



Byron Shire Council

Arts & Culture Action Plan 2023–2026





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1. Acknowledgement of Country

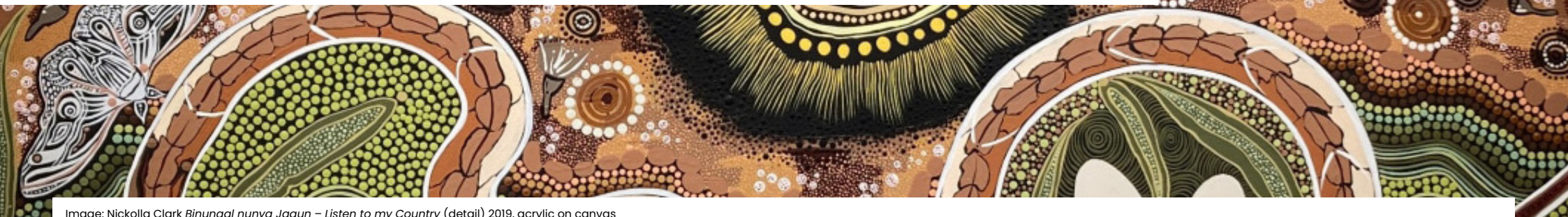


Image: Nickolla Clark Binungal nunya Jagun – Listen to my Country (detail) 2019, acrylic on canvas

Byron Shire Council acknowledges the Traditional Owners of this land, the Arakwal people, the Minjungbal people and the Widjabul people of the Bundjalung Nation, and pays our respects to Elders past and present.

Council recognises and acknowledges the Bundjalung of Byron Bay people (Arakwal) and the Widjabul Wia-bal people as native title holders and traditional owners within Byron Shire Council area.

Additionally, Council recognises the Tweed Byron, Jali and Ngulingah Local Aboriginal Land Council's established under the Aboriginal Land Rights Act, NSW 1983. Council acknowledges the important work of these organisations in our local community in protecting cultural heritage. Council wishes to also acknowledge all Aboriginal and Torres Strait Island People who reside within the Shire.

Bundjalung people have lived here for tens of thousands of years expressing their culture across the landscape through art, song, story and dance interwoven with ceremony and rituals to nurture and maintain the land and its people.

Ever since human settlement, this area has played host to visitors dancing, sharing culture and stories, feasting, learning and teaching. The local guardians of the land welcomed them; and they ensured gatherings remained powerful, well-managed and respectful.

We continue to face a shared responsibility, the same one that the Aboriginal community successfully managed for thousands of years ensuring the local guardian population is strong enough to protect our environment and community while welcoming visitors to this gathering place.

As demands on the Byron Shire increase it is imperative that we all adopt a caring for country approach that protects the environmental and the cultural integrity of the land and sea.

Image: Bunyarra Culture Collective perform at the reopening of Railway Park. Photo: Natalie McComas



2. Mayor's Foreword



Image: Dave Sparkes *The Pass* (detail) 2022, watercolour

Welcome to the Byron Shire Arts and Culture Action Plan 2023–2026

In the Byron Shire we are blessed with a stunning natural environment and our thriving arts and creative industries. Creativity resonates throughout the Shire, and this plan aims to nurture and reflect the unique artistic and cultural fabric of our community.

I am very excited about our new Byron Shire Arts and Culture Action Plan because it articulates the many ways that the work of Council intersects with arts and cultural activity and outlines key priorities and actions for the next three years.

Our vision, developed with Community, is:

“To be an artistic and creative capital of Australia, home to world class creativity and a sustainable and thriving arts community”.

The plan identifies four guiding priorities:

- Acknowledge and celebrate Aboriginal voices and stories, communities, cultural expression, and creativity
- Support arts and cultural activity, participation, and creative experiences for the whole community
- Foster a resilient creative sector committed to climate consciousness and ecological sustainability
- Nurture, amplify and support our artistic and creative industries, makers, artists, and communities

I am passionate about our goal to empower artists and cultural organisations to explore, innovate, and thrive in our shire so that the whole community can participate in and enjoy creative experiences.

Byron Shire Mayor, Michael Lyon

3. Introduction



Image: Courtesy Byron Community Centre

Byron Shire Council recognises creativity as a defining characteristic of our community. Our thriving cultural sector is at the heart of our identity.

Our creative community distinguishes itself through attention to social justice, a passion for the environment and an openness to adventurous ideas and alternative discourses.

Byron Bay is known to the Bundjalung people as Cavanbah, a special meeting place. The area continues to be a meeting place for the intersection of ideas, culture and creativity.

The Shire's natural beauty is a magnet and catalyst for creativity, pulling leading artists and audiences from across the globe into its orbit and initiating exciting conversations, projects and collaborations. The Arts, culture and creativity thrive across our distinctive towns and villages.



