ACKNOWLEDGEMENTS

In developing the Mornington Peninsula Art and Culture Strategy 2012/2013-2014/2015, the Shire would like to thank the artists, arts groups, businesses and local residents who have contributed information for this document.

PHOTOS

Photos have been sourced from Mornington Peninsula-based activities, festivals, special events and projects organised by Mornington Peninsula Shire or community organisations and special thanks to Big Bang Media & HotShots for a selection of their photographs.

Acknowledgement is made to Ong Hwee Yen for permission to reproduce artwork Mornington Peninsula Beach near Dromana and Sorrento Portsea Artists Trail, and to Miodrag Jankovic for use of Last Shimmer.

Acknowledgement is made to Baluk Arts for a series of photographs: Front cover image by Shane Wright Our people they know all. Andrew Gadsby and Cody Williams painting, Brothers Bob and Dan Kelly creating ochre stencil artwork and Patsy Smith and Lisa Waup participating in kelp basket making workshop at Baluk Art Centre.

Contact Cultural Planner,
Libraries, Arts & Culture Unit
arts@mornpen.vic.gov.au
“Culture lies at the heart of urban strategies, not just due to its intrinsic vocation of promoting human rights, shaping the knowledge society and improving quality of life for all but also on account of its role in the creation of employment, urban regeneration and social inclusion.”
United Cities and Local Governments – Agenda 21 for Culture

“Cultural vitality is as essential to a healthy and sustainable society as social equity, environmental responsibility and economic viability.”
Jon Hawkes, Culture as the Fourth Pillar of Sustainability: Culture’s essential role in public planning 2001

“Sustainability in the arts is the combination of resources employed in the arts to sustain and renew the creative potential of the community at large.”
Planning for the Future Discussion Paper Australia Council 2001
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“Under the leadership of Mornington Peninsula Shire Council, this Strategy recognises and promotes the role culture and the arts play in generating inspired and creative communities.”

Council understands what is important to our local residents, artists and arts and cultural groups in creating a more connected and vital community through the arts. Throughout the community consultation process, the need for a long-term plan for the development of arts and culture across the Mornington Peninsula was recognised.

The Mornington Peninsula Arts & Culture Strategy 2012/13 – 2014/15 ‘A Creative Peninsula’ details a vision for arts and cultural development across the municipality for the next three years. This is a significant milestone for Council and the community and demonstrates a major shift in our understanding of and commitment to the importance of arts and culture to our idea of liveable peninsula communities.

Under the leadership of Mornington Peninsula Shire Council, this Strategy recognises and promotes the role culture and the arts play in generating inspired and creative communities. The Strategy also aims to nurture local identity and sense of belonging, build economic capacity and enhance the quality of life of our residents. We look forward to working in partnership with local communities to ensure that arts and culture continue to have a positive influence on people’s lives and our Shire as a whole, now and for the future.

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**The Land** - “The main camp represents Hastings, the footsteps represent the people’s journeys over the land. The orchid groves and Banksia forest are two significant areas and the grasslands and middens along the coast are the signs of richness in the land, the mangroves represent the versatility of the seascape.”

- Bea Edwards, Mornington Peninsula Aboriginal Artist, 2010
This strategy looks at how **culture** is reflected through the diversity of **creative expression** within **our community**.

**CULTURAL FACILITIES**
Theatres, halls, libraries, museums, galleries, cinemas and studios.

**ARTS AND CULTURAL ORGANISATIONS**
Groups for visual arts and crafts, writing groups, performing arts groups, film and radio organisations and historical societies.

**THE ENVIRONMENT**
Built and natural heritage such as streets, shopping precincts, parks, foreshores, playgrounds, community centres, schools and historic structures and architecture, urban and landscape design.

**COMMUNITY REVITALISATION AND PLACE-MAKING**
Community art, classes, workshops, writing and oral storytelling, music, dance, traditional, musical and contemporary theatre.

**EVENTS**
Festivals and celebrations, exhibitions and presentations of popular culture.

**HISTORY AND HERITAGE**
Collections of documented history, preserved artefacts, images and buildings, as well as the interpretation, presentation and celebration of local history and heritage.

**BUSINESSES**
Independent artists and craftspeople, sole traders and commercial businesses working in the creative arts and cultural industries; fashion and textiles, graphic design, illustration, photography, music, film and video and electronic/digital arts media and publishing.

**MARKETING AND COMMUNICATIONS**
Publications, advertising, electronic media, branding and special promotions.
Extensive research and consultation has been carried out with a range of community organisations, individual artists, entrepreneurial enterprises and businesses that support or work in the arts and cultural sector to inform the Strategy.

