

Sunshine Coast
Creative Arts Plan
2023–2038

Edition July 2023

sunshinecoast.qld.gov.au

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Acknowledgements

Council wishes to thank all contributors and stakeholders involved in the development of this document.

Reference document

This document should be cited as follows:

Sunshine Coast Council.

**Sunshine Coast Creative
Arts Plan 2023-2038.**

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Traditional Acknowledgement

Sunshine Coast Council acknowledges the Sunshine Coast Country, home of the Kabi Kabi peoples and the Jinibara peoples, the Traditional Custodians, whose lands and waters we all now share.

We recognise that these have always been places of cultural, spiritual, social and economic significance. The Traditional Custodians' unique values, and ancient and enduring cultures, deepen and enrich the life of our community.

We commit to working in partnership with the Traditional Custodians and the broader First Nations (Aboriginal and Torres Strait Islander) communities to support self-determination through economic and community development.

Truth telling is a significant part of our journey. We are committed to better understanding the collective histories of the Sunshine Coast and the experiences of First Nations peoples. Legacy issues resulting from colonisation are still experienced by Traditional Custodians and First Nations peoples.

We recognise our shared history and will continue to work in partnership to provide a foundation for building a shared future with the Kabi Kabi peoples and the Jinibara peoples.

We wish to pay respect to their Elders — past, present and emerging, and acknowledge the important role First Nations peoples continue to play within the Sunshine Coast community.

Together, we are all stronger.

Cover artwork

Alison Mooney | *Saturday Morning* | 2021 | acrylic, oil pastel and aerosol on canvas | 120 x 90cm | acquired into the Sunshine Coast Art Collection as Winner of the Local Artist — Local Content Art Prize 2022.

A word from the artist, Alison Mooney

Pregnant with possibility, this piece celebrates the feeling of a Saturday morning where there's no plan and multiple options ahead. The overriding experience is just feeling great, with details emerging as a plan starts to settle into the day over a slow breakfast. All that's visible at the start is how great it feels.



Image: Light projections by James Muller at Dawn Awakening, Horizon Festival 2022. Photo: Nic Morley.



Image: SAND by Courtney Scheu and Itamar Freed, Horizon Festival 2022. Photo: Alain Bouvier.



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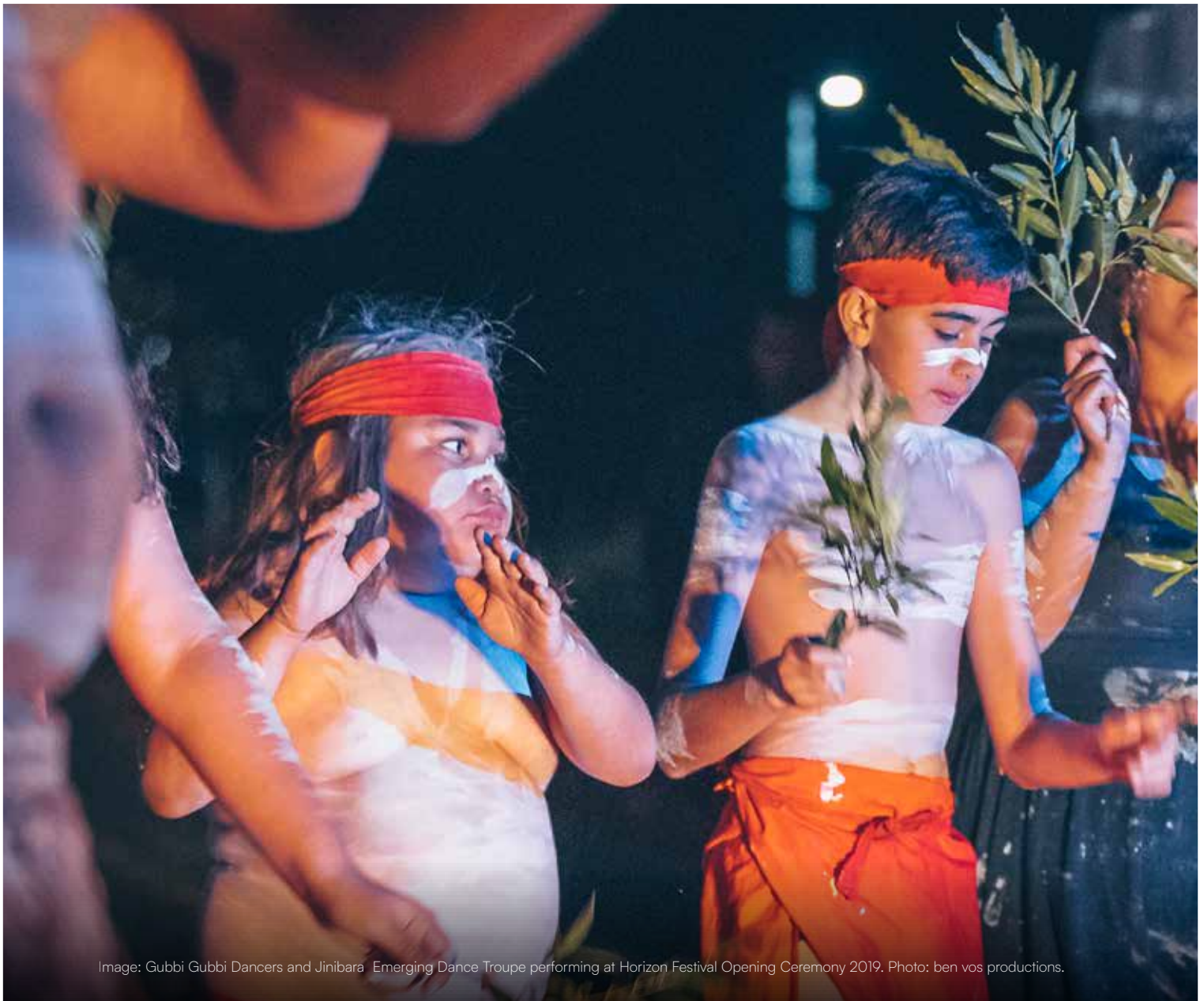


Image: Gubbi Gubbi Dancers and Jinibara Emerging Dance Troupe performing at Horizon Festival Opening Ceremony 2019. Photo: ben vos productions.

Welcome to Country

The Kabi Kabi peoples and the Jinibara peoples are the original artists and cultural practitioners of this diverse and magnificent region. We have always celebrated our deep-rooted connection to this Country through song, dance (corroboree), painting (mark making), storytelling and ceremony.

Our rich cultural heritage is tens-of-thousands of years old and it is deeply embedded in the landscape — from the majestic mountains, Bunyas and rainforest to the waterways and lakes, the wetlands and ocean.

Our cultures are living cultures and we continue to gather for large celebrations as we have done for millennia — for our Oyster, Mullet and Bunya festivals. Other Aboriginal groups also travelled from throughout South East Queensland, Northern NSW and far beyond to the huge Bunya festivals held in Jinibara Traditional Country at Buruja (Villeneuve near Mt Archer) and Baroon (Baroon Pocket near Montville), as well as in the Bunya Mountains in Wakka Wakka Traditional Country.

Today our artistic and cultural expression is vibrant and continuously evolving. As the proud guardians and