4. Purpose of this Plan

4. Purpose of this Plan



Image: Byron Writers Festival. Photo: Kate Holmes

The purpose of the Arts and Culture Action Plan is to guide and prioritise involvement and investment in arts and cultural activity for the next three years.

The plan identifies key arts and cultural priorities for Council and will be used to garner support for further investment.

The Integrated Planning and Reporting Framework in NSW requires all councils to adopt a suite of strategic plans. These long-term plans provide transparency and ensure that community needs and priorities are addressed through planning processes.

The Byron Shire Community Strategic Plan 2032 is a whole-of-Byron Shire document that has been developed following in-depth community engagement to understand the community's collective vision, aspirations, and priorities. The Community Strategic Plan guides Council's activities over the next ten years as we work toward achieving the vision:

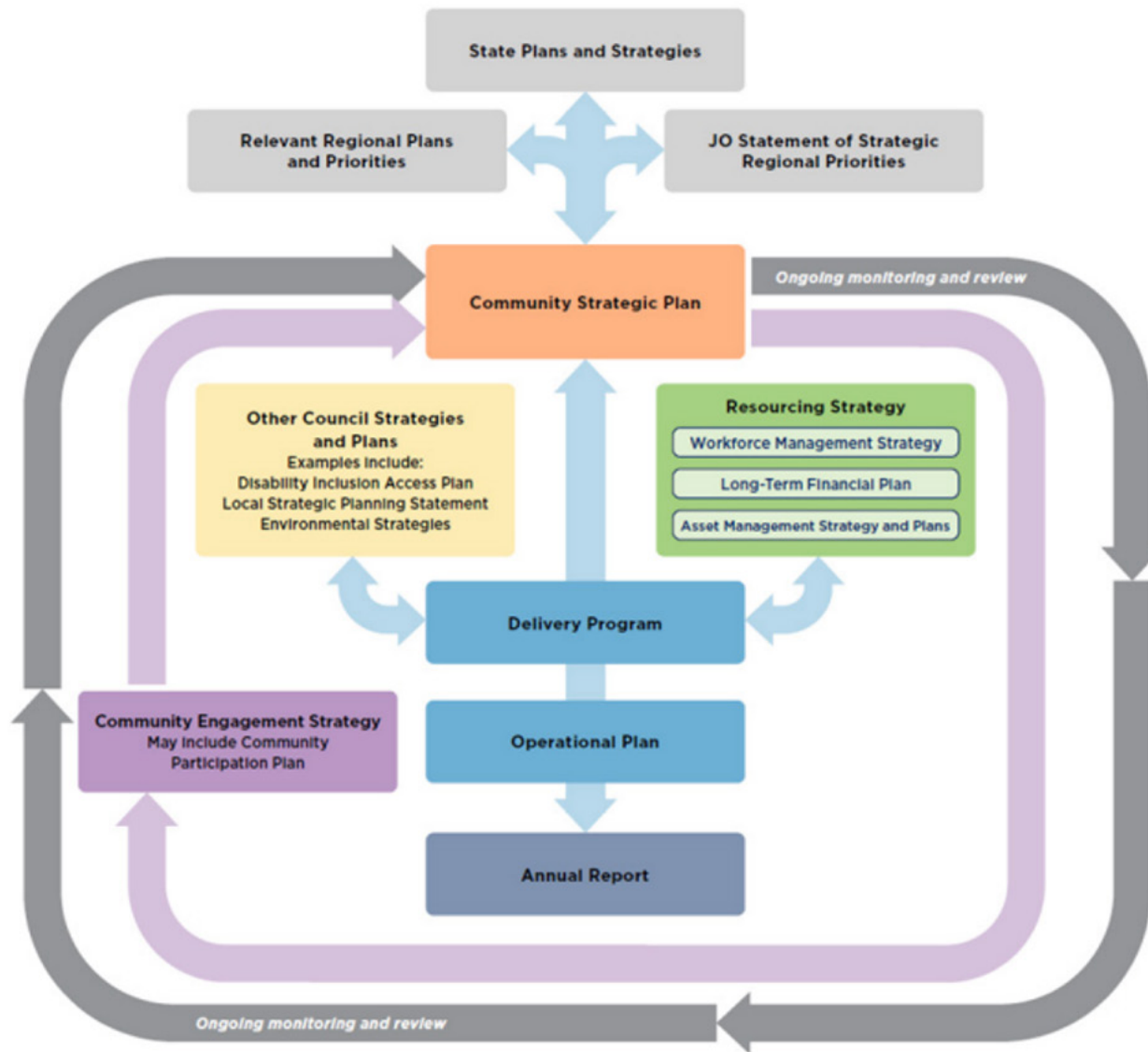
Byron Shire is a 'meeting place' – Where people can come together to connect, share, grow, inspire, and create positive change.