**FOCUS GROUP MEETINGS**
Meetings around themes of heritage, visual arts, performing arts, literary arts, festivals and events.

**GROUP MEETINGS**
Consultation with special interest groups and networks.

**FORUMS**
A music forum in 2010 to inform action around increasing opportunities for local music production and presentation. Community forums in 2012; Mornington, Sorrento, Hastings & Rosebud.

**INTERVIEWS**
Key individuals and groups including Shire employees.

**LITERATURE REVIEW**
Analysis of local, state and federal policies, outcomes from Council’s 2003 Arts & Culture Strategy and benchmarking with other municipalities’ arts and culture strategies and plans.

**INFRASTRUCTURE REVIEW**
Site visits to cultural facilities; libraries, hubs and community centres, MPRG development plan.
The Mornington Peninsula is 720 square kilometres in area and lies approx. 52 kilometres SW of Melbourne. A mix of surf coast landscapes around Westernport Bay on to the open Southern Ocean across to the calmer bathing beaches of Port Phillip Bay. The communities that form the Peninsula are Mt. Eliza and Mornington in the North, Rosebud, Rye, Sorrento and Portsea in the South, across the hinterland to Red Hill and Flinders and down to Hastings, Somerville and Baxter.
Whilst there are multiple interpretations and definitions of culture, in the broadest sense it is what defines us. Culture is a vital and empowering force that motivates us to actively participate in community life, and is as much about the future as the present and the past.

Cultural experiences enrich our lives and present opportunities to celebrate our identity and strengthen our connection to place. This enables us to contribute to a wide range of social and community objectives. Culture shapes our values and enhances our experiences of life. It is through cultural pursuits that we develop talents and skills, create stories and meaning, helping us to find ways to relate to the broader society.

The Mornington Peninsula is home to people from diverse social, cultural and economic backgrounds who live in a mix of urban and rural areas across 44 towns and villages that connect the three Activity Centres; of Mornington, Rosebud and Hastings.

Each of the Peninsula’s 44 towns and villages has their own cultural identity, interests and needs. Each community has a different experience of cultural engagement. However, all share a similar interest in belonging, access and participation.

The Mornington Peninsula Shire acknowledges the value of Aboriginal and Torres Strait Islander peoples. Their arts and culture is recognised within Council’s policy and planning frameworks. Creative expression has been an integral part of Aboriginal culture for the past 50,000 years; the arts can and do play a significant role in advancing cultural and economic aspects of Aboriginal and Torres Strait Islander life.

Since European settlement, residents have been forging the strong arts and cultural heritage that is evident today. Historical societies are preserving, documenting and facilitating access to collections of documents, memorabilia and stories.

The Peninsula’s ‘green wedge’ of horticultural and agricultural industries and open farmlands produce fruit, honey, olives, cool climate wines and cheese and artisan breads. A variety of associated provedores, vineyards and stores produce riches for our tables. Farmers Markets are a growing trend, highlighting a rich trail of locally grown and produced foods.
The Mornington Peninsula has always been home to a rich and eclectic music scene with classical, contemporary and independent musicians and producers of national and international reputation. In 2012, Peninsula Music Society celebrates its 50th year of presenting classical music programs. The Tallis Foundation’s (Beleura House & Garden) arts and cultural events and sponsorship programs have been appreciated by residents for over 50 years. Such connections have inspired peninsula youth to join the classical music industry both in Australia and overseas. There is also a grassroots music scene where emerging musicians can gain their skills through regular and informal performance nights.

Amateur musical theatre groups have resided on the Peninsula for over 60 years which have acted as a springboard for talented youth to enter the professional theatre industry. Ballet, jazz and contemporary dance companies have been a vital presence for over 35 years also creating a professional industry pathway.

Painters have been living and visiting the Peninsula since the early 19th Century, establishing a continuous and spirited history of drawing and painting groups. Today a number of artists open their studios to the public and there are regular paint-out workshops in any one of the Peninsula’s many natural vistas.

Red Hill’s longstanding monthly craft market; a make it, bake it, grow it concept opened in 1978 and continues to showcase high quality art and craft to residents and visitors.

The Peninsula is also home to writers, poets and playwrights with local, national and international reputations who regularly participate in the Shire’s library literary festival events and programs, book launches and ‘live and local’ presentation forums.

The Peninsula continues to be a home for young families with over 37 primary schools and 9 secondary schools. Subsequently there are vibrant and creative partnerships between schools and their communities. The Shire’s Community’s that Care (CTC) program and local area group committees of parents and community members are ensuring the connections between schools and their communities are strong with vibrant arts programs supporting these goals.