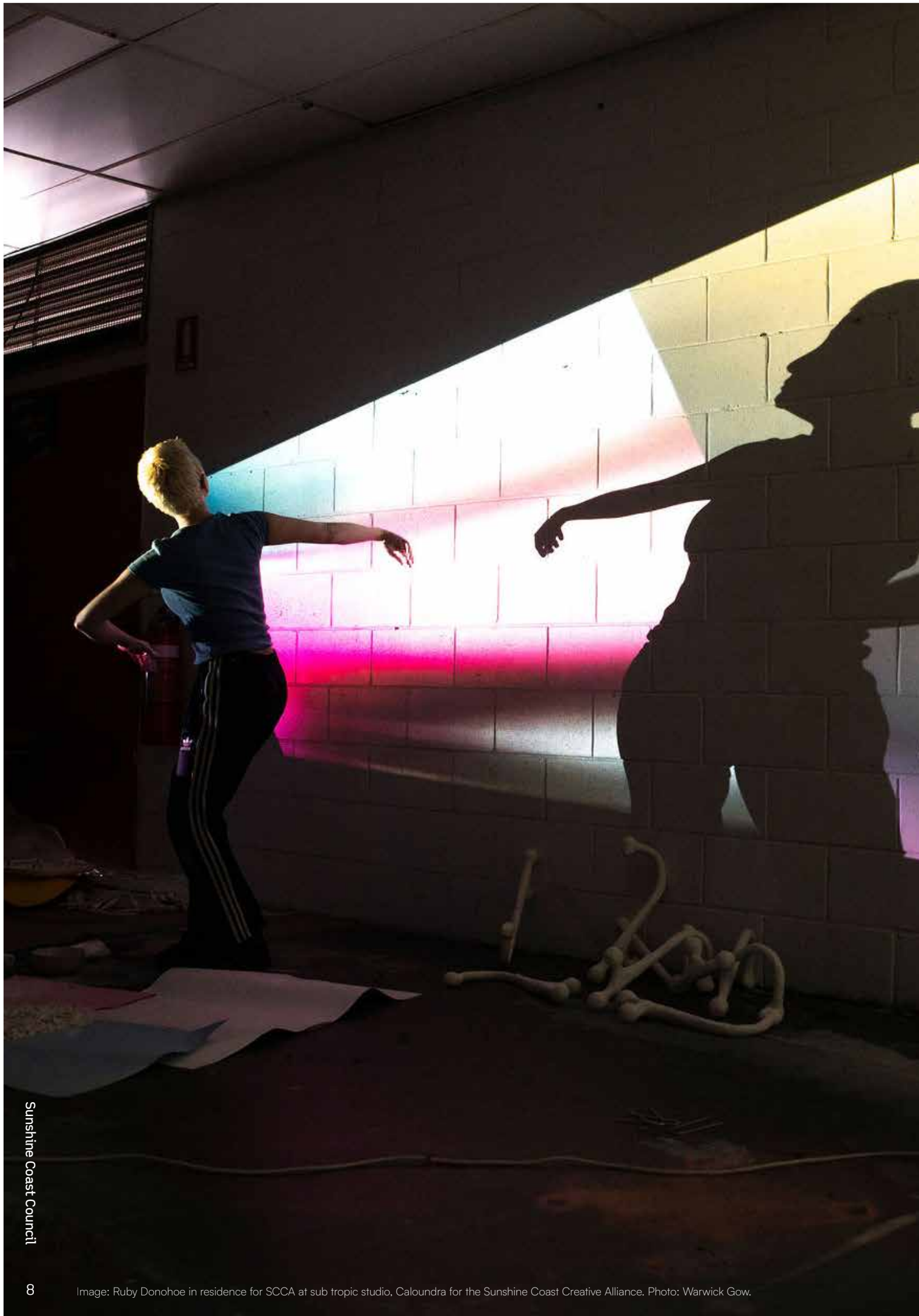
interpreters of our dynamic cultures, we feel honoured to take responsibility for the protection of our Kabi Kabi and Jinibara cultural knowledge, and also to further develop our innovative contemporary expressions.

The uniqueness and power of Indigenous Australian arts and cultures is recognised internationally. We look forward to fully celebrating our own diverse contemporary arts, embedded in our living cultures, well into the future.

Creative activity and innovative cultural expression have been, and always will be, integral to living on these lands and with each other.

**Kabi Kabi and Jinibara,
Traditional Owners — Custodians**

“ Today our artistic and cultural expression is vibrant and continuously evolving. As the proud guardians and interpreters of our dynamic cultures, we feel honoured to take responsibility for the protection of our Kabi Kabi and Jinibara cultural knowledge, and also to further develop our innovative contemporary expressions. ”





Mark Jamieson
Mayor

Mayor's foreword

Our Sunshine Coast region boasts a unique and diverse natural environment together with vibrant communities and burgeoning economies.

With more people choosing to live, work and play here than ever before, our long-term strategic planning caters for that growth and supports the creation of opportunities across the board.

We know that a thriving creative industry plays such a vital role in connecting, building and strengthening our community now and into the future, and as such, the refreshed Sunshine Coast Creative Arts Plan 2023–2038 (the Plan) outlines our commitment to help grow and strategically support the creative sector.

The Plan acknowledges the role arts and culture play in shaping and influencing our sense of community, belonging and identity, and articulates our regional ambition to continually grow our vibrant arts ecology.

The Plan will continue to guide our journey, taking us ever closer to a future where the arts are firmly embedded, celebrated and revered in our region.

I would like to thank the many artists — established and emerging — arts workers, educators, businesses and industry who generously reviewed and provided feedback. Their knowledge and experience helped us align our 20-year Plan with what we have achieved and learned in the five years since the original Arts Plan was endorsed by Council. I would also like to take the opportunity to acknowledge the role of the Sunshine Coast Arts Advisory Board for leading and then testing the robust and purposeful discussion. Our region has always taken great pride in the achievements of its artists and the industry as a whole. In a creatively rich environment like the Sunshine Coast, we embrace the arts in everyday life and this Plan is a significant step in creating the space for artistic enterprise, while acknowledging its role in understanding and interpreting our vision for the region.



Cr Rick Baberowski
Creative Arts Portfolio

Portfolio Councillor's foreword

A key goal of our Creative Arts Plan is to build and develop the profile and recognition of Sunshine Coast artists and increase their productive capacity.

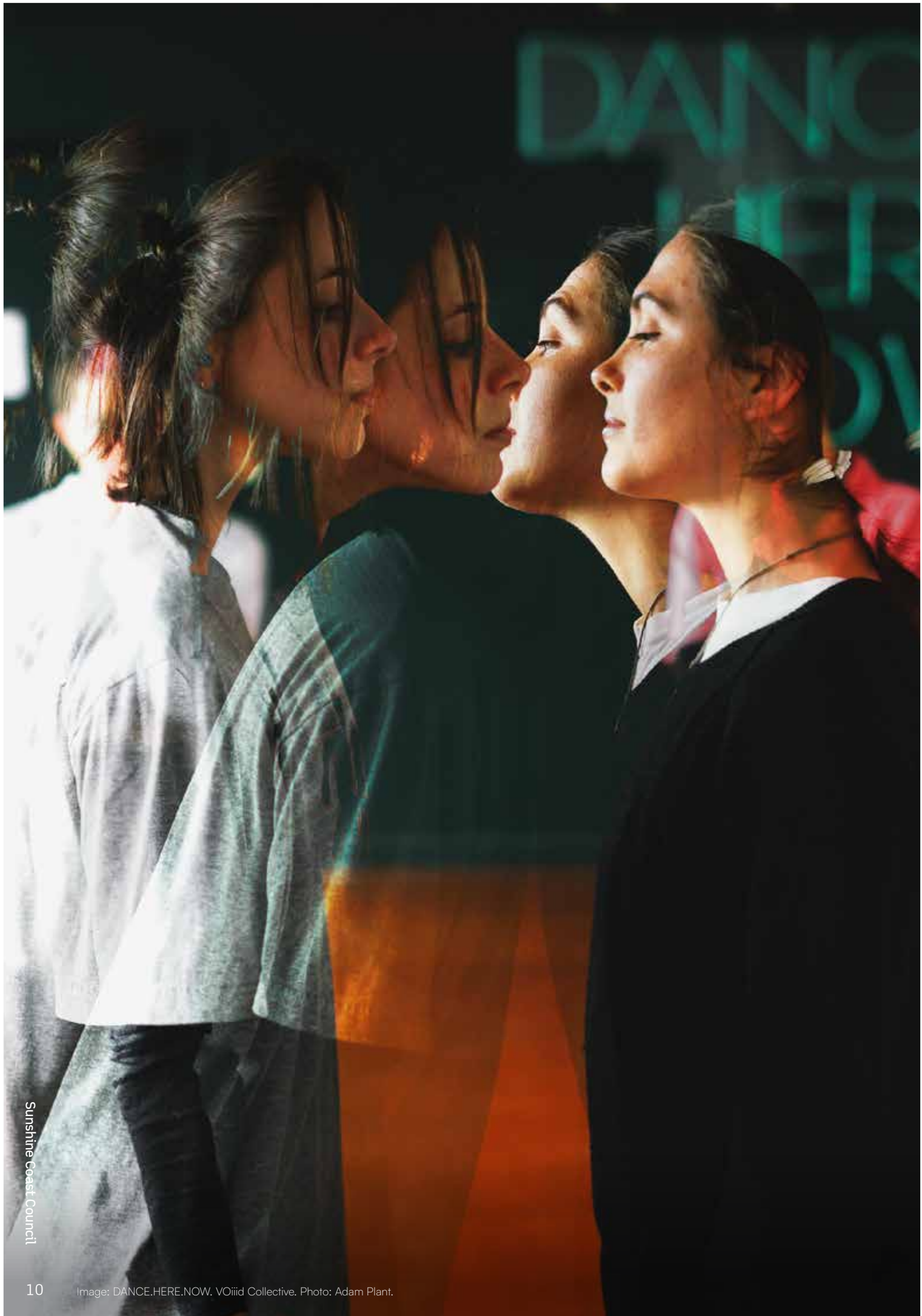
This refreshed strategic plan outlines how we will continue to encourage and support our region's artists, while attracting more creative practitioners to the Sunshine Coast.