The Arts and Culture Action Plan sits within this suite of plans and aligns with the five goals outlined in the Community Strategic Plan. Actions in the plan are reflected in the Annual Operational and Four Year Delivery Plan.

Note:

In this Action Plan, arts and culture is used as a broad term and encompasses but is not limited to creative industries, performing arts (including dance, theatre and music), screen industry, visual and multi-arts, literature, design, cultural heritage and history.

4. Purpose of this Plan



5. Context



Our Creative Community



Image: Byron Writers Festival. Photo Kate Holmes

Byron Shire is renowned for its artistic and creative industries. Council recognises the impressive scope and distinctive nature of arts and cultural activities already available, and the enormous contribution made by artists and creatives living and working across the Shire.

Byron Shire is home to:

- highly-regarded arts organisations, cultural-sector organisations, education providers and creative industries.
- individual artists, including leading contemporary visual artists, performers, writers, producers, screen professionals and creatives.
- leading Aboriginal artists, performers and storytellers.
- significant annual major festivals and events.
- countless smaller festivals and distinctive community grassroots events.
- leading screen industry, audio-visual and immersive technology practitioners; and leading screen locations.
- engaged and informed arts audiences actively involved in participatory projects, and community-led activity. These include strong community broadcast and publishing services and independent local publications.
- world class cultural producers such as Byron Writers Festival, Byron School of Art, Spaghetti Circus and the National Circus Festival and Brunswick Picture House.

In 2016, Regional Australia Institute (RAI) revealed that Byron Shire was the top creative hotspot outside metropolitan areas based on the percentage of professionals employed in creative industries.

Due to our diverse natural and creative environment, Byron Shire is a preferred regional destination for festivals, events and filming. All these activities bring large numbers of visitors to the region and provide a wide range of jobs and benefits. The creative industries are a major contributor to our cultural fabric, the local economy, destination image and visitor experience. The artistic and creative industries are acknowledged as key contributors and drivers of the local economy across the arts and entertainment industry, tourism, health, innovation and education sectors.

The population of the Northern Rivers, and particularly Byron Shire, is strongly engaged with arts and culture — and in some ways shows higher levels of engagement than other areas of regional Australia and even most metropolitan regions.

The Creative Industries Recovery Forum Report identified that within the Electorate of Richmond, adults are more likely to participate in creative activities than the national average — including performing arts, live music, and art galleries. The number of people employed in the creative and cultural sectors has been growing strongly over

time. In 2016, there were 2,444 people employed across cultural and creative occupations in Richmond, compared to 2,142 in 2011 and 1,840 in 2006. There were 1,302 in the nearby electorate Page. Cultural and creative businesses have also increased in Richmond — from 1,136 in 2015–16 to 1,383 in 2019–2020. The turnover of those businesses has also been increasing, with the number turning over more than \$200,000 per year increasing from 372 in 2015–16 to 465 in 2019–2020.

*Report on Creative Industries Recovery Arts Northern Rivers / Pattern Makers 2022

The Bureau of Communications and Arts Research (BCAR) has released an analysis showing cultural and creative activity* contributed \$111.7 billion to Australia's economy in 2016–17 (Bureau of Economics and Arts Research, October)

*Cultural and creative activity relates to the arts, media, heritage, design, fashion and information technology.

Opportunities & Challenges



Image: *Sweet River*, Producer Ashley McLeod courtesy of ACM Films. Photo: Kane Skennar

Home to a critical mass of creative businesses, organisations, arts audiences and visitors, Byron Shire is uniquely placed to support exciting arts and cultural outcomes for community and visitors.

There is an opportunity to amplify our significant creative strengths to build a sustainable creative community through targeted resourcing, capacity building, partnership development and support, as well as attract increased business, government and philanthropic support.

Council aims to foster the growth of new collaborations and models to address arts and cultural infrastructure needs in the Shire. There is currently a lack of affordable creation and presentation space for creatives to create and present work in the area. The cost of space for

creation and presentation is out of reach for most artists and there is a lack of subsidized spaces. Optimising existing spaces, and working with partners to generate new infrastructure opportunities is a critical need.

The Coronavirus pandemic has reshaped economies and heavily impacted artists, companies and organisations, who have experienced falling incomes, financial losses, and employment insecurity (due to the prevalence of short-term contracts and working as part of the gig economy).

5. Context – Opportunities & Challenges

All communities are facing the critical interconnected challenges of climate change (adaptation and mitigation), habitat destruction, and system collapse. There is a growing recognition of the role of artists and cultural workers as thought leaders, and in helping communities recover from these impacts. As we face increasing challenges, from natural disasters to other crises, the arts can play an important role in the response and recovery process as well as help us to imagine new futures and better ways of operating.

The unprecedented natural disasters in 2022 have brought these issues to the forefront. The creative community is leading community recovery initiatives despite being heavily impacted by the disasters and the Coronavirus pandemic.

