

ARTS AND CULTURAL STRATEGY 2021-2025



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ACKNOWLEDGEMENT OF COUNTRY

Federation Council acknowledges the Bpangerang people as the traditional custodians of Federation Council Land. We pay respect to the Bpangerang people both past, present and emerging, and recognise the culture, strength, resilience and capacity of the people.

We also acknowledge the contributions of Aboriginal Australians to this country we all live in and share together.



A MESSAGE FROM THE MAYOR OF THE FEDERATION COUNCIL

Federation Council has a vibrant arts and creative industries sector. It is home to a diverse artist population, and contains a broad array of arts organisations and creative sector businesses. It is also home to a culturally rich and diverse community that is eager to participate in and engage with the arts.

In response to this, Council has developed a new Arts and Culture Strategy intended to set a vision and guide Council's involvement and investment in festivals, events, cultural activities and arts practice within the community over the coming four years.

The Arts and Culture Strategy will build on Federation Councils significant history and commitment to the arts and it will articulate how Council will continue to support Federation's creative sector to thrive and build the creative purpose of our Council region.

The strategy focuses on five key themes and associated actions that will provide direction for arts and culture in our community. The themes acknowledge and support the partnerships between arts and cultural groups, community and Council to provide clear goals that strengthen and celebrate our region.

- 1. Engaged and Informed
- 2. Places and Spaces
- 3. People and the Past
- 4. Connections and collaborations
- 5. Arts and Culture across the Council

I would like to thank those people who contributed to the development of the Strategy, in particular: the Federation Arts and Cultural Advisory Committee and a wide range of community members, arts and creative industry professionals, and fellow Councillors and Council Officers.



FEDERATION
COUNCIL MAYOR

Patrick Bourke

INTRODUCTION

ARTS AND CULTURAL STRATEGY 2021-2025

Federation Council's Arts and Cultural Strategy 2021-2025 is an expression of Council's commitment to arts and culture and the preservation of heritage in the Federation Council area.

Council values arts and culture as an important role in the health and wellbeing of our communities, and the growth of tourism and economic development.

The strategy will build on the strengths of Council's current arts and cultural program and increase the profile of and support for creative industries within the Federation community.

It will guide Council's involvement and investment in events and festivals, cultural heritage and history, and the arts within the community over the next four years.

OBJECTIVES:

The Arts and Cultural Strategy 2021-2025 will:

- Signal Council's intent to strengthen the value of arts and their impact on the cultural life of its communities.
- Be a collaborative approach to developing a long-term plan consisting of clear strategies and actions.
- · Focus on achieving our vision of 'Creating Opportunity, Celebrating Community'.
- Identify needs and community priorities that are closely aligned to Council's corporate planning framework.
- Ensure the plan compliments the Council's Public Arts Policy, Community Strategic Plan 2018-2028, and the Delivery Program and Operational Plan 2018-2021.
- Focus its outcomes on how the community and Council can work together to ensure our services, facilities and planning processes accommodate the needs of this tourism and economic opportunity.
- · Align with the Australian Government and New South Wales Government strategies.

ESSENTIAL TO ITS SUCCESS WILL BE:

- Communication and support from Council of Federation's arts and cultural network of historians, artists and performers in its implementation.
- Council's commitment to continue to provide community facilities as well as its calendar of arts and cultural activities and events and the commissioning of public art.
- The continued involvement of the Federation Arts and Cultural Advisory Committee, and the network of arts and cultural community groups in its implementation.

WHAT IS ARTS, CULTURE AND HERITAGE?



ARTS

Arts refers to individually or collectively created products of value, the expression or application of creative skill and imagination in the various branches of creative activity such as painting, sculpture, music, dance, theatre, films, graphic arts, etc.



CULTURE

Culture refers to the cumulative deposit of knowledge, experience, beliefs, values, attitudes, meanings, hierarchies, religion, notions of time, roles, spatial relations, concepts of the universe, and material objects and possessions acquired by a group of people in the course of generations through individual and group striving.



HERITAGE

Heritage refers to valued property such as historic buildings, artwork, books and manuscripts and other artefacts that have been passed down from previous generations.

They are of special value and are worthy of preservation.

The following themes and actions are to provide direction for arts and culture in our community.

They acknowledge and support the partnerships between arts and cultural groups, community and Council to provide clear goals that strengthen and celebrate our region.

ENGAGED AND INFORMED

- Deepen community and visitor engagement in the creative and cultural life of the region.
- Provide vision and leadership for the cultural development of our community.

ACTION	PRIORITY (YEARS 1-4) OR ONGOING	RESPONSIBLE
Foster and support collaboration and partnerships between different sectors of the arts and culture in the Federation Council and the broader region to maximise opportunity for creative economy.	Ongoing	Community Development
Engage with and listen to local arts and community groups around arts and cultural projects in their towns and villages.	Ongoing	Community Development
Support and increase engagement in local art organisations and creative businesses to contribute to arts and culture in the Federation Council through our communication channels and direct emails.	Ongoing	Communication
Collaborate with local multicultural organisations and community to support existing community events and activities that celebrate diversity including "Harmony Day".	Ongoing	Community Development Events Officer
Engage regularly with Murray Regional Tourism and Destination Riverina Murray to promote Federation's current calendar of events and cultural tourism.	1	Tourism

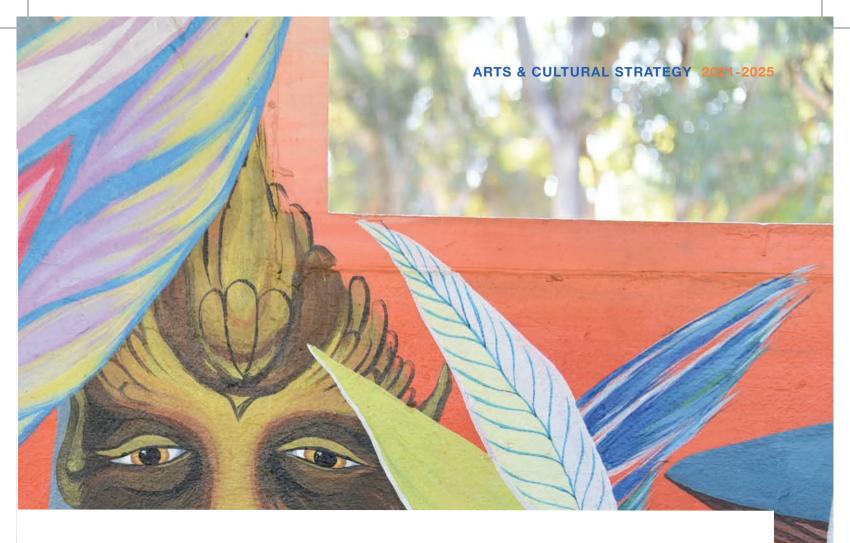


ACTION	PRIORITY (YEARS 1-4) OR ONGOING	RESPONSIBLE
Develop an Arts and Cultural Communication Plan that articulates the way Council's arts and cultural program should be promoted to residents that makes better use of existing as well as emerging channels of communication.	2	Communication Tourism
Develop an Arts and Cultural Communication Plan that articulates the way Council's arts and cultural program should be promoted to potential tourists and visitors to the region.	2	Community Development
Investigate a communication channel presented by Council that promotes cultural events, programs and exhibitions throughout the Council area.	3	Communication Tourism Community Development
Theme Council's annual Community Calendar Photo Competition on photographs that depict local arts, heritage and historic places and events across the Federation Council area as a way to form a collection of arts and cultural photographs.	1	Communication

PLACES AND SPACES

- Establish and develop dynamic creative and cultural public spaces.
- Develop an environment of accessible and inclusive arts and culture for residents and visitors.
- · Maintain shared public spaces that have the capacity to host arts and cultural activities.
- · Provide and promote accessible, professional and welcoming Council facilities.