The review of our 20-year Arts Plan is timely. Earlier this year, the Australian Government released a national cultural policy — Revive: a place for every story, a story for every place. This new policy has reinvigorated the focus on our national creative sector. Our review has considered this policy and the synergies identified have provided us with an opportunity to align our thinking.

The continual growth of our population necessitates bold choices and solid action

to take us towards the flourishing arts ecology we all desire. The Plan outlines how Council is rapidly expanding its local opportunities through funding programs, its art collection and public art policies, as well as producing events such as Horizon Festival and creating opportunities for sector development through initiatives such as Project 24, The Refinery and Homegrown.

This Plan has the creation of unique and diverse content at its heart and is about supporting artists to create and develop new work in the region as well as providing opportunities for them to showcase their work both locally and further afield.





Maz McGann
Chair, Sunshine Coast
Arts Advisory Board

Sunshine Coast Arts Advisory Board's foreword

We are excited to present the refreshed Sunshine Coast Creative Arts Plan 2023–2038 (previously Sunshine Coast Arts Plan 2018–2038).

Thank you to the Kabi Kabi peoples and Jinibara peoples for sharing with us the intrinsic nature of creativity in culture. Drawing inspiration from local First Nations peoples, we affirm the role of the arts as a source of celebration, connection, information and ingenuity, helping us to make meaning within our own lives.

Over the past five years, the Sunshine Coast creative arts community has grown in number, diversity and maturity, endured a global pandemic and achieved annual funding support via the regional Arts and Heritage Levy.

The Sunshine Coast Arts Advisory Board welcomed a Traditional Owner to the fold, and an identified Senior Creative Development Officer and Trainee have joined Council.

During those five years, the region has grown by eight per cent, been named a UNESCO biosphere, opened an international airport, built a CBD and City Hall, and celebrated the touchdown of the international submarine cable, providing Australia's fastest telecommunications connection to Asia and second fastest to the United States.

What an exciting journey so far.

The opportunity to review the Plan alongside the new national cultural policy

Revive to ensure it remains responsive and proactive involved extensive consultation, engagement and feedback gathering. We extend our sincere gratitude to the creative arts sector, Traditional Custodians and all those who took the opportunity to passionately share their insights into the future of the creative arts for the region.

It is well documented that artists in regional communities play a vital role in expressing and shaping cultural identity as well as supporting community cohesiveness, development and wellbeing.

In fact, a vibrant and diverse arts and cultural ecology is an important contribution to the liveliness and vitality of the places we call home. Arts and culture contribute directly to the 'sense of place' which attracts both residents and investors. These attributes determine the attractiveness of a city or region as a place in which to work, live, invest and raise a family.

We invite you to get in touch and learn how you can play a role achieving the vision of this Plan. As individuals and as an arts sector, we can all demonstrate creative leadership in our own way — and celebrate all that the arts bring to our lived experience.

We are delighted to be a part of your journey and your story so far and look forward to the next five years with great optimism and excitement.

SECTION A: THE STORY



Foreword

The Sunshine Coast Council's vision is to be a region that is healthy, smart and creative. This vision acknowledges that creativity broadens our perspective, helps us to explore ideas, find solutions and build resilience.

Our aspiration is for the arts to be synonymous with our identity, firmly placing the Sunshine Coast on the national and international stage as a region that experiments and innovates while fostering leaders of brave new ideas.

There is no doubt that our growing communities and increasing ability to attract investment will provide significant opportunities for the arts through infrastructure, increased diversity and talent, new collaborations and greater recognition.

The inaugural Sunshine Coast Arts Plan 2018—2038 built a strong foundation for our future journey. This refreshed second iteration, the Sunshine Coast Creative Arts Plan 2023—2038, is the next step on our strategic path, clearly stating that there can be no greater investment in the future of our region and its many communities than a commitment to developing creative opportunities.

The second iteration of the Plan reflects our growth and maturation over the past five years and speaks to the unique opportunities presented in our immediate future. Excitingly, we remain on track to realise the Plan's vision, ensuring that 'the Sunshine Coast is alive with arts, culture and creativity'.



Image: Shaye & Ketakii, Artists in Residence at 2ndSpace, Nambour.
Photo: Warwick Gow.

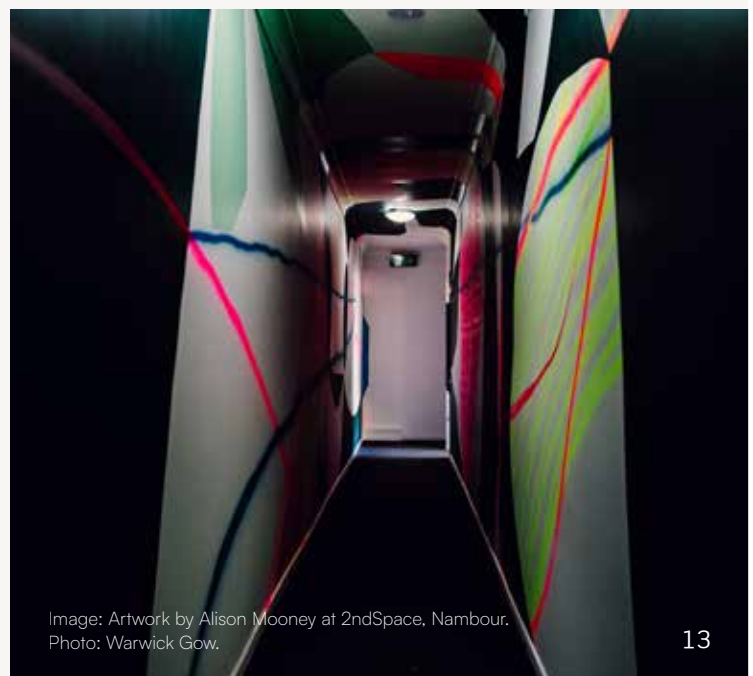


Image: Artwork by Alison Mooney at 2ndSpace, Nambour.
Photo: Warwick Gow.

The role of this Creative Arts Plan

The Sunshine Coast Creative Arts Plan 2023–2038 provides the region with an aspirational document, providing a blueprint for our investment in the arts.

It provides a clear framework of goals and commitments and articulates Council's pivotal role in developing and supporting an environment in which the creative arts can flourish.

The Plan is a key mechanism providing Council with a road map for its priorities, programs and investment in the creative arts.

Council, the Sunshine Coast Arts Advisory Board, and the creative arts sector including artists, audiences, stakeholders and our regional community more broadly, took a collaborative approach to both the development and resulting refresh of the Plan.

The initial engagement program in 2018 involved a regional sector survey, targeted stakeholder consultation, literature review, benchmarking and trend analysis. The 5-year review builds on this work and a broader range of stakeholders were consulted to expand the depth of opportunities and insights.

The strategies to achieve the Plan's vision are interrelated and rely on this continued collaborative approach between Council, the arts sector, the community, the education and business sectors, investors and all levels of government.

And while Council is ideally placed to provide leadership in the delivery of the Plan, it cannot do it alone. That is why the Plan must be embraced by everyone committed to ensuring that 'the Sunshine Coast is alive with arts, culture and creativity'.



Image: DANCE.HERE.NOW. Sensitive Chaos, Lisa Wilson. Photo: Cooper Brady.



Sunshine Coast Council

Image: Curator PD with Hamish Sawyer at The Old Lock Up, 2021. Photo: Cooper Brady.

How the Creative Arts Plan was developed

The intent of the first Sunshine Coast Arts Plan was to have the artist at its core and to ensure local artists' views were heard and embedded into the objectives of the Plan.

This second iteration built on that intent and actively broadened its engagement to amplify the opportunities and benefits for our creatives.