Sport, in some form, is enjoyed in every community. Each weekend the touring bike population is strongly visible. There is an ongoing surf culture and industry drawing young and older surfers to our well-known rugged surfing coasts.

The Peninsula has a growing reputation amongst retirees with opportunities for ‘active ageing’ through volunteering, U3A, fine art and design discussion groups, retiree choirs, theatre groups, mens’ and womens’ sheds.

There are online blogs, websites, social networks and a number of tourism associations all enticing participation and connection with a variety of live music, dance, theatre, visual arts and crafts, gourmet food and wine festivals and events.

There is a broad and diverse range of opportunities to connect with community hubs and houses that offer arts classes. Associated with these hubs are many loyal businesses advocating and supporting the showcasing of what is unique about each of our towns and villages.
The aim of a cultural framework is to enhance, celebrate and promote these connections for they are the building blocks of cultural vitality, strengthening the liveability of where we reside, work, play, visit and do business on the Peninsula.
The Mornington Peninsula can be proud of its arts and cultural achievements to date. It is renowned and valued for the diversity of its people, villages and towns, environments and businesses. This is complemented by the informal lifestyle attributed to its coastal locations and green rolling hills, wetlands and plains, which means our Peninsula is also a popular holiday destination.

Since the 2003 Arts & Cultural Strategy a wide range of initiatives have occurred resulting in greater advocacy and support for the value that arts and culture bring to Mornington Peninsula communities.

Cornerstone achievements are as follows:

ARTS COOPERATIVES
Ongoing support of Oak Hill Community Arts Cooperative in Mornington which has included Shire funded refurbishments

ARTIST-RUN ACTIVITIES
These have included some of the following:
• Life drawing group at Fenton Hall, Red Hill
• Drawing and painting group at Currawong Hall, Mornington
• Oak Hill Gallery Cooperative exhibitions, workshops and children’s holiday programs
• Painters group at Bittern Hall
• Muso Night at Balnarring Hall
• Dromana Potters Group at old Shire building, Dromana
• Baluk Arts, Mornington Peninsula Indigenous arts and cultural group

ART TRAILS
• Making Places trail of artworks throughout Hastings.
• The Sorrento Portsea Arts Trail initiated by the Nepean Art Society to celebrate distinctive Peninsula landscapes depicted by local and visiting 19th and 20th Century artists. The trail consists of fourteen replicated artworks at significant sites around Portsea and Sorrento.
• Peninsula Studio Artists Trail

ART PROGRAMS
• The Mornington Peninsula Regional Gallery (MPRG) offers an outstanding program of exhibitions, events and life-long learning. Initiatives for viewing and experiencing the Mornington Peninsula’s environment and cultural
CULTURAL PLANNING

- A part-time Cultural Planner was appointed in 2007 to develop an integrated approach to cultural planning and engagement across the Shire.

  This position has been instrumental in the development of the revised Arts & Cultural Strategy and other initiatives include:

- The Peninsula Festival of Arts & Ideas
- The Climate Change Conversations Banner Making Project
- Formation of the Peninsula Theatre Network
- Coordination of the Peninsula Music Engagement Strategy – Music Forum
- Formation and Incorporation of the Mornington Peninsula Music Network
- Marketing and exhibitions opportunities in Shire Libraries
- Contributing to other Shire Unit initiatives and developments, eg. Green living Arts Project for the Eco Living Display Centre, A Graffiti Management Plan and Festivals & Events activities

EXHIBITION SPACES

- Temporary exhibition space in Mornington Library 2010. The following artworks have been showcased:
  - ‘Wildscapes of Warringine’ Earth Blanket Project, Mornington Library 2009
  - Climate Change Conversations Banner Project, Mornington Library 2009-2011
  - ‘Black Saturday Firestorm’ donated works raising funds for the Royal Children’s Hospital, Mornington Library 2010
  - Universal Human Rights Declaration ‘International Print Portfolio’ exhibition, Mornington Library 2011
  - ‘Hung Drawn & Quilted’ community member’s quilt exhibition Mornington Library 2011/12
  - ‘Missing Lives’ photographs from the International Committee for the Red Cross Mornington Library 2011/12
  - Creation of a youth exhibitions space at Hastings Library, 2010
  - Southern Peninsula Art Centre (SPAC) @ Rosebud Secondary College sponsoring the Mornington Peninsula Art Show since 2010
FESTIVALS

- The 2006 annual Writer’s Festival was expanded in 2009 to become The Peninsula Festival of Arts & Ideas. The festival incorporated visual, performing and literary arts in a range of venues across the Peninsula.
- The Thin Green Line Festival incorporating the ‘Postcards’ community engagement project.
- Peninsula Festival of Arts & Ideas Festival Arts Alive 2011, promoted a trail of events and activities over the months of September, October and November in collaboration with other peninsula events, some new, some established including: Sorrento’s Live the Life, Rosebud’s Peninsula Short Film Festival, the Hinterland’s Scarecrow Festival and Mornington’s Food Wine & Performing Arts Festival.

