

City of Tea Tree Gully Arts + Culture Plan 2023–2028



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The City of Tea Tree Gully recognises the Kurna people of the Adelaide Plains as the traditional custodians of the land. We recognise and respect their cultural heritage, beliefs and their relationship with the land of their Ancestors. We acknowledge the Kurna people living today as the custodians and caretakers of their land and pay our respect to elders both past and present.

1. EXECUTIVE SUMMARY

The City of Tea Tree Gully is a diverse and vibrant place, known for its green spaces, connection to nature and heritage, strong sense of community and well-known retail precincts. From an arts and culture perspective, it has great potential for increasing community engagement in creative and heritage activities, particularly for the benefit of health and wellbeing. As an organisation, Council has invested in arts and cultural services and facilities, but an audit undertaken in 2021 indicated a strategic approach is needed, which is the purpose of this plan. The consultation undertaken in formulating this plan also indicated that Council's arts and cultural capabilities and its understanding of the value of arts and culture are underdeveloped.

The *City of Tea Tree Gully Arts + Culture Plan 2023–2028* has therefore been designed to improve Council's capacity to further employ the arts in a productive and strategic way. The plan identifies key thematic characteristics of the region that provide a lens for developing arts and culture. This includes the nature of the Council as a collection of urban villages; its diversity on ethnic, age and socio-economic levels; its fondness for tradition and heritage; and the way the community is connected to nature. These factors provide a foundation for engaging the community in arts activities that is both authentic and relevant.

Our vision:

'The City of Tea Tree Gully is a vibrant and creative place where people can participate in and enjoy arts and cultural experiences that help to enrich, connect and sustain the community.'

To realise the vision, four key strategic goals have been identified:

1. Capacity building
2. Spaces and places
3. A culture of participation for health, wellbeing + learning
4. Local heritage preservation and celebration

These goals focus on ensuring both Council and community are equipped to take full advantage of the opportunities that arts and culture provide from a health and wellbeing perspective and in terms of economic development. This includes developing skills and knowledge as well as hard resources including infrastructure. With these things in place, the goals of increased participation in arts and cultural activities and investment in heritage preservation and celebration can be achieved.

This is a five-year strategy that will see Council improve its position as a leader in the arts and cultural space, leading to better opportunities for artists to develop their practice and increased participation in arts, culture and heritage activities that improve the health and wellbeing of the region and encourage more visitors.

2. DOCUMENT PURPOSE

Why do we need an arts and culture plan?

The City of Tea Tree Gully undertook an audit and review of its arts and cultural activity and investment in 2021. It identified the significant amount of effort Council contributes to arts and culture across venue provision and the delivery of a range of activities and events including exhibitions, workshops, public art and festivals and events. As part of this process a range of recommendations were articulated including the development of a plan to guide Council's approach to arts and cultural activities and ensure a more strategic focus. This plan directly responds to this recommendation and provides a framework for Council and the community to invest in and develop arts and cultural activities that are focused and purposeful.

One of the key ideas that emerged during Council's previous work is the relationship between arts and cultural activity and health and wellbeing. This plan provides specific reference to how the arts can impact the community's health and wellbeing and provides a foundation for investment in activities that are not only creative but also good for you – empowering young people, increasing a sense of belonging, and helping people to connect with each other and the broader community.

The *City of Tea Tree Gully Arts + Culture Plan 2023–2028* enables a more strategic approach to Council's investment in activities that foster creativity and innovation and supports the cultural, social and economic sustainability of

the City. Arts and culture are an important part of a thriving, connected and vibrant community and putting a plan in place provides an opportunity for Council to implement activities that make the best use of Council resources and meet the needs of the community.

The purpose of this document is to do the following:

- Provide an overarching vision for arts and culture for the City of Tea Tree Gully.
- Articulate the Council's principles for arts and cultural development, providing a foundation for decision making and service delivery.
- Encourage co-design and ownership from community members and guide the development of cultural partnerships and collaborations.
- Detail actions that are both tangible and relevant, providing a foundation for a coordinated approach to arts and cultural development and how it relates to economic sustainability and wellbeing and social connectedness.