To support this, a comprehensive Audit and Opportunities Report (the Report) was completed. This Report was compiled through extensive desktop research of local, regional, state and national data, as well as Council qualitative and quantitative information, which measured progress against actions articulated in the previous Plan. A key data input was a Council-led survey conducted in June 2022 that provided quantitative and qualitative insights of people's experience in the creative arts sector on the Sunshine Coast. This was supplemented by targeted consultation with key stakeholders who shape, influence and have the potential to grow the creative arts sector on the Sunshine Coast.

The timing of the Arts Plan refresh is strategically opportune given the release of the Federal Government's new National Cultural Policy *Revive*, in January 2023. The intention of the Federal policy is to 'change the trajectory of the creative sector, to deliver new momentum, so that Australia's artists and arts workers, organisations and audiences thrive and grow,

and our arts, culture and heritage are re-positioned as central to Australia's future'.

Although the Plan's refresh has been deeply rooted in the experience and input from the local arts sector, there are many parallels between the key themes heard during consultation and *Revive's* five pillars, which provided an opportunity to align the refreshed goals.

The Grow action plan from Creative Together 2020—2030, and the Towards Tourism 2032 State Government strategies, also provided a valuable overlay for the refreshed Plan, with strong synergy between their focus areas and the Plan goals. All of these conversations, including those with Traditional Custodians and First Nations groups and individuals within the region's arts sector, will continue as the focus areas within the Plan inform annual work plans for Council officers.

Refer to Section C for the documentation used to inform the development of the refreshed Sunshine Coast Creative Arts Plan 2023—38 as well as the original Sunshine Coast Arts Plan 2018—38. Background documents used to inform the plans are also available on Council's website and at Council libraries.



Image: Sunshine Coat Exhibition by Shaye Hardisty and Ketakii Jewson-Brown, The Old Ambo 2023. Photo: Ketakii Jewson-Brown.

The role of Council

Council has a key role to play in achieving the Plan's vision. It takes responsibility for providing strong leadership and setting strategic direction and planning to support the development of the arts sector on the Sunshine Coast.

As custodian of the Plan, Council's role is to engage with the arts sector and the community to ensure:

- arts assets and infrastructure are accessible and appropriately located, designed, constructed, managed and maintained
- arts programs are accessible and delivered to strengthen the arts sector and target identified needs
- innovative approaches to meeting the plan's goals are sought
- arts programs and projects gain the exposure they require to contribute to the region's cultural vitality
- opportunities to partner, collaborate or leverage funding, projects and programs are actively sought to achieve strong arts outcomes
- advocacy for investment into the arts remains a key priority.



When Sunshine Coast Council committed to the development of its first Arts Plan, and then endorsed it in 2018, it acknowledged that the arts, both in practice and in the context of the strategic framework in which it functions, do not operate in isolation. It acknowledged that in terms of policy, objectives and programs, the Plan must be considered in relation to a range of other Council responsibilities including community services, cultural development, economic development (specifically creative industries) and infrastructure planning.

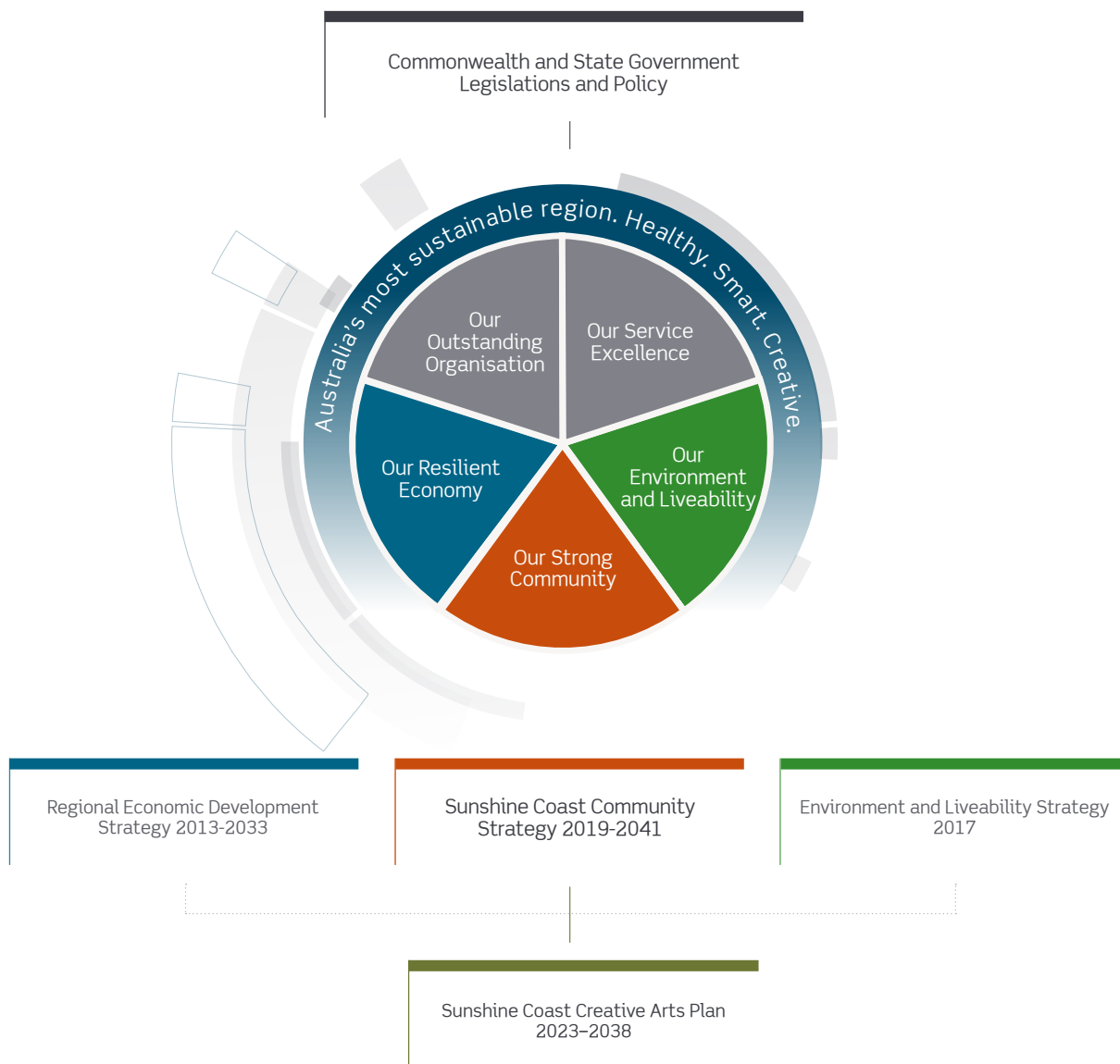
The Plan also considers Council's endorsed strategies, plans and policies to nurture the development of the interrelated aspects of culture, creativity and the arts. The relationship between the Plan and these strategies is articulated in the strategic alignment section. As Council plans undergo reviews, this Plan will be considered as part of the process.

Through the Vision and Goals outlined in this Plan, Council's approach will seek to amplify the voice, visibility, development, and recognition of the arts sector. To do this, Council will take on a range of roles as appropriate, including: facilitator, advocate, partner, provider, asset owner, investor, information and service provider, and creative leader.

This approach will serve to support the growth of an authentic and vibrant arts culture, to strengthen and sustain the arts sector, and to enrich the artistic and cultural content available within our region.

The outcome will be an active, engaged and empowered arts sector and a community that both values and appreciates the region's cultural maturity, and actively seeks to contribute to its sustained success.

Strategic framework



The Creative Arts Plan 2023-2038

The Creative Arts Plan aligns with Council's Community Strategy 2019-2041 and recognises the role of arts and creativity in building inclusive, cohesive, and socially connected communities. However, the Plan is not singular in its focus; it impacts all of Council's top-tier plans, contributing to and delivering on community, environment and liveability, and economic development outcomes.

Strategic alignment

Regional Economic Development Strategy 2013-2033

The Regional Economic Development Strategy 2013-2033, (REDS) provides a 20-year vision and blueprint for sustainable economic growth. It will help to ensure the region actively participates in the global economy and deliver the lifestyle and opportunities for local residents and businesses alike.

Vibrant arts and cultural scenes attract visitors, tourists, and potential residents, driving regional economic development. While the REDS leads Council's approach to broad industry development, the Creative Arts Plan drives professional development of artists and the creative arts

sector. It supports and delivers arts experiences and cultural infrastructure, and the development of arts audiences, while building the profile of our region, invigorating communities, creating jobs, and building creative businesses.