ACTION	PRIORITY (YEARS 1-4) OR ONGOING	RESPONSIBLE
Improve public space and design by including artists and design experts on panels for designing public infrastructure.	Ongoing	Facilities Recreation Project Management
Consider opportunities for internal and external public infrastructure projects to include an artistic response included into the architectural design.	Ongoing	Facilities Recreation Project Management
Investigate opportunities to include creative design in functional items such as street furniture, paving, bins, bike racks, etc.	Ongoing	Recreation Project Management
Explore using art to increase awareness and promote traffic calming, safety, education and awareness raising e.g. 3D road crossings.	3	Road Safety Infrastructure
Conduct an audit of Council owned and managed facilities to determine if accessible and inclusive.	2	Facilities Community Development



ACTION	PRIORITY (YEARS 1-4) OR ONGOING	RESPONSIBLE
Paint and update the Corowa Art Space in line with industry standards.	1	Facilities
Run a promotional campaign to encourage local artists, schools and community groups to display in the Corowa Art Space.	2	Community Development
Develop an annual arts and cultural program in the Corowa Art Space.	3	Community Development
Support and assist in managing volunteer staffing of the Corowa Art Space when Council run exhibitions and events are on.	1	Community Development Tourism
Develop a schedule of public art over the next ten years in consultation with local groups to determine new art projects that are suited to individual towns and villages.	3	Community Development
Produce and commission a public art piece with contributions from local artists and /or young people.	2	Community Development

PEOPLE AND THE PAST

- Promote and celebrate the Aboriginal, pioneering and modern heritage of the Federation Council area.
- Support and deliver projects that encourage and facilitate the celebration and protection of our history.
- Embrace and grow the region's rich history from a tourism perspective.

ACTION	PRIORITY (YEARS 1-4) OR ONGOING	RESPONSIBLE
Develop an initiative that encourages individuals, families, schools and historical groups to actively collect and record the stories, experiences and histories of the Federation Council area.	3	Community Development Libraries Tourism
Promotion of Council's heritage as part of the North of the Murray tourism campaign – profiling local histories in township brochures.	3	Tourism
Support community groups to increase their skills to apply for grants for community building/landmark restoration projects.	2	Grants
Promote the Council's Grant Guru website to community groups and organisations to find suitable grants and funding opportunities.	1	Grants Communication
Community Grants program – contributing funding for heritage initiatives including interpretive signage and heritage walking trails.	2	Community Development Grants
Work with local groups and Council to implement signage at significant sites and public art to increase awareness of local environment and improve sense of local identity.	2	Community Development Tourism Heritage Officer

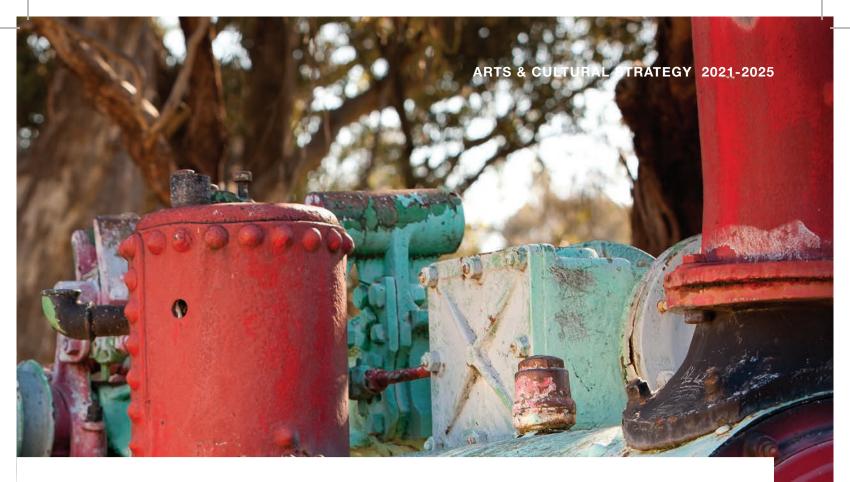
Develop a cultural heritage trail including installing cultural heritage markers at significant sites.	4	Community Development Tourism Historical Advisor
Ensure engagement with representatives from the Bpangerang in early planning phase for Council projects, which may affect cultural heritage or significant sites.	1	Infrastructure Project Officers Historical Advisor
Collaborate with Bpangerang representatives to develop marketing material showcasing Aboriginal cultural heritage and history sites in the Council area to build greater community and visitor awareness.	3	Tourism Community Development Historical Advisor
Grow events and activities that celebrate local Aboriginal culture and heritage including NAIDOC Week and National Reconciliation Week.	2	Community Development Events Officer
Update and renew walking and riding tours online, paper based and in person to revitalise interest in historical, cultural sites, flora and fauna.	3	Tourism
Encourage local historical groups to conduct a tour of local historical sites and architecture in conjunction with other events or activities in their town.	4	Tourism Historical Advisor
Develop a marketing campaign that promotes local cultural collections, historical societies, and museums through coordinated online and print material.	3	Tourism Community Development
Investigate opportunities to tell the 'Birthplace of Federation' storytelling using technology.	4	Tourism
Provide an Australia Day event for the whole of the Federation Council.	Ongoing	Events Officer
Continue to deliver the "Light Up Federation" annual Christmas lights competition.	Ongoing	Communication
Provide financial support via grant funding to local groups and organisations to celebrate Christmas in their towns and villages.	2	Council
Develop "Heritage" section of Council's webpage with relevant information about services and assistance, heritage planning resources and hyperlink to State Heritage Register.	3	Planning Heritage Advisor



CONNECTIONS AND COLLABORATIONS

- Support and encourage arts and cultural connection, networks and collaborations.
- Increase the active involvement of youth, people with disability, and seniors in activities and events.