3. WHAT ARE ARTS AND CULTURE?

The terms 'arts' and 'culture' can be defined in many different ways, depending on an individual's background and perspective. In the context of local government operations, arts and culture encompasses a broad range of activities including public art, festivals, multicultural engagement, heritage interpretation, education and skills development and the management of places and spaces where people interact with creative experiences such as music, theatre and visual arts.

The following definitions provide a sense of what is meant by 'arts and culture' in this document. Generally, it involves Council working with community members on arts activities that reflect and celebrate culture, identity and heritage and/or provide opportunities for people to be creative for both personal and public benefit. In the context of Tea Tree Gully and its needs, arts and cultural activities will have a significant focus on health and wellbeing, supporting the community to be strong, connected and thriving.

ARTS

'Arts' refers to the tangible and intangible products of creativity. It is a way of expressing and imagining ideas both real and unreal and translating this using a variety of media into something that can be experienced either temporarily or in an ongoing or permanent way. People experience arts in many ways but generally engage either as an active participant creating artworks or in a passive way as an audience member or viewer.

Art includes but is not limited to sculpture, film, drawing, painting, music, poetry, literature, theatre, television shows, fashion, architecture, design, crafts, textiles, dance, comedy, circus, puppetry, storytelling, digital media, photography etc.

CULTURE

'Culture' is a complicated idea that encompasses the customs, values, beliefs, characteristics, heritage, traditions, norms and social behaviours shared by a cohort of people on an individual and community level. It is generally evolving and changeable and shaped by local and global influences, our education, history and engagement with each other. It is often expressed and acknowledged in a variety of ways through arts-based activities, engagement with creativity and social connections.

Culture is often most evident in the various artforms detailed above, along with the stories we share, language, First Nations heritage, cuisine, fashion and the many cultural norms that we collectively develop and espouse in day-to-day life.

3.1 ARTS AND CULTURE – PARTICIPATION + VALUE

Arts and culture provide value in a variety of ways for individuals and communities. Creative expression and interaction with arts and culture can enhance people's lives, bring about personal enjoyment, connect people to places, movements and each other, foster economic and community development, and make places look and feel better. Participation in arts and culture is a relatively normal part of life in Australia although many involve themselves in activities like reading, listening to music and attending festivals without realising they are engaging in arts and culture – like water is to fish, it is everywhere and essential but often unrecognised or assumed. The following facts and figures demonstrate the value of arts and culture and provide an indication of current participation rates.

Arts and cultural activities support better health + wellbeing

- People who participate in 2 or more hours of arts-based activities per week experience significantly better mental wellbeing.¹
- A UK study demonstrated that the social return on investment for creative craft making is 1:118, which means that for every £1 invested, a social value of £118 is generated, mainly in forgone treatment bills, reducing GP visits by 28% and attendance at emergency wards by 24%.²
- Almost 9 in 10 Australians think that the arts make for a more rich and meaningful life.³
- Low-income students who are involved with arts activities have higher academic achievement.⁴
- People who attend concerts, theatre or film are significantly healthier, have lower anxiety and are less subject to depression.⁵

Arts and culture is good for the economy

- Every dollar in turnover generated by creative industries results in 3.76 times the total revenue for all other industries in the Australian economy.⁶
- The creative sector adds almost \$46 billion in GDP for the Australian economy.⁷
- Nationally, an estimated 65,000 full and part-time jobs are created by monies spent on live music.⁸

Participation in arts is a universal Australian pastime

- 82% of residents in the federal electorate of Makin attend cultural venues or events.⁹
- Nearly all Australians consume at least one form of art and half participate in arts creation each year.

1. From Research undertaken by Dr Christina Davies 2016 – University of WA
2. *Ways to Wellbeing. Social Prescribing Program.* Wellbeing Enterprises UK (2017)
3. The Australia Council for the Arts
4. Catterall, James S (2012). *The Arts and Achievement in At-Risk Youth: Findings from Four Longitudinal Studies.* Washington, DC: National Endowment for the Arts.