Sunshine Coast Major Events Strategy 2017-2028

The Major Events Strategy outlines the region's approach to the acquisition, support and assessment of the annual calendar of major event products that drive visitation and economic benefit. The Creative Arts Plan is aligned to this strategy, stimulating the creative arts sector, driving cultural tourism and contributing to the diverse calendar of major events in the region.

Sunshine Coast Community Strategy 2019-2041

The Sunshine Coast Community Strategy 2019-2041, focuses on inclusive communities by supporting the growth of social connection and collaboration through a place-based approach. Place based planning is an enduring concept in this strategy. Outcomes sought include an emphasis on active transport; community facilities, including supporting facilities, parks, open space and civic spaces; affordable living options; smart infrastructure and sense of place in the public realm.

At the heart of our communities are our people who come together and actively participate in their community, contributing to the social, cultural and creative life of our region. The Plan plays a pivotal role in cultivating a vibrant, interconnected, and thriving community for all. Arts participation and experiencing a diverse range of cultural expressions facilitates appreciation and understanding, fostering a sense of unity and belonging. Through creativity, art and culture, we are a stronger, more interconnected community.

Environment and Liveability Strategy 2017

The Environment and Liveability Strategy, 2017 builds a pathway to a healthy environment and liveable Sunshine Coast in 2041. The natural environment and how it can be preserved and enhanced, as well as the liveability of the region is the primary focus – enabling a good quality of life for all residents and supporting a strong economy in an accessible and well-connected built environment.

A vibrant region is a liveable region. The Creative Arts Plan works to ensure our region is alive with arts, culture and creativity. The Plan embeds the principle of sustainability in its core values, with the care of people, planet, place and prosperity a key focus for the sector and embedded in the Plans' strategic direction.

A key component of this Plan is the Regional Arts Infrastructure Framework 2019 – 2041, which outlines the current and future infrastructure requirements our creative communities need to practice and produce art.



United Nations Sustainable Development Goals

As we advance our vision as Australia’s most sustainable region — Healthy. Smart. Creative — the environmental, social, cultural and economic activities across the region must be carefully balanced to ensure we advance our vision sustainably.

The United Nations Sustainable Development Goals (UNSDGs) for peace, prosperity, people and planet provide a comprehensive and internationally recognised framework for us to collectively align

the way we each live, work, learn and play every day — and form an important foundation of the performance measurement framework of our Biosphere.

Council is demonstrating regional leadership by committing to embed the UNSDGs in our strategies, plans and associated progress reporting. Each Corporate Plan goal identifies how it contributes to the UNSDGs and, in doing so, assists to progress our Sunshine Coast Biosphere aim and objectives.

<p>1 NO POVERTY</p>	<p>2 ZERO HUNGER</p>	<p>3 GOOD HEALTH AND WELL-BEING</p>	<p>4 QUALITY EDUCATION</p>	<p>5 GENDER EQUALITY</p>	<p>6 CLEAN WATER AND SANITATION</p>
<p>7 AFFORDABLE AND CLEAN ENERGY</p>	<p>8 DECENT WORK AND ECONOMIC GROWTH</p>	<p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p>	<p>10 REDUCED INEQUALITIES</p>	<p>11 SUSTAINABLE CITIES AND COMMUNITIES</p>	<p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p>
<p>13 CLIMATE ACTION</p>	<p>14 LIFE BELOW WATER</p>	<p>15 LIFE ON LAND</p>	<p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p>	<p>17 PARTNERSHIPS FOR THE GOALS</p>	

Our global commitment

Towards this end, this Plan embeds the United Nations Sustainable Development Goals (UNSDGs) into its actions. The United Nations Sustainable Development Goals for peace, prosperity, people and planet provide a comprehensive and internationally recognised framework to collectively align the way we each live, work, learn and play every day.

UNSDG 03 — The Plan seeks to build arts audiences within the region, recognising the transformative power of arts participation in enhancing physical and mental well-being. Arts and cultural activities, such as music, dance, visual arts, and literature, have been shown to have positive impacts on individuals' health, resilience, and overall quality of life.

UNSDG 08 — The Plan recognises the economic potential of the arts and creative industries, supporting the development and promotion of artistic and cultural activities as key drivers of economic growth, job creation, and entrepreneurship. By nurturing local artistic talent and supporting a diverse creative sector, the Plan contributes to the diversification of economies and the generation of income and employment opportunities across the whole region.

UNSDG 09 — The Plan contributes to this goal by recognising the role of arts and creative industries in driving innovation, creativity, and economic growth. It supports the development and promotion of artistic and cultural activities as key components of the creative economy. The Plan encourages the establishment of cultural infrastructure, the support of artists and creative entrepreneurs, and the integration of arts and culture into innovation-driven sectors.

UNSDG 11 — The Plan works to achieve this goal by recognising the significance of cultural heritage, diversity, and creativity in shaping vibrant and sustainable cities and regions. The Plan promotes the integration of cultural considerations into urban planning and development processes, facilitating cultural expressions and diversity and highlighting the role of culture in building inclusive and cohesive communities.



In June 2022, our Sunshine Coast local government area was recognised by the United Nations Educational, Scientific and Cultural Organisation (UNESCO) as a biosphere reserve — where responsible development and people living sustainably sit alongside active conservation.

Our region has joined a global effort of 738 biospheres in 134 countries to balance the environmental, social, cultural and economic needs of today, without compromising the ability to meet the needs of future generations.

Our region's international recognition as a special place where people are living, working, learning and playing

sustainably highlights the values of our region that we are seeking to protect and enhance, brings new opportunities and a range of possible benefits to our natural environment, community, lifestyle and economy.

Being recognised as a UNESCO Biosphere reserve and maintaining this credential is our region's commitment to create a positive legacy for future generations. Every resident, visitor, business and government entity has a key role to play in maintaining and enhancing the Sunshine Coast Biosphere reserve for our children, grandchildren and all those who will enjoy the prosperity, beauty and liveability of our region into the future.

Defining the creative arts

Recognising Council's existing strategic framework, the Plan addresses areas of focus which are not currently captured by other existing Council strategies and plans.

It is important to establish a definition of 'the creative arts' for this plan. The definition used by UNESCO and the Australia Council for the Arts has been used as a basis for outlining the scope of the Plan.

The Plan therefore defines the creative arts — and by extension, creatives, artists and workers in or that support the creative arts industry — to include:

- literature
- music, in all forms
- theatre, musical theatre and opera
- dance, in all forms
- other performing arts such as circus, comedy and puppetry
- arts festivals
- visual arts and crafts
- screen — film, television and online
- arts education and training
- First Nations (Aboriginal and Torres Strait Islander) arts
- community arts and cultural development
- emerging and experimental arts.

To focus programming and investment and to minimise duplication (where areas are addressed in other Council planning documents), this plan does not include:

- other broadcasting activities, the print media, multimedia without an arts content focus
- cultural institutions such as libraries, museums and archives
- broader areas of cultural activity such as environmental heritage
- broader areas of creative activity such as fashion, design or architecture.

However, it is noted that some of the mechanisms that creatives and artists may use to develop, test, showcase and present their work may include events, festivals, public space, theatres/performance venues, libraries, digital tools or platforms, retail outlets and media (online, television and radio).

These definitions help to provide scope for the Plan.



Image: Amanda Bennetts, Project 24 residency, 2023. Photo: Cooper Brady.



Image: Ceramic Handbuilding, Horizon Festival 2018. Photo: ben vos productions.



Image: DANCE.HERE.NOW. VOiiid Collective. Photo: Adam Plant.



Image: Michael Cook, *Undiscovered*, UniSC Art Gallery 2020. Photo: Carl Warner.



Image: Project 24, September showing, 2022. Photo: Cooper Brady.



Image: Skye Blue, Beverly Kills, Scarlett Fever —
The Sunshine Sisters of The Rangebow Festival, 2022. Photo: Alex Polizzi.

A snapshot of the creative arts sector

NATIONAL (AUS)



98% of Australians engage with the arts



2 in 3 Australians attended the arts in person



Entertainment, social connection and understanding other perspectives and cultures are the top drivers of national arts attendance



4 in 10 Australians would like to attend more arts events, with cost and location the key barriers to increased attendance.