ACTION	PRIORITY (YEARS 1-4) OR ONGOING	RESPONSIBLE
Provide ongoing support to the Federation Arts & Cultural Advisory Committee so they can grow, and in turn be recognised as the primary resource for arts and culture by Council and the broader community.	1	Community Development Council
In conjunction with Federation Arts and Culture Advisory Committee develop and implement programs and activities that create opportunities for people of all ages and abilities to participate in and enjoy arts and culture activities.	2	Community Development
Provide annual financial assistance to Murray Arts to provide advocacy, professional development and networking opportunities for the arts and cultural sector.	1	Council
Promote Murray Arts to the broader community as an organisation that can offer support and promotion to local artists and exhibitions.	1	Community Development Council
Foster and support collaboration and partnerships between different arts and culture sectors in the region and within the Federation Council Area to maximise opportunity for a creative economy.	3	Community Development
Provide opportunities and be the catalyst for local arts groups to work more collaboratively across the Council area.	2	Community Development



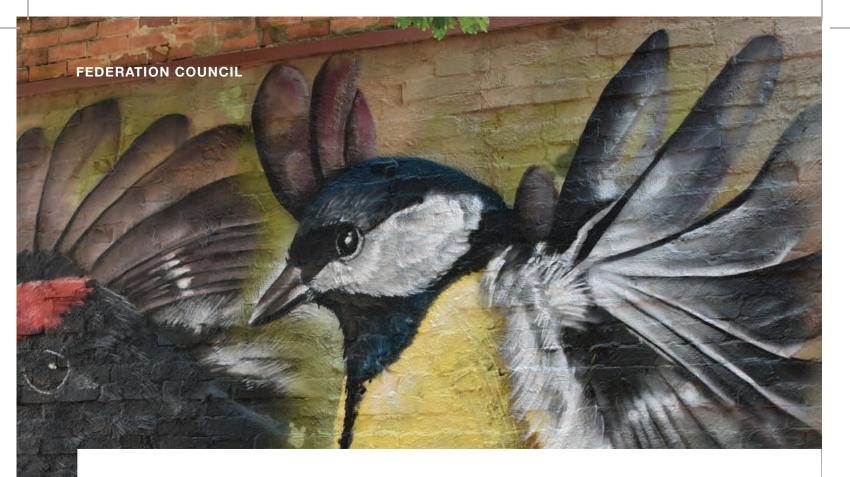
ACTION	PRIORITY (YEARS 1-4) OR ONGOING	RESPONSIBLE
Collaborate with neighbouring Councils to develop a strategy to celebrate and promote arts and culture at a regional scale.	4	Economic Development Tourism
Develop an Arts, Cultural and Events Database for Council and as a way to present local artists, cultural and event workers to our community.	2	Community Development
Aim to engage and pay local arts and cultural workers for any Council events and activities where possible.	1	Community Development Tourism
Strengthen the use of grants (community, State and Federal) to support the implementation of the Federation Arts and Cultural Strategy 2021-2025.	2	Grants
Advocate and show support for local groups to secure funding for big-ticket community driven projects such as silo art and music festivals in their communities.	1	Grants Community Development
Develop a communication guide for the Council and broader community to ensure print and online marketing is accessible and inclusive.	3	Communication Community Development

ARTS AND CULTURE ACROSS COUNCIL

- Focus on providing support financially and otherwise across the Council area for arts and cultural projects.
- Create opportunities for people and communities to participate in arts and cultural activities, events and experiences.
- Support and encourage schools, businesses, organisations and community groups
 to explore opportunities for the development and installation of community and public
 art throughout their facilities, venues and grounds.
- · Grow and develop Council's key festivals and events.

ACTION	PRIORITY (YEARS 1-4) OR ONGOING	RESPONSIBLE
Update the Federation Public Art Policy, to lead the community in best practice in the commissioning and installation of community and public art throughout the Council.	2	Community Development
Actively promote the marketing and promotion of arts and cultural activities across the Federation Council region as tourism collateral.	1	Tourism Communication
Federation Libraries to develop a minimum of two programs that incorporate arts and cultural aspects per year.	2	Libraries
Promote talks and workshops by visiting authors and creative workers on the Council's relevant websites.	1	Libraries Tourism Communication
Advertise training opportunities for community leaders and cultural volunteers to enable them to engage their communities in viable and feasible arts, cultural and event programs.	3	Communication Community Development

ACTION	PRIORITY (YEARS 1-4) OR ONGOING	RESPONSIBLE
In partnership with local schools and Murray Arts, develop and implement a new program that facilitates young people and children's involvement in arts and cultural activities.	2	Community Development Libraries
Council's Federation Youth Council to investigate new arts and cultural initiatives across the Council area that actively involve young people in arts.	2	Community Development
Offer youth cultural experiences such as the Miki City Sister City Exchange Program.	1	Community Development
Continue to explore and pursue funding opportunities to support the installation of public and community art throughout the Council.	3	Grants Tourism Community Development
In partnership with schools, develop and implement a project that facilitates involvement by children in the lead up to the biennial Festival of Fun for Kids.	3	Events Officer
Consider opportunities for workshops or projects that create awareness of Mental Health, and with adults and youth to provide an opportunity to express themselves.	4	Community Development CDAT
Implement activities and events to celebrate Youth Week, Seniors Festival, Volunteers Week, National Families Week, and National Day of People with Disability.	1	Events Officer Community Development
Support the community and arts & cultural organisations to investigate potential future signature events for the region such as a major music festival.	4	Events Officer Tourism
Work with community groups to coordinate grassroots music events across the Federation Council region.	3	Events Officer



ACTION	PRIORITY (YEARS 1-4) OR ONGOING	RESPONSIBLE
Financially support the delivery of high quality arts and cultural events and experiences, which attract visitors and strengthen local community identity and pride through Council's Community Grants Program and Event Sponsorship Program.	1	Grants Community Development Events Officer
Review and evaluate Council's Hall and Facility Hire Policy to ensure there are clear expectations of use for community and other groups who hire facilities and suitable Council subsidies in support of the community are recognised.	1	Facilities
Investigate alternative venues for the Corowa Theatre Group in collaboration with the Corowa Theatre Company.	3	Property Officer Facilities
Collate a catalogue of Council owned art works noting where they are housed including barcoding on all works.	2	Community Development
Review the current documentation and storage of items held by the Corowa Art Gallery donated as part of the Federation Art Prize Collection.	2	Community Development
Develop a Sculpture Trail and Mural Trail for the Federation Council area.	4	Tourism Community Development

FEDERATION COMMUNITY PROFILE

OUR PLACE

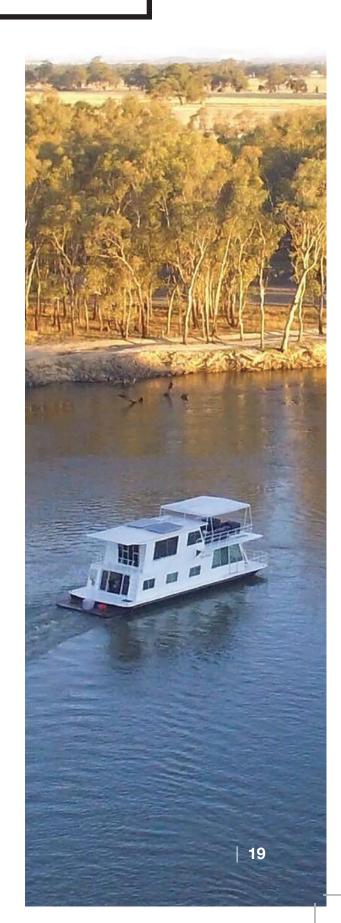
Federation Council is located in the Riverina region of NSW and spans 5,685 square kilometres, with an estimated residential population of 12,437 people. Federation Council is home to the thriving and diverse communities of Balldale, Boree Creek, Coreen, Corowa, Daysdale, Howlong, Lowesdale, Morundah, Mulwala, Oaklands, Rand, Rennie, Savernake and Urana.