5. Koenraad Cuypers et al., *Patterns of receptive and creative cultural activities and their association with perceived health, anxiety, depression and satisfaction with life among adults*, 2011.
6. From the Creative Industries Innovation Centre report *Valuing Creative Industries Final Report.*
7. Music SA
8. The Australia Council for the Arts
9. The Australia Council for the Arts

4. A FOUNDATION FOR DEVELOPMENT

4.1 CHARACTER AND IDENTITY

Arts and cultural development within a local government context needs to be authentic and relevant. To ensure the community can relate to and engage with programs, services and resources, they need to align with the character of the community and reflect local identity and values. The following cultural characteristics have been formulated to reflect the nature and identity of the City of Tea Tree Gully people and landscape – they provide a lens for project design, decision making and foundation for community engagement.

A collection of urban villages

Stretching across 95+ square kilometres of north-eastern metropolitan Adelaide, the City of Tea Tree Gully is a collection of urban villages – each with unique populations, histories and characteristics. The Council area is made up of 27 entire or part suburbs, many with their own heritage and identity.

It is important to acknowledge these villages as individual places that people connect with, take pride in and call ‘home’. They are diverse across age-ranges, socio-economic status and ethnicity and have ‘town centres’ that people gravitate towards to interact, work, socialise and shop.

Green space is important

City of Tea Tree Gully residents value the natural environment and connect with green spaces. From a historical perspective, much of the Council area would once have been farmland. When the area became more urbanised, it was well-planned with provision made for larger blocks in the foothills initially and access to green corridors and water ways for residents highly valued. This

connection to nature, and the many benefits it provides both physically and aesthetically remains an important characteristic for many locals that live in the Council area.

Diversity

City of Tea Tree Gully’s population is diverse across a range of levels including age, ethnicity and socio-economic capacities. This diversity has shaped the City of Tea Tree Gully’s growth over the past 50 years with facilities, retail, hospitality and education influenced by the needs of such a diverse population.

- **Age diversity** – Like most of Australia, Tea Tree Gully Council area has an ageing population with large cohorts of retirees living in the area. The 2021 Census recorded a 26% increase in the 70–79 years age group, which was the largest change for the area. Many families with young children also call it home however, and there are a large number of schools in the Council area.
- **First Nations** – 1.3% of the population are Aboriginal or Torres Strait Islander, which is a significant increase from the numbers provided in the 2016 Census.
- **Ethnicities** – 27% of residents were born overseas and 15.1% of residents speak a language other than English. The migrant population in some parts of the Council area are growing considerably.

Traditional

The community is largely conservative and traditional in nature. Change in the region is tempered and the types of activities, services, architecture, retail offerings and cuisine all reflect a largely middle-class Australian aesthetic. In the context of arts and culture this indicates a desire for more traditional artforms and activities which have an instrumental value – particularly around health and wellbeing. Arts and cultural activities need to be accessible and purposeful, with the more bold and contemporary art requiring a more nuanced and gentle approach, coupled with education and appreciation building. This is particularly the case when thinking about public art and the development of festivals and events.

There is an increasing recognition and a desire to do more in relation to First Nations culture and heritage, but the region's Colonial settlement history is provincial in nature and much more dominant amongst the population and the landscape.

The nature of Council

The nature of the City of Tea Tree Gully as a key driver of arts and cultural activity in the region is also important to understand in the context of growth and change. Many suggested Council's approach to arts and culture is under-developed and lacked leadership and knowledge. Both within the organisation and out in the community, there is a lack of understanding about the value of arts and culture and its role in building strong, vibrant and healthy communities. Residents who participated in the consultation felt that Council needed to be bolder, to engage with the community more and to provide support for artists and arts groups.

In the context of delivering this strategy the organisation will need to consider its role as a leader in arts and culture and how it can foster the leadership skills of others. It will be a priority to design activities that have a strong foundation of evaluation and increase people's understanding about the value of arts and culture.

4.2 GUIDING PRINCIPLES

These principles convey how the City of Tea Tree Gully will operate in relation to the implementation of this plan. They align with the broader values of the organisation and will help guide decision making, engagement and program delivery.

Relevance

The City of Tea Tree Gully will put the community at the centre of its arts and cultural programs and services and ensure they reflect the values and identity of its residents and encourage genuine ownership.