STATE (QLD)



98% of Queenslanders engage with the arts



2 in 3 Queenslanders attended live arts events (up from 1 in 2 in 2016)



60% of Queenslanders believe the arts should receive public funding



82% of Queenslanders engage with the arts online (up from 77% in 2016)



2 in 3 Queenslanders believe the arts make for a richer and more meaningful life (up from 57% in 2016)

LOCAL (SC)



96% of Sunshine Coast participants attended an arts event



1 in 2 creatively participated in the arts



82% attended music



71% attended visual arts and craft



61% attended theatre and dance



9 in 10 participants agree that arts and culture make the Sunshine Coast a better place.

“ Total sales from First Nations (Aboriginal and Torres Strait Islander) visual arts and crafts markets exceed \$250 million annually. ”

pc.gov.au

First Nations arts

First Nations arts are a representation of cultural songlines and integral to the cultural identity, stories and history of First Nations peoples.

With cultural tourism being one of the world's largest and fastest-growing tourism markets, Australia is uniquely placed to leverage this growth as home to the 'world's longest continuously living culture'.

In 2017, 'nearly 830,000 international tourists engaged with First Nations arts while in Australia' (an increase of 41 per cent since 2013) which included 'First Nations performances as well as attendance at art, craft or cultural displays.

www.aph.gov.au

The creative economy

Cultural and creative activity plays an important role in **Australia's economy, growing to \$122.3 billion in 2019–20, an increase of \$26.0 billion (27.1 per cent) over the last 10 years.**

Overall, growth in cultural and creative activity has been slower than the pace of growth for the Australian economy. As a share of GDP, **cultural and creative activity declined by 0.6 percentage points, from 6.8 per cent in 2010–11 to 6.2 per cent in 2019–20.**

infrastructure.gov.au

Arts tourism

Along with population growth and overall growth in domestic tourism, the number of Australians engaging with the arts while exploring their own country are growing.

At the same time, the destinations where tourists are especially likely to engage with the arts are in regional Australia. International arts tourists are more likely to visit regional Australia than international tourists overall.

Arts tourists are high value tourists — they are more likely to stay longer and spend more when travelling than domestic tourists overall.

In total, **Australians took 205.3 million domestic daytrips in 2018**, an increase of 39 per cent since 2009. In comparison, arts daytrips increased by 60 per cent over the same time period.

Australians took 104.8 million overnight trips in total, an increase of 55 per cent since 2009. Overnight arts trips grew by 71 per cent over the same time period.

More than eight million international tourists visited Australia in 2017 and three and a half million (43 per cent) engaged with the arts while here.

Arts tourist numbers grew by 47 per cent between 2013 and 2017, a higher growth rate than for international tourist numbers overall (37 per cent).

More international tourists engage with the arts than visit wineries or casinos, or attend organised sports events.

Australia Council: Domestic Arts Tourism and International Arts Tourism research reports.

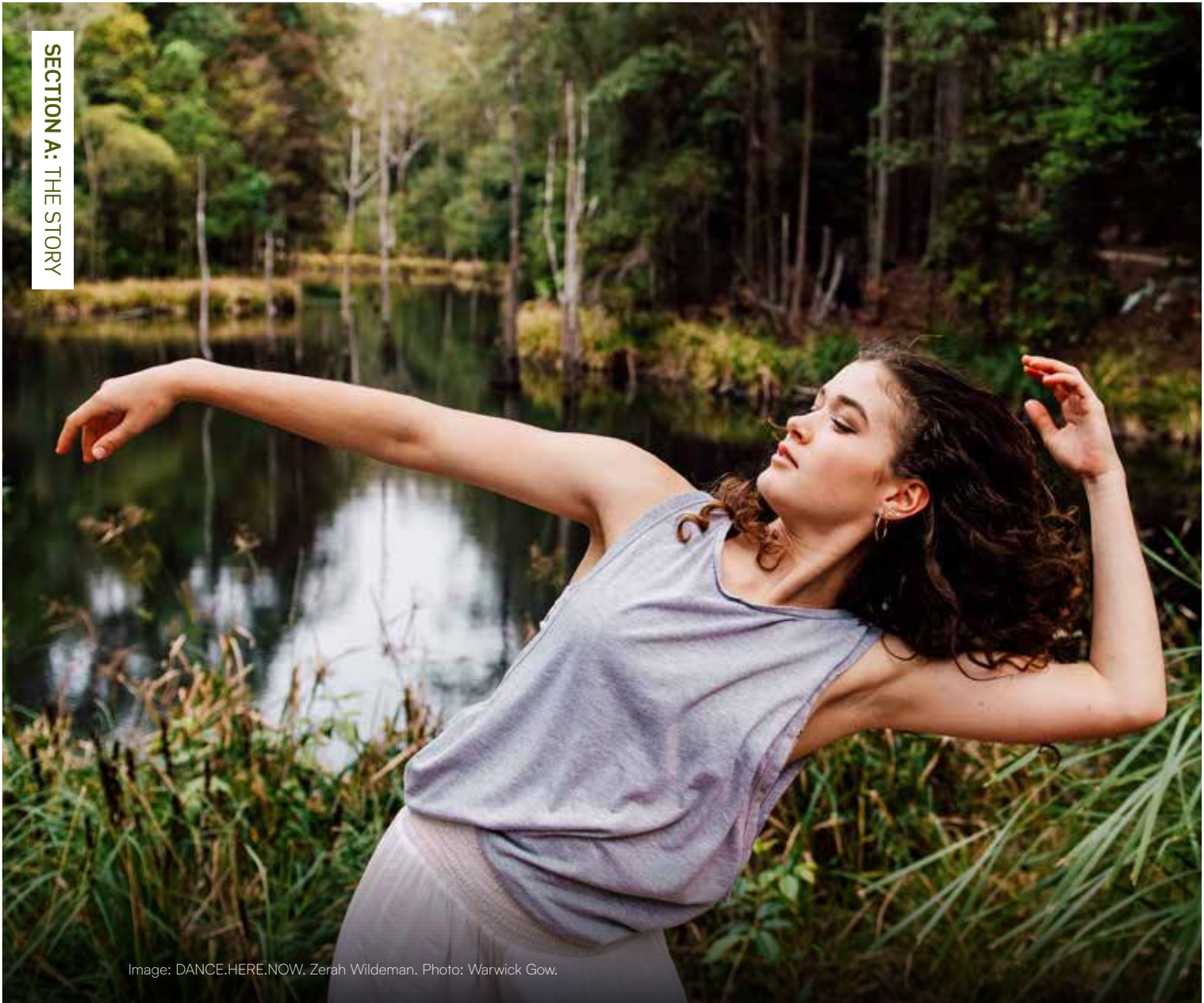


Image: DANCE.HERE.NOW. Zerah Wildeman. Photo: Warwick Gow.

Our creative landscape



346,648
total population



Top hidden gems
in the region



2,291 sqm
total land area

Lind Lane Theatre
Maroochy Botanic Gardens
The Old Ambulance Station
Buderim Craft Cottage



6
urban centres

Our creative people

Demographics



68% of participants identified as female



25% of participants are aged 45 to 54 years

Genre and expertise



1 in 3 work in visual arts and craft, of which...



1 in 2 work as a visual artist



1 in 8 work in music, of which...



2 in 3 work as a musician



1 in 10 work in screen, of which...



1 in 4 work as a director

Participation, income and experience



71% of participants have attended or participated in a Council arts event



63% of participants are paid for their creative work



45% of participants have been working in the creative industries for 20+ years



57% of participants are willing to travel 50+ kilometres to enjoy an arts or cultural experience

Barriers and opportunities



Top barriers for the industry

- Limited infrastructure
- Cost of conducting business
- Limited industry representation



Top priority actions for the industry

- Access to infrastructure
- Grant funding
- Incentives

A word from the sector

In preparing the initial Arts Plan in 2017, Council worked with eleven professional artists who engaged their networks to talk about what a 20-year vision for the arts should look like.

The Plan was endorsed by Council in 2018 and now, five years on, Council has re-engaged with this important group to get its perspective on our progress.

'Despite COVID, or perhaps because of it, there feels like a surge in artistic expression with artists taking major leaps into cross modality works, collaborations and more exploratory works. It has never been easier or cheaper to involve technology in the experience of art and the development of an artist.'

Mic Black, Creative Technologist

'The industry is growing, and independent contemporary artists are staying on the Coast as they can access financial support through RADF and Horizon Festival. The community is connected and passionate about living on the Coast and developing programs, projects and collaborative spaces for our local audiences to experience. We have come a long way and now need a larger financial investment to support the growth and longevity of projects.'