Byron Shire faces the challenges and opportunities of working within and around a significant tourism economy, the associated commercial development pressures and the short-term rental market.

Lack of affordable housing and housing stress is forcing out community members including many creatives. This crisis has been exacerbated by the 2022 disasters and the loss of significant housing stock in the region. The Shire is home to the highest number of people sleeping rough in regional NSW. In addition, Council's budgets are drawn from a small rate-payer base that struggles to support the infrastructure needs of over two million visitors per year.

The sheer level of arts and cultural activity in the Shire means it is difficult for Council to meet the diverse needs and expectations of the artistic and creative community. Managing corporate interest in the use of Byron brand, identity, and locations is an ongoing challenge for our community – with strong forces and competing uses of public spaces. There is a tension between corporate uses versus community amenity; and environmental protection considerations.

In response, Council is developing a *Festival and Events Strategy* and a *Business, Industry and Visitor Economy Strategy* which will consider how Council can better support infrastructure, networks, collaborations and projects that align with community values.

Arts Policy Context



Image: Marissa Treichel, The Cassettes. Photo: Alex Moffat Clarke

Globally, new models for financing the arts are emerging alongside significant changes in the creative landscape.

The rapid emergence of the global immersive entertainment industry, as well as new technologies and platforms for funding the arts are just some of the forces changing the landscape.

Creatives have been operating within the context of an overall decline in funding for grassroots and regional arts at the State and Federal levels over the long term. The increasing concentration of digital media ownership, and changes to streaming platforms have negatively impacted content creators.

The Australian Government released the National Cultural Policy—*Revive: a place for every story, a story for every place*, on 30 January 2023. This policy aims to address some of these issues

recognising that this has been the most difficult period for the sector in generations. The policy introduces Australian content streaming quotas; increased funding for the new organisation Creative Australia; and other measures to ensure safe workplaces for creatives. *Revive* is a five-year plan to renew and revive Australia's arts, entertainment and cultural sector and support Australia's creative workers, organisations and audiences.

The NSW State Government arts and culture agencies are predominantly responsible for the coordination and implementation of policies and the allocation of resources that support the arts, cultural heritage and creative industries within their jurisdiction. These agencies include Screen NSW and Create NSW.