The Bantering people traditionally inhabited the areas along the Murray River from Howlong to Berrigan and south to Mansfield in Victoria. The Wiradjuri people extended across the Riverina plains passing the Urana area to Albury. It is believed that places like Lake Urana were probably a shared resource as was the Murray River.

Located within an agriculturally rich and diverse area on the border of New South Wales and Victoria, the Southern Riverina region is the centre of one of the most productive wool, grain, lamb and beef cattle growing areas of Australia.

Corowa is known as the Birthplace of Federation. In 1893, a conference was held in Corowa, which accepted the motion that the people, instead of being representatives of the various governments, should elect all future Federation Conference delegates and that they should draw up a constitution and submit it to the people for approval.

The natural and built landscape and rich history of the Federation Council and its people provide the perfect setting for developing the area as a place that embraces and values arts and culture; and where participation and a sense of belonging for community members is strong.





OUR PEOPLE

In 2016, 10,208 Federation Council residents were born in Australia and 844 had been born overseas.

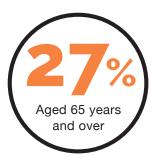
The three largest ancestries in the Federation Council area in 2016 were Australian, English and Irish. Ancestry consisted of 5,639 Australian, 4,931 English, and 1,623 Irish. Two hundred and twelve people identified as been of Aboriginal or Torres Strait Islander ancestry. Thirty-one other nationalities from across the globe make up our ancestry.

Our people primarily speak only English at home (89.9%), and a smaller proportion (1.9%) either of those speaking a non-English language exclusively, or in addition to English.

Federation Council is an ageing population with 17.1% of the population aged between 0 and 15 years, and 27.5% aged 65 years and over.

Religion consisted of 3,291 Roman Catholic, 2,474 Anglican, 857 Presbyterian, 693 Uniting Church and 149 Baptists. Other smaller religious minorities included Lutheran, Buddhism, Pentecostal, Hinduism, Jehovah's Witnesses, other Protestants, Islam, Greek Orthodox, Salvation Army, Seventh Day Adventist, and Sikhism. Within the Council area, 2,994 identify as having no religious background.



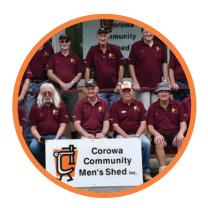






2,937

were full time workers



24.8%

do voluntary work



28%

attending educational institutions

OUR COMMUNITY

The size of the Federation Council area's labour force in 2016 was 5,226 of which 1,912 were employed part-time and 2,937 were full time workers.

Our area is slightly more disadvantaged than regional NSW overall, ranking in the 30th percentile; and there is significant socio-economic diversity within the area, with Urana and surrounds ranking in the 20th percentile.

In 2016, 28.1% of our community were attending an educational institution. Of these, 27.4% were in primary school, 19.7% in secondary school and 10.8% in a tertiary or technical institution. When compared to NSW more broadly, our community has a significantly lower proportion of people attending university or tertiary institutions.

We are a community that likes to volunteer their time to local groups and organisations. In fact, 24.8% of the population reported doing some form of voluntary work in 2016.



ARTS AND CULTURE ACROSS COUNCIL

Arts, heritage and culture plays such an integral part in the identity of the Federation Council.

History

Lake Urana's Aboriginal history dates back 25-30,000 years ago with burials, grinding dishes and ovens being found in the lunette on the eastern side of the lake. Savernake Station has significant aboriginal heritage with 400 hectares of undisturbed, indigenous woodlands including Aboriginal canoe / scar trees, middens and earth ovens along with the nearby Boat Rock, an Aboriginal ancient water catchment made by "burning out" the rocks.

The Bangerang people used the Murray River extensively, travelling the river in bark canoes. Many scar trees by the river today still show evidence of bark cut from them including at Ball Park in Corowa and Kyffins Reserve in Mulwala. A line of rocks across the river near Corowa still stands which Aboriginal people used to aid the spearing of fish.

Australian history is embedded into the towns and villages across the Federation Council and it is important to preserve this. Sufficient historical facts includes Corowa's role in forming democracy, Howlong's association with the overland cattle drive to Adelaide, the construction of the weir at Mulwala, Savernake Station and the Murray River Ports.

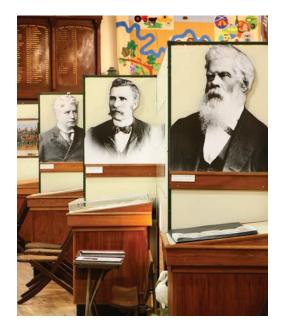
Along with historic buildings such as Oddfellows Hall, Howlong's Mechanic Institute, and the Urana Courthouse, and the history associated with famous artist such as Tom Roberts and Tommy McCrae.

The Corowa Federation Museum and the Yarrawonga











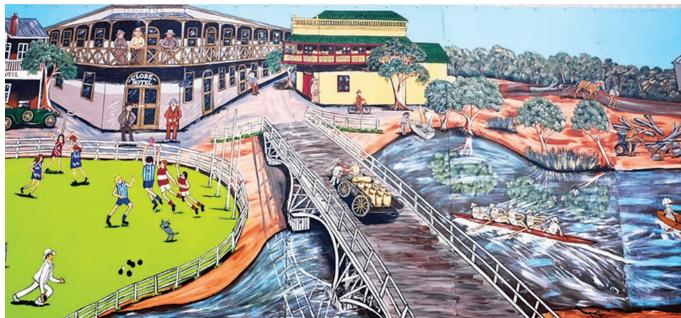
Mulwala Pioneer Museum are dedicated custodians of the town history. Along with specialised museums including the Urana Courthouse Museum, Balldale's Owls Eye Museum, Oaklands' Doug Kerr Vintage Museum, Howlong Wood Carving Museum and Corowa's Vintage Tractor Museum and Max's Motor Museum.

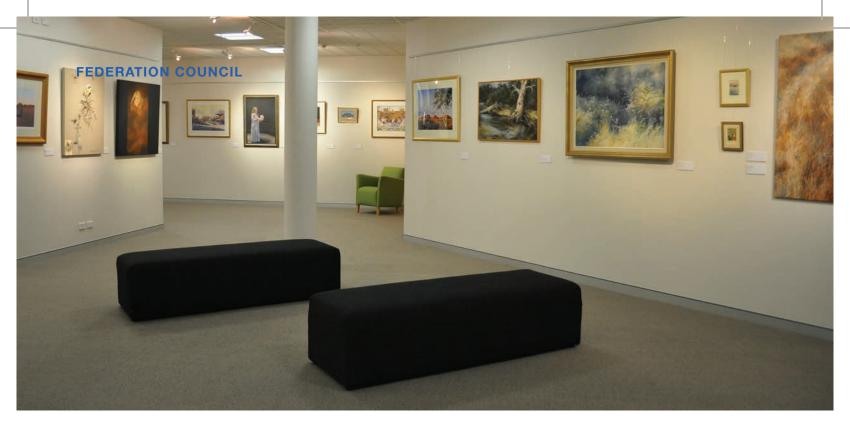
Community

Many existing groups and individuals are driving arts and cultural development within their communities. Including but not limited to the Corowa District Historical Society, Federation Arts Committee, Morundah Bush Entertainment Committee, Rand Town Improvement Committee, Urana Arts and Historical Society, Yarrawonga Mulwala across the Arts Council, and the Yarrawonga Mulwala Historical Society.