LIBRARIES
A broad range of engagement and participation programs are designed for residents of all ages:
- Australian Poetry Slam heat in 2009
- Les Murray reading and launch of the Café Poet in Residence program
- Australian Poetry Omnibus
- Live & Local programs.
- Literacy Villages Program

LOCAL HISTORY & HERITAGE
The Local History Preservation Project commenced in 2006 and has strengthened access to and the preservation of local history resources and services across the 22 local history groups and the 8 museums across the Shire. There is a vibrant local history network. Annual Peninsula Heritage Awards are held in conjunction with the Mornington Peninsula branch of the National Trust. In 2011, four peninsula townships; Dromana, Rye, Mornington and Hastings commemorated a variety of 150th events. Mornington & District Historical Society and the Shire partnered to commission a public sculpture to commemorate the 150th year.

MUSIC NETWORK
Mornington Peninsula Music Network was established in 2010 to work with the Shire to review issues and challenges faced by the music sector. The network will work with Shire in the review of community facilities that require acoustic attenuation and other improvements to enhance performance and other community music opportunities. A website www.morningtonpeninsulamusic.com is under design and construction with the aim of providing a range of information services to the community including a database for people to find local musicians available for hire, tuition and performance at festivals and other local events.

PROMOTION OF THE PENINSULA’S ARTS & CULTURE

- A dedicated marketing wall in Mornington Library with the Coming to a Venue Near You display board for upcoming events, theatre and music group performances has resulted in groups experiencing a 30% increase in audience numbers to their activities.
- The Shire’s arts blog website was initiated to broadly promote the Peninsula’s arts and culture. www.artsonthepeninsula.wordpress.com
- Pearl Magazine published by Big Bang Media in Mornington has contributed much to communicating the breadth of arts, music and cultural activity occurring across the Peninsula.

THEATRE INFRASTRUCTURE DEVELOPMENT

- The refurbishments of Findlay Hall to become the Peninsula Community Theatre and The Studio @ PCT as multi-use community facilities for arts and cultural engagement.
- Southern Peninsula Art Centre (SPAC), built with contributory Shire funding as a performing arts and education facility at Rosebud Secondary College.
- The de-commissioned SES shed in Hastings is utilised by theatre groups as a collaborative, production, music rehearsal and storage space.
• A number of Shire halls previously identified as under-utilised have developed to become informal ‘arts hubs’ with tenancy arrangements with community groups.

• Hastings Hall accommodates Pelican Theatre Company, generating a number of community theatre rehearsals and performances and classes in drama, dance and music.

THEATRE NETWORK
• The Peninsula Theatre Network was established in 2007 by the Libraries, Arts & Culture unit to build collaborative links amongst Peninsula theatre groups and provide a forum to identify the challenges of the sector.

URBAN REVITALISATION
• The Hastings and Rosebud West Renewal Programs continue to use innovative arts engagement strategies as a creative community building tool.

• 3940Arts Mural Rosebud West

A Creative Peninsula: Arts & Culture Strategy 2012/13-2014/15 draws inspiration from the vast potential of our existing cultural strengths and the significant role this plays in maintaining community connections and ability to revitalise our towns and villages.

The Shire will continue to have a vital leadership role and will continue to work in partnership with our communities in the context of the following challenges and opportunities.
• **An accessible arts and cultural strategy**  
The new strategy must be succinct and actionable, one with which the community can engage and have a sense of ownership.

• **Integration of cultural perspectives in Shire policy, planning and development**  
A Shire working group to ensure an integrated approach to planning, delivery and evaluation of arts and culture activities.

• **Support for a more creative, informed and innovative community**  
An Arts and Culture Advisory Panel (ACAP) an external community-based reference group to play an advisory role to Council regarding cultural planning and policy development, establishing consultative mechanisms to ensure that community needs and aspirations are reflected.

• **A Cultural Assets Management Plan**  
This plan will highlight the value, the location and condition of the large number of Shire owned artworks in offices, community buildings streets and public spaces.

• **A Public Art Policy**  
A public art policy will encompass a diversity of design aspects in the built environment to reflect experiences and connections to place with colour and vibrancy including street furniture, lighting, parks and malls.  
A policy would also seek to align with other Shire Urban Planning Frameworks covering urban and architectural design.

• **Art Acquisition Policy and Fund**  
The establishment of a dedicated fund for the acquisition of significant artworks regarded as relevant to the Peninsula's cultural heritage will ensure that significant artworks will be retained for the broader community.

