


STRATEGIC POLICY – CULTURAL DEVELOPMENT

 Sunshine Coast Regional Council	
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Corporate Plan Reference:	3 Innovation and Creativity 3.3 <i>A creative and artistic region</i> 5 Social Cohesion 5.3 <i>A sense of identity and belonging</i> 8 Great Governance 8.6 <i>An informed and engaged community</i>
Endorsed by Council on:	15 November 2012
Policy Owner and Department:	Executive Director, Community Services

This policy demonstrates council's commitment to cultural development and recognises its value in celebrating and building the region's creative and cultural communities, social wellbeing, place identity, sector resilience and future prosperity.

This policy and supporting background paper informs council's approach to cultural development and guides its application in conjunction with a number of other planning documents that are outlined in Related Policies and Legislation, as well as future material to be developed.

POLICY PURPOSE

The purpose of this policy is to outline the principles which guide council's contribution to cultural development and detail the position and key priorities to enrich the cultural vitality of the Sunshine Coast.

VISION

'A culturally and creatively vibrant, green and diverse region.'

POLICY OUTCOME

The outcomes of this policy include:

- a resilient and robust creative industries sector
- inclusive, united and engaged communities
- culturally active and historically valued places and spaces
- an increase in cultural tourism
- consistent governance processes.

POLICY SCOPE

This policy applies to existing and future creative and cultural initiatives with particular focus on the following:

- capacity building
- community participation

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- sense of place and cultural appreciation
- promotion and cultural tourism.

PRINCIPLES

The principles guide the application of this policy and the development and review of other relevant policies, strategies and plans.

Economic development: economic activity is stimulated through increased community, business and visitor participation and investment in cultural development

Engagement: community access and values are strengthened through active encouragement of community involvement in and ownership of cultural development planning and programming

Environment: culturally significant environments are protected through responsible practices and management of places and spaces

Innovation: entrepreneurship and innovation are encouraged to help build resilient creative and cultural industries

Lifestyle and sense of belonging: the unique and culturally significant characteristics of a place are understood, valued and activated; creating connected communities and stimulating diverse, safe and inclusive environments

Sustainability: cultural development initiatives are supported that deliver council's corporate priorities and have lasting and sustainable community outcomes

Tourism: our unique cultural tourism product is built and preserved by marketing our creative and cultural activities locally and globally

Valuing people: the value of our local communities is celebrated through stimulating capacity building and creative expression

POLICY STATEMENT

Sunshine Coast Council recognises the important role cultural development plays in establishing socially inclusive, cohesive and creative communities, as well as the contribution creativity and culture can make to an individual's wellbeing. Council is committed to the implementation of cultural development initiatives and partnerships that attract and enable participation from residing locals, arts and cultural producers and visiting tourists.

Considering cultural development consistently across all aspects of council operations, planning and policy development will enable and encourage creativity and innovation, distinctiveness and vibrancy within our local communities. Creating activated and meaningful places and spaces that reflect and respect who we are and who we have been will also contribute to the region's cultural identity and distinct character that the community so strongly value.

With such a diverse region in respect to our places, cultures and producers, council is focused on enabling partnerships which build the capacity of the Sunshine Coast's creative and cultural industries, and exploring new opportunities in attracting cultural tourism. Diversifying jobs and stimulating the local economy through industry and tourism development generates further economic benefit for the region and our local businesses.

This policy is a tool to ensure that cultural development decision-making enriches our culturally and creatively vibrant, green and diverse region.

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KEY FOCUS AREAS

The policy outcomes and associated priorities set the criteria in the decision-making process for the evaluation and review of operational cultural development initiatives.

A resilient and robust creative industries sector

- Assist groups and individuals to access funding that supports community cultural development, enables cultural expression and encourages community participation.
- Develop initiatives and partnerships that support and build the capacity and resilience of the region's local creative and cultural industries, and communities.

Inclusive, united and engaged communities

- Provide and support creative and cultural activities which engage the community, encourage participation and support the delivery of adopted council priorities.
- Ensure council's libraries, galleries, performing arts venues and open spaces continue to foster and support creative and cultural development initiatives and programs.