Our communities are proud of the many art projects and initiatives that have been facilitated across the local government area in the past. Federation Council has a long history of public art with its murals and graffiti art culture with many murals on public and private business walls across the Federation Council.

Community groups have initiated some wonderful murals such as the 'Our Place' mural in Corowa, the Corowa Federation Museum's History of 125 Years, Oaklands Coronation Park Mural, and the Yarrawonga Mulwala Historical Society Museum Mural.









Howlong has seen a number of murals pop up over the last few years including the Enchanted Hut at Memorial Park, the 20-metre long mural landscape of the Murray River near the IGA carpark and the bright and cheerful mural on the side of the Half Acre Café.

Federation is home to a number of unique sculptures representing towns and villages, such as the "Brolgas" sculpture in Corowa commemorating the construction of the Federation Bridge over the Murray River, and the "Orchid in a Teacup" in Oaklands built to raise community awareness about the rare Diuris Oaklands, an orchid that is only found at a handful of sites around Oaklands and Urana.

Andrew Whitehead's art works spread across the Council area including "Swagman & Dog" and the "Tim Fischer Train" at Boree Creek, "Not so Itsy" the giant spider and the "Savannah Goanna" at Urana, Morundah's "Toolbox & Jockey," and the "Shearing the Rams" at Lowesdale and the 2D Mulwala Murray Cod bike rack on the Mulwala foreshore.

The region's lifestyle is complemented with an active arts community offering a number of initiatives including galleries, museums, festivals and performing arts.

The area enhanced by live performers from the Corowa Theatre Company live productions, Savernake Hall Committee hosting the Country Halls Tour, and the Morundah Bush Entertainment Committee bringing regular National opera and ballet performances to the Morundah Paradise Palladium Theatre.



Young people are involved in the arts in particular public art. With local primary school students contributing panels to the Our Place mural in Sanger Street, Corowa and designing the artwork on the ping-pong table at Lowe Square in Howlong. High School Students have worked with public street artists to paint the Memorial Plaza Mural in Corowa, the Corowa Skate Park's shelter shed, the Little Libraries Project, and the CommUNITY Piano.

Communities within the Federation Council host a broad breadth of Arts and Cultural activities and offers an exciting calendar of events. A number of annual/ biennial art exhibitions are held including Corowa's Federation Art Exhibition and the Federation Photographic Competition, Across the Arts Exhibition in Mulwala, Urana's Courthouse Art Exhibition and Sale, and the Boree Creek Quilt & Craft Exhibition.

Community based events highlight the region's diverse spirit and vibrancy. They play an important role in bringing people together and creating a strong sense of community pride. Events such as the Corowa Federation Festival, Oaklands Harvest Ball, the Corowa Australian Billy Cart Championships, and the Urana Vintage Rally are unique to the area.

Our schools, community and Council recognise more mainstream cultural celebrations such as Australia Day, Children's Week, Harmony Day, NAIDOC Week, National Reconciliation Week, Seniors Festival, Youth Week and religious festivals.

Markets such as the Howlong Half Acre Market and the Corowa Rotary Federation Farmers & Variety Market along with the annual Gallery 294 Christmas Market and Morundah Market Day display and sell local arts and crafts.







COUNCIL CONTEXT

Federation Council was established on 12 May 2016 following the amalgamation of the Corowa and Urana Shire Councils. Our highest priority as a Council is to ensure we continue to deliver the many local services valued by our communities, whilst considering ways to provide improvements.

OUR VISION

Federation – Creating Opportunities, Celebrating Communities. Federation will be home to a community rich in spirit, thriving through the opportunities of our unique history, rural landscapes and waterways.

COUNCIL IS GUIDED BY THE FOLLOWING OBJECTIVES OF THE 2018-2028 COMMUNITY STRATEGIC PLAN:

1. Built Federation:

Maintained and improved infrastructure that meets the needs of residents and industry

2. Economic Federation:

Growing, progressive and prosperous communities that build on sustainable manufacturing, agriculture and tourism, close proximity to other centres on both sides of the Murray and affordability

2.8 Increase tourism

3. Natural Federation:

Sustainable rural landscapes and waterways offering tranquillity and attractive recreational spaces

- 3.2 Ensure attractive and vibrant public spaces
- 3.1 Provide quality recreational spaces

4. Social Federation:

Close-knit and welcoming communities where people come together and support each other

- 4.1 Encourage an age-friendly environment
- 4.3 Support young people
- 4.8 Encourage community pride and spirit
- 4.10 Celebrate the area's rich culture and heritage

5. Well-Governed Federation:

Strong civic leadership and governance supporting equity across communities and effective communication with residents



COUNCIL'S ROLE IN ARTS AND CULTURE

Council serves an essential part in delivering, funding, hosting, supporting and promoting arts and culture in our communities as directed by the Federation Council Delivery Program 2018-2021 & Operational Plan 2020-21.

Federation Council values arts and culture as an integral part of our community.

Council realizes the pairing of arts and culture with tourism is a way to generate economic development. Arts and Cultural events and activities can bring visitors to the area.

Arts and culture plays such an important role in the community health and wellbeing of our communities. It can invigorate local areas through creative practice. Making sure Council provides leadership and support to our communities to be creative is a major focus of the Council's long-term plan.

Federation Council supports arts and culture in the community in many ways: - through the Community Grants Program, Event Sponsorship Program, provision of buildings for cultural and art activities and by staging events and festivals that highlight the region.

The Community Grants Program runs twice a year and supports ideas, projects and events that contribute to the vibrancy and well-being of our communities. Federation Council is able to provide financial and in-kind support to successful applicants up to \$3,000. Arts and Culture is one of the nine main key priority areas of the grants program.



FEDERATION COUNCIL







Federation Council has a range of community facilities and halls that support arts and cultural activities including:

- Corowa Art Space located in the Corowa Civic Centre in Corowa. It is a community art space that can host exhibitions developed by artists, schools, community groups and special interest groups. Periodically the space hosts travelling exhibitions such as the Bald Archy Prize.
- Federation Council owns or is custodians of eighteen halls, recreation reserves and community centres throughout the Council area. Six are managed directly by Council, whilst twelve are managed by section 355 Committees on behalf of Council.
- Library branches are at Corowa, Howlong and Mulwala and a mobile library regularly visits the locations of Boree Creek, Oaklands, Rand and Urana.

Community events and tourism events are an important and growing part of our local economy, and add to the vibrancy of our region. Council contributes that vibrancy by:

- Hosting a number of events that draw people to the region including the Corowa Australian Billy Cart Championships and the Festival of Fun for Kids.
- Holding events and activities that celebrate the wonderful contribution that our traditional owners, families and children, people with disability, seniors, youth and volunteers make to our community.
- Council has developed the Events and Festival Guidelines to help Event Organisers plan a safe and successful event.
- The Federation Council's Event Sponsorship Program recognises the positive economic and social benefits events and tourism has on the region and aims to assist in the funding and attraction of year-round events to the region.