• **Arts and Cultural Engagement Programs**  
Build participation in the arts and advance community engagement through a variety of opportunities for creative self expression.

• **Musical Instruments, Music Bursaries and Programs**  
Improve access to music engagement, musical instruments or tuition programs across the Peninsula.

• **Arts & Cultural Festivals**  
Enhance festival activities with an increase in arts and cultural content. Increase opportunities for the community to access and participate in inclusive high quality, low cost music and cultural festivals and events.

• **Local History and Cultural Heritage**  
Following formation of the Mornington Peninsula Local History Network in 1996 and Shire Priority Project funding from 2007/10 to increase community access to and preservation of local cultural heritage, a local history development plan is in preparation.

• **Indigenous arts and culture**  
The Arts & Cultural Strategy will collaborate with other units of the Shire in support for the development of Indigenous arts and cultural aspirations.
**EFFECTIVE MARKETING OF ARTS & CULTURE**

- **Arts and Culture Marketing and Communications Plan**
  Arts and cultural groups depend greatly on raising their public profiles, appealing to and attracting members and volunteers to sustain their activities and reach new audiences.

- **Web Portal and Database**
  A Shire Culture, Arts & Heritage web page will improve connection to communities, visitors and cultural tourists.
  Shire officers are regularly asked to provide information on local visual and performing artists, arts groups and organisations they wish to connect with, the development of a dedicated arts and cultural database would support this service.

- **Professional development for artists and arts organisations**
  Visual and performing artists, arts groups and organisations regularly request advice and support with project and program proposal development, business and financial planning, funding information and submissions.
  Professional development forums, arts mentoring opportunities and external arts agency focus meetings would substantially contribute to increasing skills and capacity of arts groups and artists in presenting arts and cultural activities, events and programs.

- **Volunteering programs**
  The community has requested opportunities for participation in community-based arts projects. Extending volunteering opportunities in arts projects, artist-in-residencies and events planning and delivery increases the Shire’s capacity to support inclusive community goals and strengthens the capacity of residents to participate in the cultural life of their community.
• Access to exhibition spaces
Peninsula artists have limited opportunity to exhibit their work beyond various school-based and Rotary art shows. Apart from Oak Hill Gallery in Mornington there are no purpose-built exhibition spaces on the Peninsula. Artists and arts groups request access to low cost venues in which to mount exhibitions.

• Exhibition display equipment
Current display systems used by community groups holding art exhibitions are outdated and cumbersome. New display equipment is required that can be shared across the Peninsula.

• Expansion of theatre production spaces
Peninsula theatre groups have highlighted the need for locally accessible costume, sets, props and equipment storage and production workshops. The de-commissioned sheds at the Hastings SES currently serve to store the combined assets of four theatre groups.

• Southern Peninsula Arts Centre (SPAC) @ Rosebud Secondary College
SPAC has the potential to act as a link for arts and cultural development on the Southern Peninsula.

• The Studio@ PCT as a community access arts exhibition/program project space
Professional, emerging and amateur artists regularly request access to dedicated arts venues to exhibit and display, rehearse, perform, develop classes and workshop programs, and discuss and share their practices.

A Facilities Audit is proposed to assess the accessibility, availability and capacity of key Shire community facilities including the Police Point Park and determine priorities for arts and cultural infrastructure development for the next decade. As part of the Facilities Audit it is proposed to explore the feasibility of designating The Studio @ PCT and part of the old classrooms site as community arts facilities.
Vision: A Creative Peninsula
Fostering creativity, sense of place and cultural vitality.

Guiding Principles:

• Access – providing facilities and programs that foster dialogue and creative expression
• Community building – nurturing local identity and connection to place
• Cultural vitality – fostering creativity, inspiration, innovation and celebration
• Cultural heritage – documenting, preserving, facilitating access to and celebrating our history and Indigenous cultural heritage
• Diversity – acknowledging cultural differences, expressions and abilities
• Social inclusion – fostering health and wellbeing outcomes through creative engagement
• Sustainability – aligning the Arts & Culture Strategy with Shire Plans and State and Federal Policies
“A creative place is an environment where we can think, plan and act with imagination, where ordinary people can act in extraordinary ways.”