5. Context — Arts Policy Context

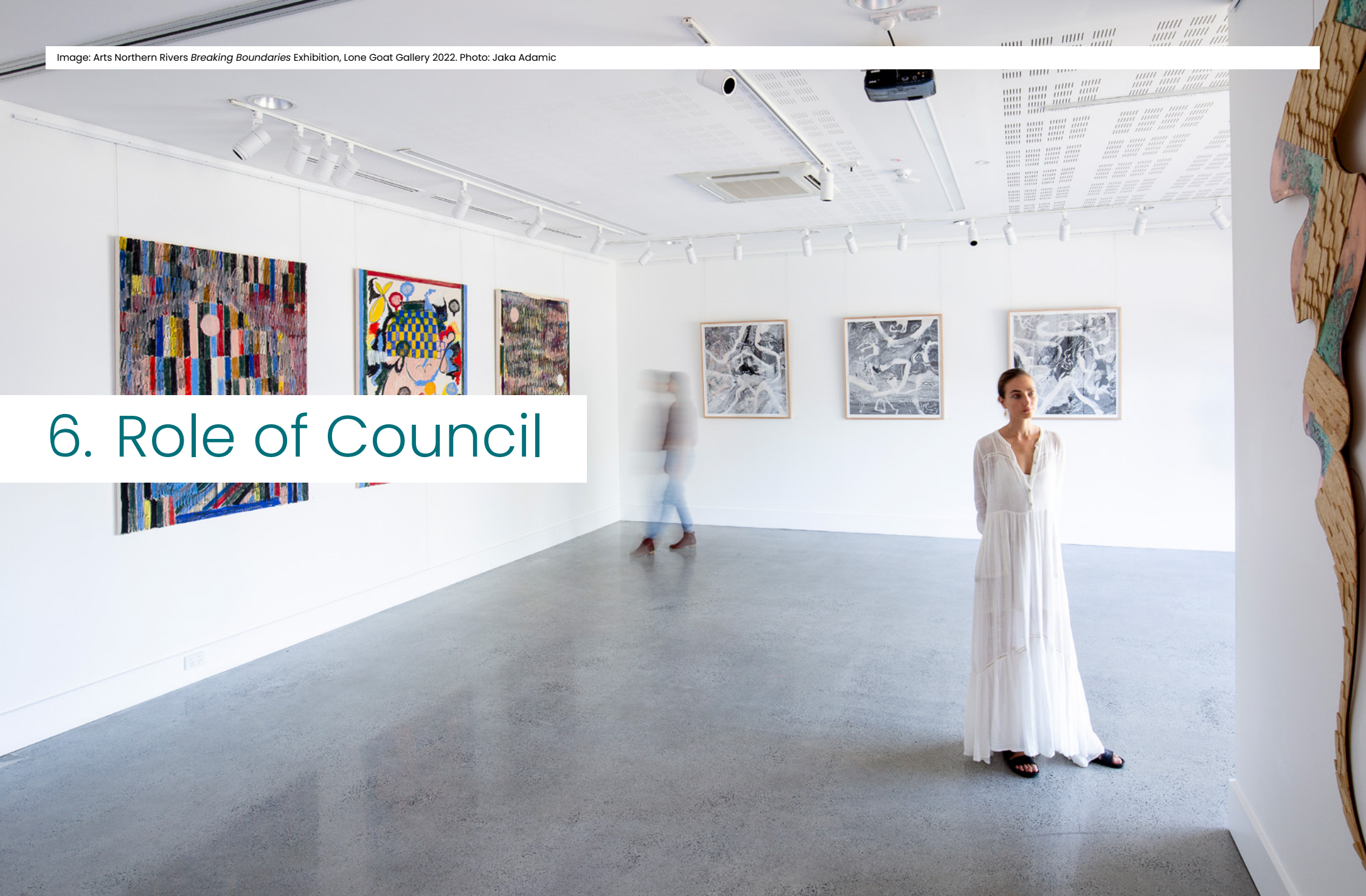


Image: Delta Kay, Storyteller Bundjalung of Byron Bay at the opening of the renewed Railway Park. Photo: Natalie McComas

Council financially contributes to the Regional Arts Board — Arts Northern Rivers — an organisation established through a memorandum of understanding between Northern Rivers Councils and financially supported by six local governments and Create NSW. Arts Northern Rivers support the arts and creative industries in the Northern Rivers and recently commissioned the *Creative Industries Flood Recovery Report 2022* for the Northern Rivers in response to the 2022 disasters.

Other organisations receive State and Federal funding with a specific remit to support the arts, and specific art forms. Although interdependent, specific creative industry fields are highly specialised and it is appropriate that sector support is provided by specialists. Due to the high concentration of artists in the Shire, it is no surprise that unique professional arts organisations have evolved in the region such as locally based Screenworks and Northern Rivers Performing Arts. There are a raft of other State and Federal based support organisations.

6. Role of Council



6. Role of Council



Image: Byron Shire Council Soul Street New Years Eve Event, Byron Taiko

Council has various roles to play in supporting and fostering the creative life of the community.

There are a suite of arts organisations, government agencies, private businesses and not-for-profit organisations that support and enable arts and cultural activities in the Shire.

Council aims to foster cultural activity that best reflects our community by empowering and enabling local creatives and organisations to create.

Council has direct and indirect involvement which includes enabling arts activities, commissioning partnering or funding projects; regulating events and filming, supporting spaces where arts and cultural activity can flourish; planning for cultural infrastructure and public art; and embedding creativity across planning, place-making, development and public spaces.

Councils have a role to play in advocating for necessary changes to State Government regulation, for example with the aim of enabling easier approvals for small scale and grassroots arts and cultural activity, and facilitate clear pathways for approvals.

The inherent nature of the arts is to innovate, explore new projects and push boundaries. We recognises the need to work with community to support this, particularly when barriers to creativity exist.

Council is at times an enabler, commissioner, custodian, regulator, collaborator, or advocate.



Enabler:
create an environment for arts, culture and heritage to flourish through clear processes, capacity building, cultural facilities, and supporting community-led initiatives and networks.



Commissioner:
directly engage artists and creative businesses to deliver creative projects, events or activate public spaces.



Custodian:
caretaker of significant arts and heritage assets.



Regulator:
monitor compliance of events through planning controls, building regulation, licensing, waste management, occupational health and safety, traffic management, food safety and public safety.



Collaborator:
partner and collaborate with the community, arts organisations and businesses to support arts and cultural activity.



Advocate:
leverage Council's position to generate new opportunities and resourcing, and reduce barriers to creative activity.

7. Consultation





Image: Courtesy Brunswick Picture House

During stakeholder workshops and community consultation for the Arts and Culture Policy in 2020 the community expressed the following priorities:

- become the artistic and creative capital of Australia,
- become a beacon for environmentalism, home to an eco-literate arts community,
- maintain village precincts with a strong community atmosphere,
- increase recognition of Aboriginal culture,
- increase support for arts and culture,
- increase and improve cultural spaces, opportunities for collaboration and to work towards a dedicated multipurpose arts and culture facility or cultural infrastructure.