In 2020, Federation Council became an official Refugee Welcome Zone. On the back of this initiative, the community annually hosts visits from refugees looking for a more rural lifestyle. This initiative has already seen migrants secure employment and relocate to the area.

COMMUNITY CONSULTATION

AND STRATEGY RESEARCH

In developing the strategy, the Federation Council conducted background research and consulted the local community, including community groups, event organisers, schools and arts practitioners.

Council reviewed and highlighted past and present Council plans and policies including:

- Community Strategic Plan 2018-2028.
- Federation Council Delivery Program 2018-2021 & Operational Plan 2020-21.
- Public Art Policy.
- Urana Shire Council's Cultural Plan 2009-2014.
- Corowa Shire Cultural and Social Plan.
- Welcome to Country and Acknowledgement of Traditional Owners Policy.
- Draft Federation Council Heritage Strategy 2020-2023.

THE PURPOSE OF THE RESEARCH AND CONSULTATION WAS TO:

- Assess the community and its needs in regards to their participation in and expectations of arts and cultural events and activities.
- Understand the current state of arts and culture in the Federation Council and the priorities for the future.
- Seek community feedback that will assist in the future planning of community events and cultural development activities over the next four years.
- Identify key themes and directions in a strategic plan, to guide the arts and cultural development.
- To link with other Council plans and policies.
- Assist with the arts and cultural aspects of the business planning process.

Many opportunities have been highlighted to further drive awareness, participation and appreciation of the arts in the Federation area and celebrate its culture.



SURVEY RESPONSE

KNOWING WHO LOVES ARTS & CULTURE

Federation Council engaged with the community via a public survey sent to community groups, schools, Council Advisory Committees, 355 Committees of Council, and tourism and business operators.

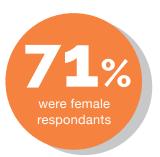
We received 125 surveys from residents across the Council area, but also from people who visit or connect with the Federation Council footprint.

Within the Federation Council, responses were received from towns with postcodes 2643, 2645, 2646, 2647, 2652, and 2700.

Survey responses external to the Federation Council were received from Wahgunyah, Rutherglen, Holbrook, Yarrawonga, Shepparton, Albury, Lavington, Chiltern, Seddon, Mossman, and Ballarat.

Of these responses, they were mainly completed by females (71%), followed by men (26%) and other / prefer not to say (2%).

The response group based on age was broad with one person under 18, ten people between 18-34, forty eight people between 35-54, thirty three people between 55-64, fourteen people between 65-74, seventeen people over 75 years and two people who did not want to say.







ARTS, CULTURE AND YOU

Many of you engaged with the arts and cultural events in your everyday lives over the last twelve months. Arts exhibitions (59), community events (62) and famers markets (48) were your top ways to spend your time. You attended live music (27), festivals (23), arts and crafts fairs (18), and performing arts (13). Some of you chose to visit a museum (16), look at public art (16), participate in library programs (13) or view architecture and design (7). Other areas or events that you specified you attended were theatre shows, orchid show, parade and tractor pull and truck show.

The main reasons for participating in cultural activities were for entertainment (86) and to feel connected with your community (84). Cultural activities could be part of a sporting club, community organisation, on the local art or museum committee etc. You told us cultural activities were a great way to spend time with family and friends (68) and for your health and wellbeing (62). On a lesser extent, it was a way to meet new people (40) and celebrate your culture and heritage (26). You also participated to support events and activities, stimulate your brain, and to educate yourself and family. One person did not participate in any cultural events or activities.





CULTURAL EXPERIENCES

When it came to taking our friends and visitors across the Federation Council for a cultural experience, it was diverse and your favourite spots were dependant on where you lived. You are proud of your towns and villages and liked to show people what is on offer.

The biggest choice for a cultural experience in the Federation Council area was to visit our natural places. Such as Lake Mulwala, Boat Rock, Lake Urana Cliffs, the Murray River, scar tree at the lagoon and other spiritual places in the bush that are not mentioned in tourist brochures. You like to do this by riding your bike, walking or taking a cruise.

You like to get out into public spaces and parks such as the Gorman Park, Memorial Park, Rowers Park, Redland Road Reserve, Tim Fischer Park, and the Tom Roberts Reserve. Bangerang Park in particular was a popular location for its new art and water feature with some saying we need more child friendly spots especially with food options. As were bridges with John Foord Bridge, Weir Bridge and the Mulwala Bridge all getting a mention.

Attending markets, festivals, and community events were very popular. In particular, you named Across the Arts Photography Competition and Exhibition, Oaklands Truck Show, Federation Art Show, Federation Photo Exhibition, Federation Festival, Bald Archy Exhibition, the Corowa Show, Corowa Swim-In and Military Parade, and the Corowa Australian Billy Cart Championships. You thought taking people to a local "footy" match such as the Billabong Crows Football Netball game or the hockey was unique and different especially those visiting the area from the city.

Art and craft studios and galleries such as the Wacky Bird Gallery and Gallery 294 along with the Corowa Community Gardens were mentioned. A number of businesses provided a cultural experience on their own including the Corowa Chocolate and Whisky Factory, Mulwala's Blacksmith Provedore, Regional Design Service, Mulwala Water Ski Club, and the Balldale Hotel.

Some of you like to take your visitors back in time and visit the Corowa Federation Museum, Yarrawonga Mulwala Pioneer Museum, the Corowa Vintage Historic Vehicle and Machinery Club and Max's Motor Museum.











Many of you enjoyed taking your friends and family to live music gigs or going to places where live music played such as restaurants and clubs. Theatrical productions, exhibition and ballet at the Savernake School of the Arts Hall, the Corowa Art Space, and Morundah's Paradise Palladium Theatre along with the Corowa Theatre Company shows were valued.

Experiencing all that the country has to offer was popular with trips to a working farm, and a shearing shed. Library activities for young and old were good to attend especially Story Time, along with school fetes and ballroom dancing events.

Some of you enjoyed jumping in the car and going sightseeing looking at the heritage buildings and architecture, and experiencing local produce or catching a flick at the movies. You like to visit public and street art such as the Memorial Plaza Mural, "Brolgas", "Shearing of Rams" and the sculptures in Urana.

Some of you did not feel there were any cultural activities in the area or preferred to go outside of the Council area and visit nearby towns such as Albury, Yarrawonga or Rutherglen. The Winery Walkabout, winery art exhibitions, Murray Art Museum Albury (MAMA), Burramine Homestead and A Day on the Green seemed to provide a different cultural experience than what was available in Federation.



ENGAGE WITH THE ARTS

You Read!

Many of you like to read books including print, eBooks and audiobooks. You enjoy borrowing books from our libraries, attend activities run through the library, and engaging in book clubs.

You like to experience the theatre!

Many of you like to attend in person exhibitions, theatre, shows, live music and concerts. You like to support local, but also are prepared to travel regionally to Albury and Wangaratta and to the city to attend.

You are history buffs!