(Axel, Bruns, Snurblog)

Objectives:
One: INTEGRATED POLICY, PLANNING & COORDINATION
Two: CREATIVE AND ENGAGED COMMUNITIES
Three: CELEBRATING OUR HISTORY & CULTURAL HERITAGE
Four: MARKETING OF ARTS & CULTURE
Five: ACCESSIBLE CULTURAL FACILITIES
### Actions

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<tr>
<td>1.1. Establish a Shire Arts &amp; Culture working group of Managers and Team Leaders whose responsibilities cover arts and cultural activities.</td>
<td>STAGE 1 2012/13 - 2013/14</td>
<td>Support and advocacy for implementation of the Arts and Culture Strategy. Coordination of arts and cultural program proposals aligned with broader Shire policy goals. Integrated framework for arts and cultural planning and program delivery across the Shire organisation.</td>
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<td>1.2. Establish a community-based Arts &amp; Culture Advisory Panel (ACAP) to provide advice to the Shire on arts and cultural policy and development priorities.</td>
<td>STAGE 1 2012/13 - 2013/14</td>
<td>A more creative, informed and innovative community able to participate in decision-making processes. Strengthened strategic direction for the Peninsula’s arts and cultural development.</td>
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<td>1.3. Review the staffing resources required for Strategy implementation in particular the establishment of a Community Arts Project Officer position and administrative support.</td>
<td>STAGE 1 2012/13 - 2013/14</td>
<td>Effective implementation of the Arts &amp; Culture Strategy overall. Support for the arts and cultural development of local communities.</td>
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<td>1.4. Develop a Public Art Policy and Management Plan consistent with the outcomes of the Urban Design Framework.</td>
<td>STAGE 1 2012/13 - 2013/14</td>
<td>Opportunities for broader creative elements in the built environment including public art trails: sculptures, street furniture, seating, bicycle racks, parks planning etc. to bring meaning and heart into public spaces and communities. Greater opportunity for the community to view art as an everyday experience.</td>
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<td>1.5. Investigate the feasibility of introducing a Percent for Art funding model of 1 per cent on all non-residential capital works programs to incorporate creative elements into the built environment</td>
<td>STAGE 2 2013/14 - 2014/15</td>
<td>A funding program to improve the Peninsula’s built environment and bring art as an everyday experience to Peninsula communities. Greater acknowledgement of the importance of public art to strengthen community identity, memory and sense of the past. Broader cultural input into the Urban Design Framework.</td>
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Arts and cultural programs, festivals and events play an important role in contributing to healthy and vibrant communities and strengthen sense of place and belonging. These programs provide opportunities for people to come together, to celebrate, to express themselves, showcase achievements and share with others.

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<tr>
<td>2.1. Strengthen the role of the Shire’s libraries as a valued community cultural hub.</td>
<td>ONGOING</td>
<td>Continued value, appreciation and membership of Our Library’s services. Ongoing literary and literacy initiatives and activities. Providing communities with lifelong learning opportunities at all life stages.</td>
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<td>2.2. Support the development of Shire-wide and township-focused engagement programs and festivals.</td>
<td>ONGOING</td>
<td>Increased civic engagement, sense of identity and place within our local communities. Increased ability to meet community demand for arts engagement programs that encourage the voices of the family and children.</td>
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<td>2.3. Support the development of local community arts organisations focused on innovative, sustainable social and economic enterprise</td>
<td>ONGOING</td>
<td>Opportunities for local groups and community based committees to become involved in building creativity, cultural capacity and vitality in their communities.</td>
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<td>2.4. Support the development of Indigenous-based arts organisations.</td>
<td>ONGOING</td>
<td>Advocacy and support of Aboriginal &amp; Torres Strait Islander (ATSI) artists and communities in strengthening understanding and value of Indigenous arts and cultural practices. Effective linkages with ATSI arts and cultural groups across the Peninsula. Development of a sustainable Indigenous arts industry.</td>
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<td>2.5. Ongoing resourcing of the Arts Stream fund within the Shire’s Community Grant Scheme aimed at building cultural vitality in community life.</td>
<td>ONGOING</td>
<td>Increased opportunities for communities to participate in arts and cultural activities that build cultural vitality in communities. Increased ability to meet community demand for arts engagement programs that encourage the voices of the family and children.</td>
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<td>2.6. Ongoing development of the biennial Peninsula Festival of Arts &amp; Ideas and associated creative projects for established festival programs.</td>
<td>ONGOING</td>
<td>Increased creative elements in Peninsula festivals and events. Increased opportunities for residents to participate in creative festival projects.</td>
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<td>2.7 Establish a Mornington Peninsula Music Development Plan in collaboration with the Mornington Peninsula Music Network.</td>
<td>STAGE 1 2012/13 - 2013/14</td>
<td>Greater access to music programs, tuition and performance opportunities. Building of partnerships with Peninsula Music groups to further the goals of increased community-based music opportunities.</td>
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<td>2.8 Establish an ongoing Peninsula Music Festival</td>
<td>STAGE 1 2012/13 - 2013/14</td>
<td>Increased opportunity to showcase and celebrate Peninsula musical talent and the diversity of musical genres.</td>
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<td>2.9 Expand MPRG access programs that complement its exhibitions program</td>
<td>STAGE 1 2012/13 - 2013/14</td>
<td>Increased opportunities to provide hands-on engagement activities as an integral part of the MPRG’s exhibitions program.</td>
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<td>2.10 Investigate availability of Federal and State grants to deliver community-based festivals and programs.</td>
<td>ONGOING</td>
<td>Improved profile of the Peninsula as a culturally vital region and an arts and cultural destination.</td>
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Documenting, preserving, interpreting and celebrating the past, present and future of our cultural heritage will provide a framework that protects, provides access to and maintains respect for all cultural material for future generations to understand and enjoy.