Culturally active and historically valued places and spaces

- Create meaningful, liveable and culturally active places and spaces that reflect, recognise and respect the distinctiveness of the region's communities, localities and environment.
- Preserve, protect and activate the region's cultural heritage, culturally significant assets, history and memories.
- Support Aboriginal and Torres Strait Islander, and multicultural events and celebrations.
- Establish governance processes around how council manages its collections.

Increased cultural tourism

- Maintain and develop partnerships to promote the region's creative and cultural assets and events.
- Promote and support cultural initiatives to grow local and visiting audiences through the use of traditional marketing tools and existing and future digital technologies.

MEASUREMENT OF SUCCESS

The outcomes of this policy can be measured by the extent to which:

- the community is satisfied with the diversity of the region's cultural, creative and artistic activities
- the community participate in or access cultural places, collections, activities and events
- the Sunshine Coast Council's cultural processes, programs and products are recognised outside the region.

ROLES AND RESPONSIBILITIES

Councillors set the strategic direction through creating council's policy position on cultural development.

The **Community Services** department is the primary deliverer of cultural development initiatives. It also contributes to supporting, enhancing and promoting the region's creative and cultural outcomes and activities through a complementary suite of related policies, strategies and plans. The department takes on a proactive role in embedding the Cultural Development Policy's principles into the corporate planning framework, and effectively educates and advocates for the integration of cultural development opportunities into the planning and provision of the region's places, collections, activities and events. Community Services is also the area responsible for both the development and enforcement of regulations (local laws and permits) which can support and enable creative and cultural expression.

The **Finance and Business** department via its Economic Development branch plays a support role in the development and delivery of creative and cultural initiatives, assisting the Community Services department to strengthen the region's creative and cultural tourism industries.

The **Regional Strategy and Planning** department is responsible for planning the region's places and spaces, and considering creative and cultural activation opportunities within planning processes. The

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department has a primary role in the implementation and maintenance of the region's *Planning Scheme* and development of a new *Planning Scheme* for the Sunshine Coast. The department is also responsible for the development of a *Cultural Heritage Strategy* that will assist to strengthen the cultural identity of the region.

The **Infrastructure Services** department is responsible for the design and implementation of infrastructure that contributes to sense of place and considers, supports and enables cultural development initiatives. The department works to embed cultural and creative activities in all stages of infrastructure development including scoping, planning, community engagement, design, construction and activation. The department is also responsible for the management of heritage sites within the region.

Council officers are responsible for implementing this policy when supporting, partnering, facilitating, or delivering cultural development initiatives to ensure a consistent approach across council.

DEFINITIONS

Arts and Cultural Producers

"Art[s and cultural producers]... are individuals who practise in any aspect of the arts and create arts or cultural product"¹. See also *Creative Industries and Cultural Industries definitions*.

Creative Industries

Activity that is for economic gain or to provide a service that is of economic significance – those cultural activities which have as their key characteristic the use of creativity for commercial purposes, and "which have the potential for wealth and job creation through the generation and exploitation of Intellectual Property"². They include: music and performing arts, film, television and radio advertising and marketing software development and interactive content writing, publishing and print media, new media, and architecture, design and visual arts³.

Cultural Development

"A process which fosters creativity, inclusiveness, empowerment and trust in communities"⁴, that "enables expression of inherent creativity, celebration of unique culture and generation of activities with social and economic benefits"⁵.

Cultural Industries

"The cultural industries are those activities which deal primarily in goods whose primary value is derived from their cultural, [as opposed to their economic] value"⁶. Producers within the cultural industries do not necessarily actively trade on their Intellectual Property in a commercial manner, but more so create for creativity sake.

Culture

Culture is the way a community sees itself and shows itself to others. It's the way a community expresses its values that define it as a distinctive group; values that are to be celebrated, remembered and offered to future generations.