Amie Moffat, Creative Producer

'Post COVID and with daily-life price increases, audience numbers are down and venue bookings uncertain.'

Mason Hope, Musician

Back row, L-R: Amie Moffat, Sarah Kanake, Jandamarra Cadd, Mason Hope, Mic Black, Zoe Martin, Delaney Delaney, Glen Sheppard. Front row, L-R: Linsey Pollak, Florence Teillet, Marina de Jager. Absent: Livia Hanich.



Image: Conny Van Lint, *Holding Space*, Sculpture on the Edge 2022.
Photo: Barry Alsop - Eyes Wide Open Images.



Sunshine Coast Council

Industry development program participants

In the years following the first Arts Plan, Sunshine Coast Council's Creative Arts and Events team led a series of focused development programs, designed to build the capacity of local artists and strengthen the region's creative sector.

'The programs have given me a greater confidence in my creative abilities and strengthened my belief that what I am doing has value.'

'They have equipped me with many skills that have afforded me many opportunities.'

Ketakii Jewson-Brown, Photographer

'The programs provide opportunities for artistic growth and challenge, forming new ideas, and developing new bodies of work. They provide structured scaffolding for the development of new skills with the freedom for self-driven direction.'

'These programs are crucial for increased visibility within both industry and community. They also offer immeasurable tangential opportunities through connection — professional networks, audience development, partnership pathways, and artistic collaborations. The fruits of these programs will ripple through for many years to come.'

**Ruby Donohoe,
Interdisciplinary performance-maker**





Vision

The Sunshine Coast is alive with arts, culture and creativity.

Values

Bold

We are brave risk takers, who experiment and innovate.

Authentic

We keep it real, do what we say we will, and ensure it is relevant and realistic.

Sustainable

We care about people, planet, place and prosperity.

Inclusive

We welcome, respect and celebrate diverse perspectives and experiences.

Connected

We build dynamic partnerships and collaborations across sectors, communities and cultures.

Goals

01

Empower First Nations

First Nations creativity and contemporary cultural expression is celebrated, emboldened and self-determined.

02

Build capacity

The region's creatives, artists and sector are professional, skilled and connected.

03

Strengthen engagement

Arts audiences grow through genuine participation and a diverse range of meaningful and tailored experiences.

04

Boost infrastructure

Dynamic places and innovative approaches enable artists and audiences to connect, create and share.

05

Cultivate identity

Our reputation as a creative region attracts attention, talent and investment.

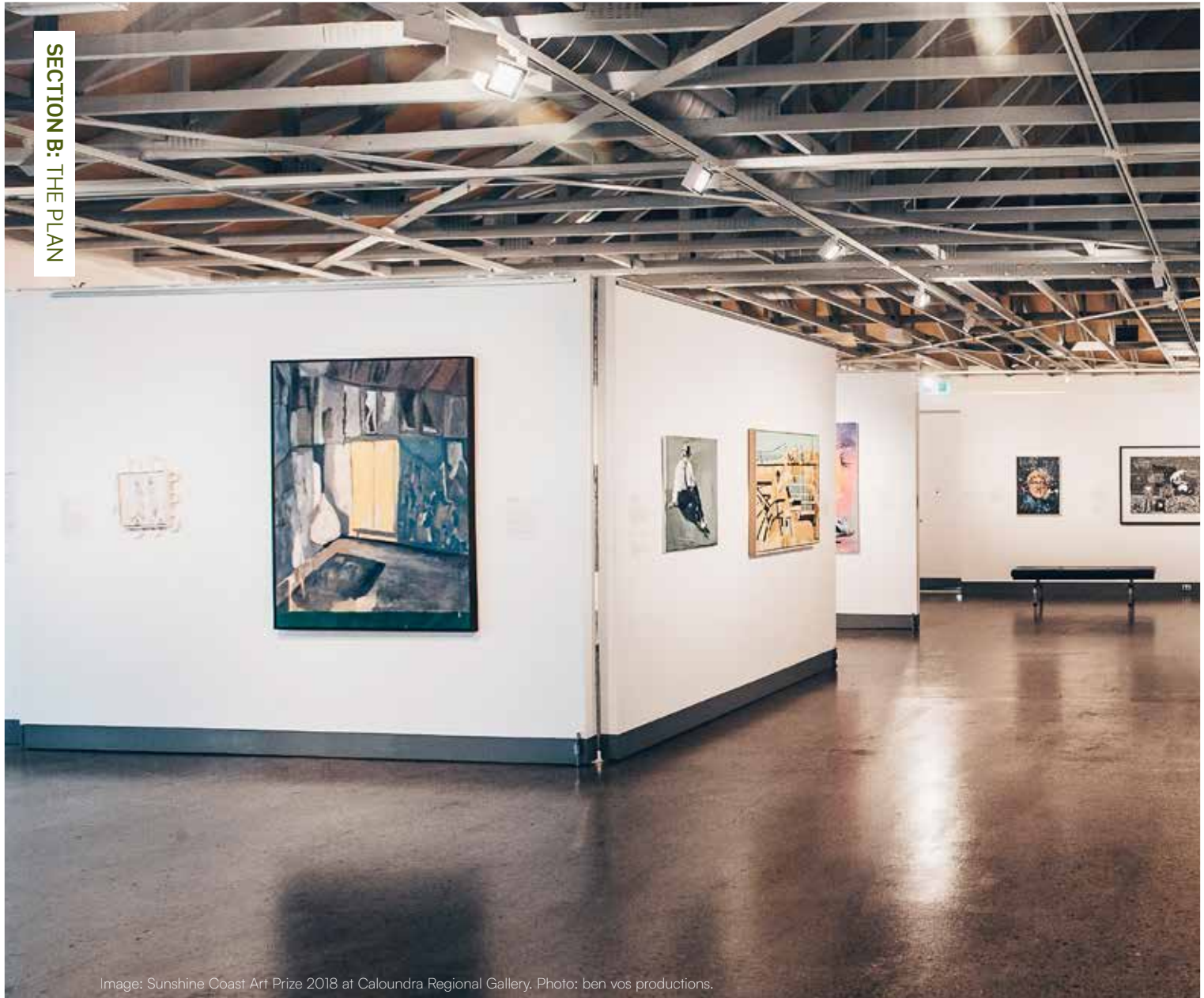


Image: Sunshine Coast Art Prize 2018 at Caloundra Regional Gallery. Photo: ben vos productions.

Focus areas

The strategies to achieve the Creative Arts Plan vision are interrelated and while Sunshine Coast Council will have responsibility for leading delivery, the Plan is owned by everyone committed to achieving its vision.

The refreshed plan is reflective of the increased maturity of the region five years post the introduction of the first 20-year Arts Plan. It includes higher order focus areas and a format that is agile and adaptable to enabling strategies to achieve benefits against multiple goals.

An annual operational plan will be developed and endorsed by Council during its financial year budget

deliberations. The operational plan will cover a detailed set of annual actions designed to deliver on the high-level focus areas set out in this Plan.

Timeframe: All focus areas will remain ongoing over the life of this plan: 2023–2038.

Stakeholders: Collaborations and partnerships with and between Council, the arts sector, the community, the education and business sectors, investors and all levels of government.

Budget: The annual plan will be funded via a mix of core Council budget, revenue from the Arts (and Heritage) Levy, grants, partners and sponsors.



First Nations led

The Plan seeks to establish a First Nations Arts Sub-Committee of the Sunshine Coast Arts Advisory Board. Once established, the Sub-Committee will lead the development of a First Nations Arts Strategy to:

- develop a long-term youth focused arts development program to provide exposure, education and empowerment to explore artistic practice
- support and develop First Nations curators, producers, directors and performers to enable First Nations led initiatives including the development of contemporary work
- proactively educate and share within the First Nations creative sector, and more broadly, national policy, protocol and truth-telling happenings.

Delivering Goals

01 Empower First Nations	02 Build Capacity	03 Strengthen Engagement	05 Cultivate Identity
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Image: DANCE.HERE.NOW. VOiiid Collective. Photo: Adam Plant.

Sustainable business models

Support the development of business skills and entrepreneurship across the whole sector — including individual artists and small to medium-sized companies — to develop sustainable business models through:

- partnerships and brokering
- co-investment
- creative innovation
- skills development, and
- market identification including export markets.

Delivering Goals

01 Empower First Nations	02 Build Capacity	05 Cultivate Identity
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Professional development

Support and deliver diverse and relevant professional development initiatives including, but not limited to:

- funding opportunities and programs, including RADF
- mentorships, fellowships, traineeships, residencies
- artistic practice development
- First Nations cultural protocol training and knowledge exchange
- inclusive and accessible programming.