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<th>Actions</th>
<th>Priority</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1. Work with and support infrastructure development of historical</td>
<td>ONGOING</td>
<td>Long term preservation of local history collections and enhanced community access to local history resources.</td>
</tr>
<tr>
<td>societies aimed at sustainable collections management that preserves,</td>
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<tr>
<td>shares and facilitates access to the history of the Mornington Peninsula.</td>
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<tr>
<td>3.2. Consult with communities to record and preserve stories and</td>
<td>ONGOING</td>
<td>Increased opportunities to preserve, research and provide access to local history.</td>
</tr>
<tr>
<td>archival materials and artefacts of historical and community</td>
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<tr>
<td>significance</td>
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<tr>
<td>3.3. Contribute to exhibitions, installations and research projects</td>
<td>ONGOING</td>
<td>Increased opportunities to understand, view, value and support local cultural heritage.</td>
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<tr>
<td>which enhance the community's knowledge of and access to the</td>
<td></td>
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<tr>
<td>Mornington Peninsula's cultural heritage.</td>
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<tr>
<td>3.4. Establish a Shire Cultural Assets Management Plan, Acquisitions</td>
<td>STAGE 2</td>
<td>A Collections Management Plan would improve the management and conservation of Shire cultural assets.</td>
</tr>
<tr>
<td>Policy and Cultural Assets Register.</td>
<td>2013/14 - 2014/15</td>
<td></td>
</tr>
<tr>
<td>3.5. Audit the Shire's Arts and Cultural assets for inclusion in the</td>
<td>STAGE 2</td>
<td>A clear understanding of the cultural assets maintained by the Shire. Acknowledgement of the cultural value and diversity of the Shire's</td>
</tr>
<tr>
<td>Cultural Assets Register.</td>
<td>2013/14 - 2014/15</td>
<td>collected artworks.</td>
</tr>
<tr>
<td>Actions</td>
<td>Priority</td>
<td>Outcomes</td>
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<tr>
<td>3.6  Advocate and support preservation, interpretation and management of Indigenous cultural heritage collections.</td>
<td>ONGOING</td>
<td>Sustainable preservation, interpretation and management of local Indigenous cultural heritage. Improved protocols and procedures for enhanced access to Indigenous cultural heritage.</td>
</tr>
<tr>
<td>3.7  Establish an annual Arts Acquisitions Fund of $20,000 from the 2012/13 financial year</td>
<td>STAGE 1 2012/13 - 2013/14</td>
<td>Locally produced artworks of distinction and relevance to the broader community become long-term assets. The ability to understand and acknowledge local arts and cultural practices.</td>
</tr>
</tbody>
</table>
Communicating the diversity of arts and cultural experiences to residents and visitors in order to raise community awareness of the profile of the Peninsula as a culturally vital destination.

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<tbody>
<tr>
<td>4.1. Develop an Arts &amp; Culture Communications and Marketing Plan.</td>
<td>STAGE 1 2012/13 - 2013/14</td>
<td>Development of effective strategies for information sharing to optimise reach and attract audiences. Build a profile and brand for the Peninsula’s arts and culture. Increased opportunities for networks to meet, share and promote what is happening in local areas.</td>
</tr>
<tr>
<td>4.3. Produce a quarterly online and printed newsletter promoting a broad range of arts and cultural activity.</td>
<td>STAGE 2 2013/14 - 2014/15</td>
<td>Increased access to arts and cultural information for the community and visitors.</td>
</tr>
<tr>
<td>4.4. Investigate the implementation of an artists’ database/ register on the Shire website.</td>
<td>STAGE 2 2013/14 - 2014/15</td>
<td>Accessible and consistently managed whole-of-council database for arts and cultural networking purposes. Increased access to Peninsula’s practicing artists, writers, musicians and craftspeople.</td>
</tr>
<tr>
<td>4.5. Deliver annual training workshops to enhance organisational and promotional capacity of artists, arts groups and cultural organisations presenting arts and cultural events.</td>
<td>STAGE 2 2013/14 - 2014/15</td>
<td>Professional training, development and networking opportunities to enhance artists’ and art groups’ abilities to participate in broader cultural and arts sector matters. Build increased financial sustainability across the arts sector.</td>
</tr>
<tr>
<td>4.6. Integrate artist mentoring programs and volunteering opportunities into arts-based community projects, artist-in-residencies, events planning and coordination.</td>
<td>STAGE 2 2013/14 - 2014/15</td>
<td>Building on the wealth of experience and knowledge of arts groups, individual artists and community service organisations. Increased professionalism amongst arts event organisers.</td>
</tr>
</tbody>
</table>
Cultural facilities including: galleries, theatres and museums, libraries and designated public buildings are fundamental supports in building and underpinning the cultural life of communities.