Culture is expressed in many ways to share memories and experiences, celebrate and learn from heritage and history, and unlock our creativity in the arts, media, tourism, leisure, sport, the environment, social systems, education and learning.

¹ Arts Queensland 2002, p. 24.

² Arts Queensland 2002 (p. 24), *Creative Queensland Cultural Policy*, Queensland Government, viewed 23 March 2012

<<http://www.arts.qld.gov.au/docs/gg-cultural-policy.pdf>>.

³ Office for the Arts 2011 (p. 4), *Creative Industries, A Strategy for the 21st Century*, Australian Government, viewed 17 May 2012

<<http://www.arts.gov.au/sites/default/files/creative-industries/sdip/strategic-digital-industry-plan.pdf>>.

⁴ Australia Council for the Arts 2001 (p. 28), *Planning for the future: issues, trends and opportunities for the arts in Australia*, viewed 23 March 2012 <http://www.australiacouncil.gov.au/_data/assets/pdf_file/0004/32629/plan_for_future.pdf>.

⁵ Arts Queensland 2001 (p. 25), *Grants Handbook*, Queensland Government, viewed 23 March 2012

<http://pandora.nla.gov.au/pan/41641/20040428-0000/www.arts.qld.gov.au/pdf/2004grants_handbook.pdf>.

⁶ O'Connor, J 2000, p. 6.

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Culture builds a community's identity and sense of place, and is the foundation of personal, social and economic development⁷.

Innovation and Creativity

"Creativity is the production of novel and useful ideas in any domain...innovation is the successful implementation of creative ideas"⁸ to attract new investment, build competitive advantage and harness new possibilities.

RELATED POLICIES AND LEGISLATION

Sunshine Coast Council

- *Sunshine Coast Community Plan (2011)*
- *Corporate Plan 2009-2014*
- *Placemaking Policy and Charter (2012)*
- *Public Art Policy (2011)*
- *Events Policy (2010)*
- *Volunteers Policy (2010)*
- *Community Engagement Policy (2009)*
- *Memorials and Plaques Policy (2009)*
- *Social Infrastructure Strategy (2011)*
- *Open Space Strategy (2011)*
- *Access and Inclusion Plan (2011)*
- *Reconciliation Action Plan (2011)*
- *Positive Ageing Strategy (2011)*
- *Community Events and Celebrations Strategy (2010)*
- *Festive Season Strategy (2010)*
- *Youth Strategy (2010)*
- *Economic Development Strategy (2010)*
- *Biodiversity Strategy (2010)*
- *Wellbeing Charter (2010)*
- *Noosa Plan (2006)*
- *Caloundra City Plan (2004)*
- *Maroochy Plan (2000)*

Queensland Government

- *Local Government Act (2009)*
- *Sustainable Planning Act (2009)*
- *Aboriginal Cultural Heritage Act (2003)*
- *Torres Strait Islander Cultural Heritage Act (2003)*
- *Environmental Protection Act (1994)*
- *Queensland Heritage Act (1992)*
- *Libraries Act (1988)*
- *Queensland Art Gallery Act (1987)*
- *Tourism Queensland Act (1979)*

Australian Government

- *Environment Protection and Biodiversity Act (1999)*
- *Disability Discrimination Act (1992)*
- *Aboriginal and Torres Strait Islander Heritage Protection Act (1984)*
- *Burra Charter (1999)*

⁷ UNESCO 2009, *World Report on Cultural Diversity*, Universal Declaration on Cultural Diversity, viewed 8 June 2012
<<http://www.unesco.org/new/en/culture/resources/report/the-unesco-world-report-on-cultural-diversity/>>.

⁸ Amabile 1996 (pp. 1-2), *Creativity and Innovation in Organisations*, viewed 3 July 2012
<http://cms.schwarzpharma.com/uploads/media/7165_Amabile%20Creativity%20and%20Innovation%20in%20Organizations.pdf>.

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Version control:

Version	Reason/ Trigger	Change (Y/N)	Endorsed/ Reviewed by	Date
1.0	Eg. Create new			DD/MM/YYYY
	Eg. Review			