Creative excellence

Arts and cultural activities presented by the City of Tea Tree Gully will espouse professionalism and quality and encourage experimentation. Council will encourage innovation and pilot new projects and initiatives in partnership with others. It will champion excellence from both a process and outcome perspective and work with professional artists and practitioners to ensure high standards are maintained.

Access + equity

The City of Tea Tree Gully is committed to providing opportunities for people to enjoy creative expression, offering arts and cultural activities which are socially inclusive and inexpensive.

Collaboration

Working with others is a priority for the City of Tea Tree Gully. Council will therefore develop partnerships with stakeholders to collectively create and deliver arts and cultural activities.

4.3 COUNCIL'S ROLE

Council's role in implementing this plan is multi-faceted. Whilst it is the 'owner' or 'caretaker' of the plan, the document is designed to catalyse individuals and groups to collaborate and support the realisation of this vision. In some instances, Council will simply provide support such as funding or access to facilities, and help others to lead and coordinate activities; in others, it may be a provider, delivering activities for the benefit of the community. In certain situations, Council may need to be a leader, advocate on behalf of others and be an innovator, but as per its principles above, it will always seek to collaborate with others – artists, community members, schools, not-for-profit organisations and businesses.

5. OUR STRATEGY

5.1 OUR VISION

‘The City of Tea Tree Gully is a vibrant and creative place. where people can participate in and enjoy arts and cultural experiences that help to enrich, connect and sustain the community.’

5.2 OUR GOALS

1. Capacity building

A community of skilled individuals, groups and organisations that can support the development and delivery of arts and cultural activities.

Keywords: *Leadership, creative industries, funding, promotion, skills development.*

2. Spaces and places

A diverse range of facilities and other spaces that provide of arts and cultural experiences and opportunities for locals and visitors to the region.

Keywords: *Accessibility, resources, place making, community pride, cultural tourism*

3. A culture of participation for health, wellbeing + learning

Participation in a range of arts and cultural activities to increase community health, wellbeing and learning. Keywords: *Community engagement, belonging, skills development, connection.*

4. Local heritage and traditions are preserved and celebrated

Our Kurna, local and multicultural heritage and traditions are preserved and celebrated.

Keywords: *Engagement, authenticity, community pride, history, storytelling.*

5.3 OUR OBJECTIVES + STRATEGIC ACTIONS

Goal 1: Capacity building

A community of skilled individuals, groups and organisations that can support the development and delivery of arts and cultural activities.

Keywords: *Leadership, creative industries, funding, promotion, skills development.*

OBJECTIVES

1.1. Support artists to grow and develop their artistic practice.

1.2 Foster cultural leadership.

1.3 Support arts groups, community organisations and local businesses to develop the skills to engage with artists, and deliver arts and cultural activities.

POSSIBLE ACTIONS

- Continue to develop opportunities to provide business advice and support for artists that encourages their growth within the creative industries sector and promotes business incubation.
- Develop a local artist network to encourage collaboration and skill sharing.
- Provide presentation opportunities for local artists including performance, digital, literary and visual arts.
- Develop incentives including the provision of funding that promote art sector and business relationships and collaboration in broader Council placemaking / precinct development initiatives.
- Support the development of creative leaders through volunteering and skill-development programs
- Promote arts activities developed and presented by local artists, arts groups and organisations.
- Engage with and employ local creatives when developing projects, festivals and events.
- Ensure small community groups have the skills and resources they need to continue to deliver arts and cultural opportunities.
- Build the knowledge and skills of Councillors and Council staff to better utilise the arts to achieve non-arts strategies across the organisation.
- Better promote local arts and cultural opportunities through Council communication channels.

Goal 2: Spaces and places

A diverse range of facilities and spaces that provide for arts and cultural experiences and opportunities for locals and visitors to the region.