7. Consultation

As well as industry stakeholder workshops, consultation was conducted through the Citizen Lottery. The Citizen Lottery is one component of the Byron Shire Council 'Byron Model' of Deliberative Democracy, drawing on a broad demographic to understand community priorities. In the survey, the overwhelming majority of randomly selected respondents expressed support for arts and culture.

Citizen Lottery Results – Arts and Culture Policy Consult

% Agree or Strongly Agree

Arts and culture should be integrated across Council's activities

78%

Council should support the thriving arts and cultural activity already happening in the Shire

92%

Council should work with the community and arts sector to achieve community goals

90%

(This principle is about Council not directly delivering arts and cultural programs, but rather and working with partners.)

Council should provide a touch point for community members and the arts sector

86%

Council should play a key role in providing infrastructure to support arts and cultural activity eg. community halls and the Cavanbah Centre

97%

In 2022 the Byron Shire Arts and Creative Industries Forum brought together 116 creatives and industry professionals to connect and brainstorm priorities for Byron Shire.

Some of the recurring themes that emerged from the discussion were the need to:

- Foreground First Nations voices and cultural expression in arts and cultural activity and ensure access to time on Country for the Aboriginal community to create;
- Embed sustainability and climate consciousness across arts practice, shaping the evolution of the arts in Byron Shire;
- Find ways to support subsidised spaces for creatives through new uses for existing infrastructure, and working towards new infrastructure or arts precincts;
- Recognise housing is a key issue forcing out creatives from our community; and,
- Reduce barriers to creative activity by streamlining processes at local and state government level.

The full feedback notes from this session are available on Council's website.

8. Vision and Priorities

8. Vision and Priorities



Image: Byron School of Art Students. Photo: Michael Cusack

Byron Shire is home to a flourishing, diverse and highly professional creative community – it is an incredible advantage to have this talent in room.

The sheer number of events, from grassroots activity to state significant events is testament to the vibrancy, professionalism and contribution of the artistic and creative community.

There is an opportunity for Council to amplify and support existing creative activity. In particular, to guide and prioritise arts and cultural development that aligns with community values, nurturing projects that are community-driven, catalyse creative and philanthropic partnerships and protect the environment.

Council will support compliant events and activities that respect planning, noise and environmental controls and protect and maintain the amenity of surrounding neighbourhoods, and built and natural environs.

Council aims to embed the following arts and cultural priorities across all portfolios. We recognise and employ arts industry best practice standards and commit to working within employment and commissioning guidelines produced by the Arts Law Centre and National Association for the Visual Arts (NAVA).

Our Vision:

To be an artistic and creative capital of Australia, home to world class creativity and a sustainable and thriving arts community.

8. Vision and Priorities



Image: Nickolla Clarke *Gabul Jagun* — *Carpet Snake Country* Exhibition, Lone Goat Gallery 2022. Photo: Jaka Adamic

Our Priorities:

Acknowledge and celebrate Aboriginal voices and stories, communities, cultural expression, and creativity

- Partner with the Aboriginal community to support collaborations and increase intergenerational exchange and sharing through arts and cultural initiatives, storytelling and cultural expression
- Support Aboriginal-led arts projects, curation and cultural activity and provide access to time on country for Aboriginal artists and creatives
- Support opportunities to promote Aboriginal knowledge systems, language, place names, cultural practices and cultural tourism.

8. Vision and Priorities



Image: After Disaster Creative Recovery Project, Song Cycle of new music created by Artists and the Pocket and Main Arm Schools.

Our Priorities:

Support arts and cultural activity, participation, and creative experiences for the whole community

- Support events and activities that are accessible, inclusive, affordable, participatory, and intergenerational
- Increase opportunities to reflect and celebrate diverse and changing communities
- Utilise new technologies to expand reach and meet community demands, particularly for people with disability
- Raise awareness of social and environmental injustice and support creative recovery



Image: Arts Northern Rivers *Bulaan Buruugaa Ngali, We Weave Together* Publication. Photo: Kate Holmes

Our Priorities:

Foster a resilient creative sector committed to climate consciousness and ecological sustainability

- Ensure cultural activities are low-impact and include sustainable innovation across concepts, design, fabrication, presentation, and materials
- Support projects that encourage the community to reflect on our footprint on the planet, climate adaptation and mitigation and generate conversation and ideas around climate change, resilience, and sustainability
- Lead projects that inspire the development of an eco-literate arts community
- Support arts projects that encourage community custodianship of the natural environment and tell stories of place



Image: *Sweet River*, Producer Ashley McLeod courtesy of ACM Films. Photo: Kane Skennar

Our Priorities:

Nurture, amplify and support our artistic and creative industries, makers, artists, and communities

- Support our artistic and creative industries – makers, artists and communities
- Build on creative strengths and talents of the community to support and inspire a thriving and resilient arts community
- Support, advocate for and showcase Byron as an epicentre of independent arts and cultural producers and activity
- Identify opportunities to nurture emerging artists, creatives and contemporary cultural content
- Demonstrate artistic and creative excellence

9. Action Framework



The activities in this plan are organised in four broad program areas that reflect Council's arts and cultural touchpoints, organisational structure and Community Strategic Plan.

