cultivate and celebrate our diverse cultures, lifestyle and sense of community.”*

This statement arose from community consultation to develop the 4-year Delivery Program for Council’s Community Strategic Plan.

Engagement also noted the theme of: *“Greater support and promotion of arts and cultural programs across the Shire”*. The community told us the best things about living in Byron Shire should be enhanced including the natural environment, the sense of community (friendly and inclusive, engaged, supportive, tight knit and small-town feel, including small townships and villages) and the lifestyle (including arts and culture, brave and alternative, diversity of locals and visitors, relaxed atmosphere, healing places and festivals).

### 6.2. Arts Northern Rivers Strategic Plan

Byron Shire Council partners with Arts Northern Rivers to implement the vision of having a *‘diverse, vibrant and resilient arts and cultural community valued in [the Northern Rivers] and recognised nationally and internationally’*. Arts Northern Rivers achieve this by developing programs in collaboration with a range of stakeholders and extending reach across the region to encourage participation in and promotion of the region’s vibrant arts and cultural sector.

### 6.3. Alignment with State and Federal Government Arts and Culture goals

Create NSW is the NSW Government’s arts and cultural driver and is responsible for supporting arts and culture that engages the community, supports innovation, facilitates economic development, and reflects the state’s rich diversity.

The NSW Government Cultural Infrastructure Plan 2019 – 2025 recognises Byron Shire as one of the regional creative industry hubs with potential to be a significant employer in the region, supported by appropriate infrastructure. The Plan identifies infrastructure needs for the North Coast and these needs were reiterated through this policy consultation process.

The Federal Department of Communications and the Arts functions were subsumed into the Department of Infrastructure, Transport, Regional Development and Communications in December 2019. The Department works to support inclusiveness and growth in Australia’s creative sector, and protect and promote Australian content and culture by developing policies and delivering programs that encourage excellence in the arts, helping to protect our cultural heritage and supporting public access to and participation in arts and culture in Australia.

## 7. SUSTAINABILITY

### 7.1 Cultural and Social

Local Government NSW is a signatory to *Culture: Fourth Pillar of Sustainable Development*<sup>ii</sup> developed by United Cities and Local Governments in 2010 which highlights the equal importance of culture (alongside economic, environmental and civic development) in sustainable development. Local Government is well placed to integrate the dimension of culture into policies and practices and it is most often placed with social considerations in any quadruple bottom line approach.

### 7.2. Environmental

Council has strong policy and planning to support environmental and ecological sustainability and the Shire's natural heritage. This policy recognises the value the community place on protecting and enhancing the Shire's natural heritage and on caring for the earth by mitigating climate change impacts. The policy supports activities that align with the community's environmental and sustainability values and principles.

### 7.3. Economic

Council's Community Economic Development Policy lists the creative industries as a key focus sector for Byron Shire. This policy outlines that whilst supporting economic activity in the creative sector, it is important to recognise the impact on individual and social wellbeing of a thriving arts and cultural sector. Council works to build capacity and leadership in the arts and cultural sector and connect the sector with the broader community.

### 7.4. Governance

Community-led governance is demonstrated by a move from locals influencing decisions towards community groups and members being empowered to make the decisions and deliver outcomes for their community. Council has adopted the Byron Model which describes a framework for engaging with the local community in a meaningful way.

---

<sup>i</sup> Framework for Cultural Statistics, Canada: UNESCO Institute for Statistics (UIS), 2009

<sup>ii</sup> Culture: Fourth Pillar of Sustainable Development, United Cities and Local Governments, Barcelona, 2010