Keywords: *Accessibility, resources, place making, community pride, cultural tourism.*

OBJECTIVES

2.1 Provision of practical and accessible spaces for arts and cultural development, presentation and interaction.

2.2 Embedding culture and identity within public and community spaces throughout the Council area.

POSSIBLE ACTIONS

- Undertake an audit of Council community facilities and identify and address resourcing, access and availability challenges and opportunities, and articulate future needs.
- Continue to evaluate and further develop the arts and culture programs and services of Council facilities.
- Create a database of places and spaces available for arts and cultural engagement and ensure processes are streamlined and appropriate to encourage use.
- Research the need and scope for the long-term development of a dedicated multi-purpose arts and cultural hub within the Council area that provides a place for artists to create and share work and reach audiences, and for community members to enjoy passive and active arts experiences.
- Include public art, placemaking, within open space master-planning and the development of capital works projects.
- Provide, maintain and promote traditional and non-traditional Council facilities as places for performances, exhibitions and participatory activities.
- Undertake a review of the 1855 Gallery after 12 months of use under the community focused model, while supporting the professional practice of artists.
- Continue to support and resource the Golden Grove Arts Centre as a place for hire for arts and cultural activities; explore opportunities for growth as part of the Master Plan for this facility.
- Pilot an incentive scheme to encourage participation in larger state-wide arts and cultural events.
- Increase accessibility for young artists.
- Ensure a broad range of artists and groups have access to space: CALD, ATSI and disability

Goal 3: A culture of participation for health, wellbeing + learning

A culture of participation for health, wellbeing and learning

Keywords: *Community engagement, belonging, skills development, connection.*

OBJECTIVES

3.1 Provide opportunities to participate in arts and cultural activities that support health and wellbeing.

3.2 Provide opportunities for celebration and social engagement centred around culture and identity.

POSSIBLE ACTIONS

- Offer a well-coordinated and accessible arts and cultural program through Council facilities and locations; develop a process where this program is coordinated, collaborative and better promoted as a 'whole of Council' program.
- Engage with artists from both the local area and further afield to create unique content for festivals, exhibitions and events presented throughout the Council area.
- Provide incentives/funding for groups to host events and initiatives that align with broader festivals and significant days.
- Develop partnerships with community services organisations and identify ways to develop opportunities for community members to participate in arts and cultural activities that combat key social issues including isolation, healthy aging, youth engagement etc.
- Establish an arts and cultural advisory group that works closely with Council to provide advice and support for Council relating to its investment and delivery of arts and cultural activities.
- Scope the development of a live-music strategy in conjunction with the Music Development Office.
- Develop relevant and meaningful arts and culture programs for young people and identify ways in which to increase participation.

Goal 4: Local heritage preservation and celebration

Our Kurna, local and multicultural heritage and traditions are preserved and honored.

Keywords: *Engagement, authenticity, community pride, history, storytelling.*

OBJECTIVES

4.1 Preserve built and natural heritage and encourage engagement.

4.2 Celebrate heritage and identity through the sharing of and engagement with local stories.

POSSIBLE ACTIONS

- Develop a masterplan for the Tea Tree Gully heritage precinct which identifies improved interpretation, better community engagement and visitation, and long-term preservation of the site.
- Act on the findings that have emerged from the audit of Council's Art Collection and establish a new collections and acquisitions policy.
- Continue to deliver services for the community to access heritage resources – archives and collections.
- Research and identify key Kurna sites throughout the Council area and develop an interpretation project – could be physical and/or digital.
- Continue to engage with Kurna and First Nations artists to develop and deliver opportunities for people to engage with First Nations culture that is local and place based.
- Develop a biennial arts and heritage artist residency focused on storytelling; provide opportunities for artists in the form of Council's events, exhibitions, public art and/or workshops and learning experiences.
- Better promotion of heritage sites and stories of First Nations events.
- Encourage multicultural events/sharing through Council's grant programs.
- Quotas are explored to increase diversity access to grants and event opportunities.

6. STRATEGIC ALIGNMENT

It is important to understand that arts and cultural activities can provide benefit across a range of other areas including economic development, tourism, precinct development and health and wellbeing. With this in mind the *City of Tea Tree Gully Arts + Culture Plan 2023–2028* aligns with the strategic objectives outlined in other internal and external documents. The following section outlines other strategies that are relevant to or align with this plan. It is useful to identify these in the context of developing partnerships, fostering collaboration, budget planning and seeking funding. Based on the considerable alignment detailed here on an internal level, there are increased opportunities for cross-council investment and development.