You often visit museums and galleries locally but also travel to the city to do so. One of you simply enjoys researching local history. You volunteer at our museums on a regular basis.

You enjoy music!

A number of you like listening to music whether it be live or at home from your own personal collection. You belong to local music groups such as small singing groups, bands, or as active members of Sing Australia. You also organise bands for local events and performances.

You create art!

You are practicing artists creating, exhibiting and selling your work locally and in the region. One of you is a resident artist in a local gallery space and one of you work in the arts management. You participate in creative arts or projects, this can include arts and craft at home or classes, workshops, homemade farm art, photography, painting, textile arts, crafts, drawing and colouring.

You attend events!

You not only like to attend local farmers markets, art exhibitions, community markets, arts and craft fairs, festivals and swap meets, but a number of you assist in organising events or are involved as a volunteer.

You watch movies!

You like to watch films in the comfort of your home or venturing out to our cinemas.

You like to listen!

You listen to podcasts and you listen to speakers.

You like to look!

You like to look at public art locally and in the region, the Bald Archy Exhibition, or the Corowa High School Variety Night.

Art and culture is for everyone!

You like your family as well as your friends and community to experience arts and culture and are proud of what we have on offer in the Federation Council.





COMMUNICATION

We asked you where you frequently get information about arts and cultural events and activities.

The number one advertising channel was social media. This included local Facebook pages including Corowa Theatre Company, Regional Design, What's On pages in your reflective towns as well as event specific pages.

Many of you still preferred print media in particular local newspapers including the Corowa Free Press, Border Mail and the Yarrawonga Chronicle to find out what is on. Even in this digital age, flyer and poster distribution works effectively. Especially in local businesses and cafes shop windows.

Communication, membership releases and email mailing lists from arts bodies such as Murray Arts, Regional Arts Victoria, Arts NSW and Regional Arts Victoria veered well. As well as from local arts groups such as Across the Arts, Across the Lake, and Rutherglen Arts and magazines such as the Howlong Grapevine. The Council's newsletter, calendar of events and the corporate website provided some information but could do better.

If visiting the Federation Council area you popped into the Corowa Visitor Information Centre and the Yarrawonga Mulwala Visitor Information Centre.

Word of Mouth, TV and Radio specifically ABC radio adverts played a small part with letting you know what is available. As did signage around town, and online google search such as 'what's on near me.' Some of you thought that advertising was very focused in Corowa and should extend more to all regions within the Council area.

WHAT IS IMPORTANT

Public Art

Your preference for Public Art was for more live performances such as theatre, music or dance in public spaces (56). If art were to be built then historical landmarks (51), silo art (51) and murals (41) would be heavily favoured. You liked the idea of integrated artworks such as street paving, or sculptural seating (36) and thought more sculptures (32), and installations (20) would be great. Monuments, memorials, and civic statues were your least favoured public art (10). Other suggestions included craft, indigenous cultural heritage and projections.

Music

As a Council area, we have a diverse taste and preference for music. If music events were to be held you told us that popular music (42) and rock (31) were your preferred choice of music. You would enjoy listening to folk (24), world blues & roots (29), bush & country (26), along with classical & opera (25).

A number of you would like to see contemporary (18), jazz (18), children's performers (17), indie (15), choral / choir (14), pop (12) music form part of a music activity. To a lesson extent the following genres were liked indigenous (9), gospel or spiritual (8), R & B (5), electronica (2), and hip hop / rap (2). Three (3) other music offerings were flagged including punk rock, Latin American and death metal.

Visual Arts

If there was a choice of what visual arts offerings were available your number one preference to do and see was photography (47), followed by arts and crafts (40) and painting (34). Sculpture (29) and tribal indigenous art (22) were popular. Mixed media (16), children's art / craft activities (14), jewellery (13), textiles (10), digital (10), fashion (9), mosaics (7), modern art (2) and printmaking (2) were preferred by a smaller minority.

Performing Arts

You told us that theatre/stage (49), musical theatre (35) and street performance (31), were your preferences for performing arts. Comedy shows (17), plays (16), documentary films (15), Hollywood films (14), and Ballet performances (13) would also motivate you to attend. Poetry / book reading (7) and Children's theatre (5) were not high on your appetite and would unlikely be welcomed additions to the events calendar.

Children, Arts and Culture

Out of 125 surveys submitted, everybody but two people agreed that it is important for school children to have access to arts and culture as part of their education.



ARTS AND CULTURE IN FEDERATION

Most of you thought it was extremely important (62%) to have arts and cultural offerings as part of the communities within the Federation Council. Some of you thought it was very important (28%) and somewhat what important (10%).

One person thought it was not important at all. Incidentally, this person also thought it was not important for schoolchildren to have arts and cultural education of that Council should financially support arts and cultural activities.

Out of 125 surveys completed, 118 people thought it was important that the Federation Council financially support arts and cultural activities as tourism collateral in the Federation Council. Seven people did not.

You are willing to help with 71 people saying "yes" they would join an arts working group to assist in delivering public art in your town or village, such as silo art.

OUT OF THE COUNCIL OBJECTIVES LISTED ON AVERAGE EACH OBJECTIVE WAS OF CLOSE VALUED.

- 1. Support the delivery of original, imaginative and high quality arts and cultural events and experiences, which attract visitors and strengthen local community identity and pride. Medium 3 (Mean 2.8)
- 2. Create opportunities for people and communities to participate in arts and cultural activities, events and experiences. Medium 3 (Mean 2.9)
- 3. Maintain shared public spaces that have the capacity to host arts and cultural activities. Medium 3 (Mean 3.4)
- **4.** Offer cultural experiences and build creative capacity among our young people. Medium 4 (Mean 3.7)
- 5. Support relationships with local heritage organisations and groups to record and promote the importance and value of our local heritage. Medium 4 (Mean 4.256)
- 6. Work with the Bpangerang and Wiradjuri people to recognise, promote and celebrate the indigenous arts and cultural traditions to the Federation Council. Medium 4 (Mean 4.265)

FOCUS AREAS



CREATIVE SPACES AND PEOPLE

You said...

Provide places and opportunities for artistic, cultural and creative activity, and innovativeness to happen and flourish.

Some of your suggestions were:

- · Support (financial and otherwise) the establishment of a Creative Arts Hub in Corowa.
- Support (financially and staff) a new museum and visual arts space / building in Corowa.
- Allow free access to halls in the region so groups in town can promote music, film, dance and art opportunities.
- Encouraging private activity.
- More art exhibitions (not just the Bald Archy exhibition).
- · Highlight famous artists with markets and live shows around it.

YOUTH AND CHILDREN

You said...

Get young people involved.

- · Get the kids/schools involved, that in turn gets the families involved too.
- Need to bring younger residents on board it seems that many of the events are stacked towards the older members of the community while our younger families do not have a lot on offer.
- · More youth involved art projects.
- School students being incorporated in indigenous murals / paintings with local Bpangerang elders and community.
- Christmas decorations made by local school children to adorn the streets each year.
- I would like to see more family friendly events with music, and art workshops.



PROVIDE SUPPORT

You said...

Support and provide opportunity for arts and cultural networks, creative clusters and community partnerships.