These program areas are:

- Arts and Cultural Infrastructure
- Public Art and Creative Activation of the Public Domain
- Enabling Arts and Cultural Activity (through grants capacity building advice and support)
- Supporting Festivals Events and Screen Industry Activity

It is important to note that some activities can only be progressed within existing budgets and staff resources. Activities that require additional funding or staff resources will require the identification of a new funding source before being progressed.

This plan is intended as a broad document with scope for emergent activities and flexible responses as new priorities emerge whilst also reflecting the scope and diversity of Council's engagement with the arts across the organisation.

Actions in the plan are grouped under deliver, improve and grow.

- **Deliver** indicates activities that we already do to support the arts and creative industries
- **Improve** activities that will require more time and allocation of resources
- **Grow** acknowledges that some activities will take time to deliver, these are larger items that we want to see happen in our community with significant external resourcing required

10. Action Tables





10. Action Tables – Program Area 1

Arts and Cultural Infrastructure

- Support subsidised spaces for the creation and presentation of the arts
- Identify needs and gaps for hard and soft arts and cultural infrastructure
- Support partnerships and build capacity for planning, funding and delivery of cultural infrastructure

10. Action Tables – Arts and Cultural Infrastructure

	FIG.	ACTIVITY	TIMEFRAME
Deliver	1.01	Design and deliver an accessible, sustainable and diverse exhibition program at Lone Goat Gallery as a free creative experience for the community, and a presentation platform for artists.	Annual
	1.02	Deliver a series of participatory public programs and events at Lone Goat Gallery including commissioning artists to create projects for 'Climate Conversations'.	"Bi-Annual (Year 1 & Year 3)"
	1.03	Explore alternative modes of delivery and options to increase program accessibility at the Lone Goat Gallery.	Annual
	1.04	Continue to support and partner with subsidised spaces and organisations that foster accessible arts and cultural activity in the Shire (through for example lease and licence agreements for community spaces and other forms or support)	Annual
Improve	1.05	Enhance the profile of the Lone Goat Gallery as a nationally recognised creative facility.	Annual
Grow	1.06	Seek funding to review cultural infrastructure and explore opportunities for Council-owned community buildings to be maximised as creative spaces available for operations, production and presentation.	Year 2
	1.07	Support Arakwal Corporation with their vision to establish a Cultural Centre.	Annual
	1.08	Foster new modes of collaboration with industry, government and philanthropic partners to progress new cultural infrastructure, flexible spaces and creative precincts in Byron Shire.	Year 2

Deliver current Council activities supporting the arts and creative industries
Improve activities that will require additional time and resources
Grow big ticket items that we want to see happen in our community with significant resourcing required.



10. Action Tables — Program Area 2

Public Art & Creative Activation of the Public Domain

- Foster creativity in public spaces and improve public art outcomes
- Maintain and resource existing Public Art
- Support and enable community activation of Public Space
- Embed public art and creative activation in Council-led major projects

10. Action Tables – Public Art & Creative Activation of the Public Domain

	FIG.	ACTIVITY	TIMEFRAME
Deliver	2.01	Coordinate Council’s role in Public Art across policies and projects (Council and community-initiated Public Art), the Creative Place Grant program, the Development Control Plan and Voluntary Planning Agreements.	Annual
	2.02	Incorporate public art into major projects, activation precincts and place planning initiatives where eligible.	Annual
	2.03	Support public artworks and cultural activations led by Aboriginal people, that celebrate and respect Aboriginal and Torres Strait Islander history, stories, culture and expression.	Annual
Improve	2.04	Involve artists and creatives in place planning initiatives and public space development where appropriate.	Year 2
	2.05	Identify a select number of Council-owned sites for temporary public artworks and create a streamlined approval process.	Year 3
	2.06	Identify priority sites for permanent public art installation and creative activation.	Year 3
	2.07	Confirm application processes for public art and creative activations.	Year 3
	2.08	Resource and maintain existing public art collection including regular maintenance, audits and decommissioning.	Annual
	2.09	Ensure any new public art has a corresponding asset management plan including a whole-of-life financial strategy and decommissioning process.	Year 2
	2.10	Identify and undertake amendments to the Development Control Plan to improve outcomes for public art in new developments.	Year 1
	2.11	Set strategic priorities for creativity in the public domain, responding to emerging situations and new directions with input from the Arts and Creative Industries Advisory Committee.	Annual
Grow	2.12	Seek grant or philanthropic funding to implement an annual temporary creative activation and public art program.	Year 3
	2.13	Explore opportunities and seek funding to create platforms for temporary, surprising, and changing public art and creative activations.	Year 3