Delivering Goals

01 Empower First Nations	02 Build Capacity	05 Cultivate Identity
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Cultural Olympiad

Develop and implement a coordinated regional approach to presenting a diverse and innovative cultural program for the Cultural Olympiad, including the 2032 Olympic and Paralympic Games, to showcase the region’s creative talent and landscape on a national and international stage.

Delivering Goals

01 Empower First Nations	02 Build Capacity	03 Strengthen Engagement	05 Cultivate Identity
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ArtsCoast brand and audience development

Implement the ArtsCoast Brand Strategy and Audience Development Plan to:

- build local engagement and support for the arts
- promote local artists and arts experiences
- develop the reputation of the Sunshine Coast as a creative destination to live, work and visit, and
- portray First Nations creative activity in an authentic and contemporary way that is reflective of country and respectful of cultural authority.

Delivering Goals

01 Empower First Nations	02 Build Capacity	03 Strengthen Engagement	05 Cultivate Identity
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Horizon Festival

Develop and implement a Horizon Festival Strategy that maps the journey to becoming a premier arts event on the national calendar, including an extended 2032 offer.

Delivering Goals

01 Empower First Nations	02 Build Capacity	03 Strengthen Engagement	05 Cultivate Identity
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UNESCO initiatives

Investigate the adoption or leveraging of UNESCO initiatives including:

- UNSDGs
- Agenda 21 for Culture
- Creative Cities Network
- Biosphere status.

Delivering Goals

05 Cultivate Identity

Build digital literacy

Leverage our Smart City and broadband capability to build digital literacy and the skills to adopt new technologies for creative arts initiatives, businesses and artists.

Delivering Goals

02 Build Capacity	03 Strengthen Engagement
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Image: Kabi Kabi Connections, Horizon Festival 2022. Photo: Alain Bouvier.

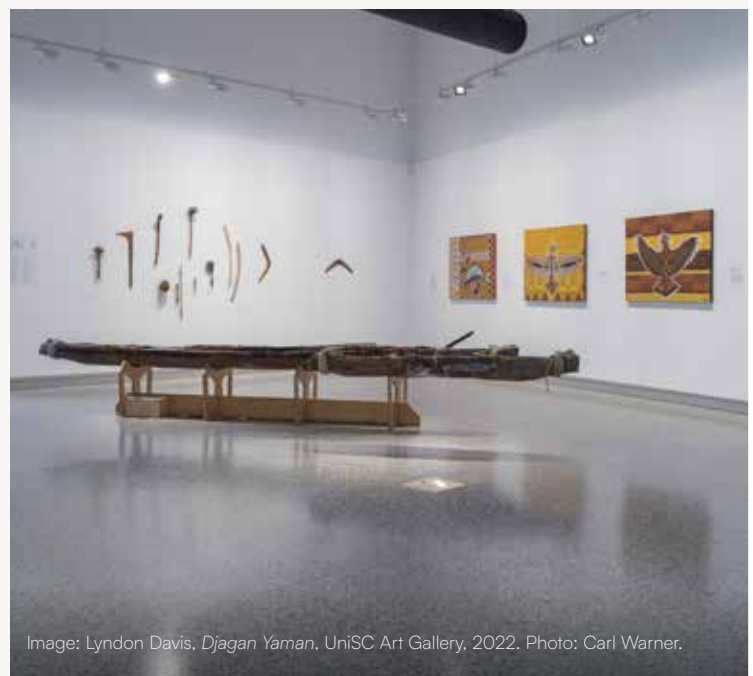


Image: Lyndon Davis, *Djagan Yaman*, UniSC Art Gallery, 2022. Photo: Carl Warner.



Image: Hussy Hicks at Norton Music Factory. Photo: Chris Clow.

Arts infrastructure

Support the delivery of the Regional Arts Infrastructure Framework 2019–2041 which provides the strategic direction for a viable, integrated and highly functional network of built infrastructure to respond to the arts and cultural needs of the region, including:

- advocating for the acceleration of transformational arts infrastructure; and
- providing access to places and spaces, (short and long-term), to work, make, rehearse, present and connect.

Delivering Goals

01 Empower First Nations	02 Build Capacity	03 Strengthen Engagement	04 Boost Infrastructure	05 Cultivate Identity
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Leadership and advocacy

Support leadership and advocacy for and within the creative arts sector — including the Sunshine Coast Arts Advisory Board, the Sunshine Coast Arts Foundation, and other key arts bodies — to enable:

- strengthened relationships with state and national arts and cultural organisations, education providers and governments at all levels
- policy that empowers creative arts experiences in public places
- arts outcomes for the region, including funding
- visibility of artists and of the region
- investment in the arts by individuals and businesses.

Delivering Goals

01 Empower First Nations	02 Build Capacity	03 Strengthen Engagement	04 Boost Infrastructure	05 Cultivate Identity
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Programming and projects

Support and deliver a diverse and accessible program of arts experiences for the Sunshine Coast community and visitors, including creative placemaking, public art, festivals, events and participatory and immersive opportunities.

Delivering Goals

01 Empower First Nations	02 Build Capacity	03 Strengthen Engagement	04 Boost Infrastructure	05 Cultivate Identity
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Sunshine Coast Regional Gallery

Develop and implement a Sunshine Coast Regional Gallery Strategic Plan (including Collections) to:

- support the design, funding and development of a new and appropriate Regional Gallery for the Sunshine Coast
- develop audiences, including local engagement and visitor attraction
- grow the value and significance of the Sunshine Coast Art Collection
- guide the curation of a dynamic and engaging program of exhibitions and events
- drive strategic marketing, communications and partnerships
- build funding and revenue streams, including philanthropic investment
- develop and deliver a Regional Public Art Strategy.

Delivering Goals

01 Empower First Nations	02 Build Capacity	03 Strengthen Engagement	04 Boost Infrastructure	05 Cultivate Identity
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Implementation and measuring success

The Sunshine Coast Creative Arts Plan will be reviewed every five years to ensure it continues to respond to the pace of change with the arts sector and continues to align with Council's corporate vision.

Review

Using an iterative process, outcomes will be measured over a five-year period. The status and success within focus areas will be evaluated and future priorities identified for each subsequent five-year period. This continual review process will ensure the vision remains relevant, achievable and firmly in our sights.

Measuring the Plan's success

The Key Performance Indicators (KPIs) used to measure the Plan's success include:

Cultural Vitality — KPI of 80%

Cultural Vitality indicates the level at which attendees at arts activities agreed to five statements relating to wellbeing, local economy, community pride, capacity building, and appreciation of the arts. This score is calculated as an average out of five. It is based on a 'public values-based measurement framework' designed through a joint research project with University of the Sunshine Coast and Sunshine Coast Council to measure public outcomes and impacts in the community from Council's investment in the arts, cultural and heritage programs and projects.

Satisfaction — KPI of 80%

Satisfaction is measured via completion of surveys for all programs and projects delivered under the Plan.

Annual growth in engagement — KPI of 5%

This is measured through increased numbers of audience attendance, program participants, funding applications and survey respondents.

Annual growth in profile — KPI of 5%

This is measured through media (traditional and social) engagement, reach and value.

Annual growth in value of assets — KPI of 5%

This is measured through the growth in value of the Sunshine Coast Art Collection, including 2D, 3D, digital and public art.



SECTION C: THE JOURNEY



Creating the Plans: research and references

With each iteration of the Creative Arts Plan, a significant body of research and stakeholder engagement has been undertaken. These plans, research and references are provided below and are available to view on Sunshine Coast Council's website.

Sunshine Coast Creative Arts Plan 2023—2038



i. ArtsCoast Audit and Opportunities Report



ii. Sunshine Coast Audience and Market Research Final Report



iii. Regional Arts Infrastructure Framework Summary Report

Sunshine Coast Arts Plan 2018—2038



i. Sunshine Coast Arts Plan 2018—2038



ii. Sunshine Coast Arts Plan Targeted Stakeholder Engagement — Final Report



iii. Sunshine Coast Arts Plan Discussion Paper



iv. Sunshine Coast Arts Plan Arts and Culture Snapshot

What's next?

Sunshine Coast Council will continue to measure, monitor and review annually, while continuing to engage with the sector. In 2028, Council will undertake its next review before releasing the second five year update to this plan.