6.1 COUNCIL DOCUMENTS

Strategic Plan 2025 – Aspirations for the Future

- Community – We create opportunities for people to connect with one another and their local community.
- Economy – We support a local thriving economy where businesses are successful and people access to a range of employment and education opportunities.
- Places – We create places where people enjoy living and spending time because they are appealing, safe accessible and interesting.

Public Health Action Plan 2021–2026 – Aims and Outcomes

- Wellbeing aim – Increase a sense of connections and belonging within the community and to the built and natural environment.
 - 1.1 Outcome – There are increased networks within the community
 - 1.2 Outcome – Places, spaces and services enable achievement of personal goals and life-long learning
 - 1.4 Outcome – A diverse range of community members are engaged in civic participation, volunteering and placemaking.

- Mental health aim – To support help-seeking for mental health challenges, as well as influence the broader social and physical environment that impacts on mental health.
 - The design and development of Council buildings and places has a positive impact on the mental health of the community.
- Physical health aim – Support positive choices and habits that increase physical health and prevent chronic disease and illness.
 - 3.3 Outcome – A diverse range of indoor and outdoor physical activity and active transport options are available and accessible.

Economic Development Framework 2020–2023 – Aspirations

- People – Services and connections for social and micro enterprises are increased across the city in key open space and event spaces.
- Business support and entrepreneurship – Support and grow pathways for emerging entrepreneurs and innovators.
- Business support and entrepreneurship – Businesses and entrepreneurs are supported through a Small Business Advisory Service, which includes mentoring and business support with access to a broad range of experts.
- Places and promotion – Civic Park remains a key destination for the local community and continues to perform as an agile multipurpose space.

- Places and promotion – The Modbury Precinct is recognised as a vibrant place to live, work and play.
- Transport and infrastructure – Maximise utilisation of Council community and sporting facilities.
- Infrastructure upgrades support micro enterprise in key activity nodes.

6.2 EXTERNAL DOCUMENTS

Growing Our Heritage Future – A 10-year strategy for heritage tourism in South Australia

- Heritage encounters that deepen the visitor experience.
 - Proactively develop outstanding heritage experiences
 - Leverage the heritage opportunities embedded in South Australia's iconic nature, food and wine and arts and cultural experiences
 - Invest in developing Aboriginal heritage tourism to transform the South Australian visitor experience.
- A tourism industry that benefits from a professional heritage sector.
 - Build capability of the heritage tourism sector to meet quality tourism standards.
- Tourism activation conserves and enhances heritage places, sites and landscapes.
 - Encourage accessible, adaptive reuse of heritage, including sites and places for tourism activities
 - Empower urban and regional communities, including Aboriginal communities, to harness the tourism potential of their heritage
 - Leverage the expertise of storytellers, cultural knowledge custodians, historians and other heritage disciplines to enrich visitor experiences of special places and sites.

Arts and Culture Plan South Australia 2019–2024 – Goals

- To promote the role of arts and culture in enriching the lives of all South Australians.
- To empower South Australia's makers and creators.
- To champion Aboriginal and Torres Strait Islander arts and culture.
- To enhance the physical and organisational arts and culture infrastructure in South Australia.

Revive – A Place for Every Story, A Story for Every Place Australia's Cultural Policy (Jan 2023)

- First Nations arts and culture are First Nations led.
- All Australians have the opportunity to access and participate in arts and culture
- Artists and art workers have career structures that are long-term and sustainable, supported by vocational pathways.
- Australian students have the opportunity to receive an education that includes culture, creativity, humanities and the arts.
- Creative talent is nurtured through fair remuneration, industry standards and safe and inclusive work cultures.
- Arts and cultural organisations have representation and leadership that is reflective of contemporary Australia
- Cultural infrastructure including galleries, venues, theatres, libraries, museums, archives and digital collections, is restored, built and maintained.
- Australian stories are seen and heard, regardless of platform.
- Creative industries and practice are future focused, technology enabled, networked and globally recognized, including through reciprocal exchange, export and cultural diplomacy.
- Arts and culture are generative (creating new works and supporting emerging artists) and preservative (protecting and conserving cultural memory).

DRAFT



PLAY YOUR PART
learn more | give more | be more

This plan has been developed by the City of Tea Tree Gully and is based on consultation and engagement with staff and community members. Support, expertise and facilitation has been provided by

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