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<tr>
<td>5.1. Undertake a Shire-wide Facilities Audit to identify existing capacity, accessibility and gaps in arts and cultural facility infrastructure including the potential for creative elements in open spaces, and the need for artist-run-galleries and initiatives.</td>
<td>STAGE 1 2012/13 - 2013/14</td>
<td>Optimal use of existing Shire facilities for arts and cultural purposes. Clarity on the capacity of existing infrastructure and future cultural facilities needs of the community. A blueprint for future arts and cultural infrastructure across the municipality. Working towards compliance with DDA requirements.</td>
</tr>
<tr>
<td>5.2. Finalise a long-term Development Plan for the Mornington Peninsula Regional Gallery.</td>
<td>STAGE 1 2012/13 - 2013/14</td>
<td>Support and build upon the national reputation of the MPRG as an outstanding Regional Gallery. Increased access to arts and education engagement programs. Improved capacity to provide opportunities for local artists and arts groups.</td>
</tr>
<tr>
<td>5.3. Investigate options for provision of community theatre production and storage spaces in the Activity Centres of Rosebud and Mornington.</td>
<td>STAGE 1 2012/13 - 2013/14</td>
<td>Accessible costume library and not-for-profit hire and repair service. Access to spaces in which to construct sets, props and store equipment.</td>
</tr>
<tr>
<td>5.4. As part of the Facilities Audit (5.1) explore the feasibility of further development of The Studio@ PCT and part of the old classrooms site as community arts facilities.</td>
<td>STAGE 1 2012/13 - 2013/14</td>
<td>Access to a dedicated multi-art form use Shire facility. Low cost access to dedicated arts-making and exhibition space for community groups and local artists. A potential base for the Peninsula Festival of Arts and Ideas. Improvements to music, theatre and dance infrastructure requirements in the facilities.</td>
</tr>
<tr>
<td>5.5. Review and revise the Memorandum of Understanding (MOU) between the Shire and the Southern Peninsula Art Centre SPAC.</td>
<td>STAGE 1 2012/13 - 2013/14</td>
<td>Clear understanding of what the Shire expects in advocating access to the facility by the community. Integrated program of activities as part of the Peninsula's arts and cultural development.</td>
</tr>
<tr>
<td>5.6. Investigate the feasibility of dedicated art spaces at Police Point.</td>
<td>STAGE 1 2012/13 - 2013/14</td>
<td>A dedicated multi-art form space for residents and visitors to the Sorrento/Portsea, Point Nepean area. Complementary facilities to Parks Victoria’s arts and education facilities.</td>
</tr>
</tbody>
</table>

Are people, organisations and communities creatively generating, participating and engaging in designated cultural spaces?

To what extent has the Strategy realised its vision and goals and contributed to a more creative, healthy and vibrant community?

The following Evaluation Framework will provide mechanisms to measure the effectiveness of implementation of the various Actions within the Strategy and will provide a basis for ongoing review.

ACCESSIBILITY:
• Measure the community’s awareness of arts and cultural information including the future reach of the strategy.

PARTICIPATION:
• Establish measurement systems to assess levels of participation in arts and cultural events and programs.

CULTURAL CHANGE:
• Survey outcomes indicating positive change towards arts and cultural accessibility and engagement in local communities.

MARKETING:
• Assess the effectiveness of a diversity of communications that publicise engagement opportunities, activities, achievements and outcomes.
• Gauge the level of implementation of actions to achieve key objectives.

FUNDING:
• Increased levels of external funding and sponsorship that supports arts and cultural development.
News on the street is find it, look at it, read it, write about it, promote it... 400 viewers per week can’t be wrong.

Send your events info for a FREE listing to arts@mornpen.vic.gov.au

(get QR reader as an app for Smartphones)