10. Action Tables — Program Area 3

Enabling Arts and Cultural Activity

- Amplify and support our artistic and creative industries — makers, artists and communities and a thriving cultural economy
- Build on creative strengths of the shire — showcase Byron as an epicentre of independent arts and cultural producers and activity
- Collaborate with Aboriginal people to support Aboriginal cultural activities and expression
- Reduce barriers to creative activity

10. Action Tables – Enabling Arts and Cultural Activity

	FIG.	ACTIVITY	TIMEFRAME
Deliver	3.01	Provide guidance to internal and external stakeholders, including artists, screen professionals and creatives to support arts and cultural development.	Annual
	3.02	Draw on the expertise of leading artists, creatives and producers through coordination of the Arts and Creative Industries Advisory Committee.	Annual
	3.03	Develop Business, Industry and Visitor Economy Strategy to enable support for the creative industries.	Year 1
	3.04	Foster opportunities for Aboriginal cultural expression, practices and cultural tourism. Explore partnerships to enable opportunities for time on Country for Bundjalung artists.	Annual
	3.05	Continue to provide the current level of financial support to the Regional Arts Board, Arts Northern Rivers, who provide professional support for artists and creatives across the Northern Rivers.	Annual
	3.06	Strengthen collaboration to support regional arts and cultural visitation initiatives with tourism and other regional agencies and partners.	Annual
	3.07	Coordinate and deliver regular grant opportunities which include the arts and creative industries (Festival and Events Fund, Creative Public Spaces, and Community Initiatives Program).	Annual
	3.08	Ensure diverse representation of Aboriginal artists in grants and arts and cultural programming.	Annual
Improve	3.09	Advocate for and promote Byron Shire as a leading arts and cultural location, including increased recognition of Byron Shire in state and federal planning and arts funding. Support the Community vision to for recognition and support of "Byron Shire as an Arts and Cultural Capital of Australia".	Annual
	3.10	Increase the visibility of arts and culture through the promotion arts and creative industries through Council's communication channels and strengthen creative networks through establishment of an industry contact database.	Annual
Grow	3.11	Explore opportunities to expand grant programs to support new and sustainable modes of artistic creation, production and presentation; and embed environmental impact measures in programs and reporting. Seek grant funding to support Creative Recovery Projects.	Year 3

Deliver current Council activities supporting the arts and creative industries
Improve activities that will require additional time and resources
Grow big ticket items that we want to see happen in our community with significant resourcing required.



10. Action Tables – Program Area 4

Supporting Festivals, Events & Screen Industry Activity

- Support and enable arts & cultural activity, projects, events and screen industry activity – from grassroots activity to world class events and festivals
- Support compliant events and activities that respect planning, noise and environmental controls by adopting best practices that protect and maintain the amenity of surrounding neighbourhoods and built and natural environs

10. Action Tables – Arts and Cultural Infrastructure

	FIG.	ACTIVITY	TIMEFRAME
Deliver	4.01	Administer licences for events, activities and filming on Council and Crown land	Annual
	4.02	Develop Event Strategy and identify potential sites and opportunities reduce barriers to creative activity and enable and encourage small to medium sized festivals to operate in the Byron Shire.	Year 1
	4.03	Support event organisers through information and workshops on planning, accessibility, grant writing and sustainability.	Annual
Improve	4.04	Streamline event planning and approvals processes.	Year 1
	4.05	Work with NSW State government to address licensing, compliance and zoning issues that can act as a barrier to creative activity and filming.	Year 2
Grow	4.06	Investigate and implement options to facilitate alternative approval pathways for small arts and cultural activities such as blanket DA's on identified Council managed land, and simplified approvals for small scale filming.	Year 2
	4.07	Foster new modes of collaboration with industry, government and philanthropic partners to progress new cultural infrastructure, flexible spaces and creative precincts in Byron Shire.	Year 2

Deliver current Council activities supporting the arts and creative industries
Improve activities that will require additional time and resources
Grow big ticket items that we want to see happen in our community with significant resourcing required.

11. Reporting





Image: Bunny Racket performs at Sidestep Kids Festival Brunswick Heads / Roundabout Theatre. Photo: Michelle Eabry

Council tracks a range of output measures through our Operational Plan each year, and Annual Report where actions identified in this plan will be tracked.

These will include things such as the number of the projects undertaken, the number of creative people involved, and investment in the arts. Council also currently measures community satisfaction with public art through our community satisfaction survey.

Funded by Create NSW, Arts Northern Rivers is undertaking a Mapping project in collaboration with research agency; Patternmakers. This will capture crucial data on our creative industries by LGA, by Artform and by activity. This is a major two-year research project that will provide critical data for benchmarking and making a case for further investment in the arts and creative industries by State and Federal Government and other key stakeholders.