Some of your suggestions were:

- Supporting existing groups/events to grow and evolve such as Corowa Theatre, Savernake Hall, Morundah Opera, Corowa Art Prize & Photography Prize and Gallery 294, no matter what it needs to be across the Council area.
- · Supporting existing groups and events to grow and evolve.
- We need to self-support entities as far as possible.
 No grand ideas- just sustained support like the Bald Archie's
- · Something that visits all the villages.
- · Established art for communities across the Council area.





PUBLIC SPACES

You said...

Maintain shared public spaces that have the capacity to host arts and cultural activities.

- · Attractive spaces within our towns to encourage social interaction and tourism.
- Time to pretty up our main street with flowers, music in background to make us look and feel more radiant to people passing through town.
- Artistic sculptures / projects in the main street, more sitting areas in the street to enjoy art and gather at lunch times and weekends.
- Sculptures in the streets such as you see in Europe of past life, etc.
- Within the shopping precinct of Corowa, toilet facilities are well apart and not well identified, especially to newcomers and visitors.
- Any new public building design to have input from local arts community when designing.
- Love to have hanging floral baskets, filled with flowers that attract more birds in the main street.
- Beautification of streets and parks with landscaping and sculptures / installations.
- Street beautification and greening.
- Updating from tired outdated Federation colour restrictions to a broader pallet of colours on shop fronts.
- Walking/bike riding track along the banks of the river that link the towns-acknowledging historically important sites, flora and fauna.
- · Permanent streetscapes.
- Promote and support financially such things as sculpture trails, heritage trails and museums.
- · Painting of the old shops in Boree Creek.



PUBLIC ART

You said...

Create more murals and sculptures as part of the Council's public art plan.

- Murals are the flavour of the month with twenty-two people mentioning murals in their survey response. In particular, murals developed by youth would be great.
- More artwork like the mural on Woolworth's wall that has contributions from across the shire region.
- · Murals blended to natural environments.
- Murals such as The Plaza Mural developed by the Youth Council.
- One of the most popular viewing items are murals street art has many positive flow-on. If we do feature large art installations - toileting facilities are important.
- Silo art...involve some of the surrounding villages.
- Sculpture because I believe our region lends itself to this type of art and this involves the wider community.
- Some more murals would be wonderful they are always interesting when they depict local history or events.



You said...

You liked the idea of more sculptures and definitely wanted the current ones linked by a sculpture trail. If new sculptures were to be built, you would like them of a famous artist, local historical significance, more diverse, and thought provoking.

Some of your suggestions were:

- More diversity in public art currently the majority of public sculptures are metal and tin farm waste recreations of animals / farmers. It lacks imagination and speak to only one narrative of who we are.
- Large thought provoking sculpture down by the river, encourage tourism.
- A sculpture theme leading into and out of each town would be advantageous and give the Federation Council a theme.
- · Landscape / From the Land Sculptures Sculptors.
- River sculptures and murals. Things that can be seen anytime people visit.
- More public art like the brolgas at the roundabout in Corowa are fantastic and it would be great to see more of such art. It doesn't have to be by a famous artist.

You were interested in transforming your local silos with art as a drawcard for tourists. In fact, fifteen people said they embraced the concept. A few of you thought we had missed the boat on silo art and should focus on laser shows on silos or other large-scale art installations.

• The community of Rand have been working hard to activate their town via public art (Silo Trail) it would be fantastic to see that supported.







MUSIC

You said...

You really want more music events or festivals. Thirty-four responses mentioned music in particular a music festival would be great, especially one that was for all ages.

Some of your suggestions were:

- A music festival that incorporates many towns and the gigs are spread over a week so people drive around and see the area at the same time.
- A music festival would be great.
 I have noticed that other towns have music events to promote their town.
- · A music festival would be great. Rutherglen has the wine festival, Yarrawonga Mulwala has water skiing.
- Encourage musician's e.g. busking, venues for talent to be shared.
- A musical festival along the lines of By the Banks in Albury or From Little Things in Beechworth would be great. One day, focus on original artists including stage/tent for local artists, stallholders, food trucks, etc. Young people involved in set-up, etc.
- Street musicians.
- · School bands.
- Encourage live music performances in the street, or down at Bangerang Park during the farmers markets.
- Country music festival.
- I think a music festival could be worth considering. Certainly, it would take a few years of seed money before an annual festival becomes self-sustaining, however I think it could be worthwhile.
- Massed choirs.

INCLUSIVE ARTS AND CULTURE

You said...

Develop an environment of accessible and inclusive arts and culture for residents and visitors.

- Harness the creativity of the local LGBTI community.
- Exposure to differing cultures is limited in the Federation area.
- As a now disabled person and the convenor of the carers support group I would love a bus to take us to Albury or Wangaratta to plays and concerts on a monthly basis.





HERITAGE ASSETS AND INFRASTRUCTURE

You said...

Conserve, enhance and develop our cultural and heritage assets and infrastructure.

- · Support (financially and staff) a new museum.
- Genealogical opportunities linked to the pioneer cemetery.

 I recently visited the cemetery with my mother to research our farms' colonial history and selection by a pioneering family. The state of the old graves and record keeping is disgraceful I found our pioneer's grave has had someone else buried over the top and there is no headstone record. Some local families have invested privately to recognise their descendants with indicative gravestones but I feel this is a community responsibility to record and re-tell our history, including migrant history and the importance of truth-telling, recognition and reconciliation of our indigenous history.
- Recognition of the agricultural founding of our district in the small villages, some have disappeared i.e. Shannonvale.
- · Smaller township as there is history in those towns.
- Our local heritage is certainly important, but is different from the arts. I realise it is part of our culture.
- Promote and support financially such things as Sculpture Trails, Heritage Trails & Museums.







Some more suggestions were:

- · Historical signage.
- Visual or audio storytelling of the indigenous cultural heritage of the area. Given Corowa's focus is all about Federation, it would be nice to know about pre-Federation.
- Even outside of Corowa and across the other towns in federation all the art and storytelling seems to be about colonial heritage, which is important, but I think the precolonial era needs attention and prioritisation. I bet if you asked locals they probably couldn't identify much cultural heritage beyond local agricultural pioneer history.
- Public art be connected with walking tracks and other experiences in the area.
- January 1st is the day of Federation and is not celebrated at all on that day. Visitors have often asked me why not? This would be interesting to mark the significance of Federation.
- Have information or a display regarding the Federation meeting outside of the Oddfellows Hall.
- A new book on the history of the district and the individual locations containing biographies of important residents and their deeds.
- · Installation representing the local history.





TOURISM AND EVENTS

You said...

Deepen community and visitor engagement in the creative and cultural life of the region.

- If the community provides and supports high quality arts and cultural events and experiences then town's people will get the flow on and all the rewards, both financially and emotionally offer broader opportunities and acquaintances.
- I feel that arts events and experiences that attract visitors from outside the Council area would be an important objective bringing in money from outside and making the Council more widely known.
- I also believe that any event we could bring to Corowa would be a bonus for us as long as we promote Corowa and attract people to visit and attend like the vintage army visitors. What a week they have with us and they certainly support our town and surrounding areas.
- · Drag shows.
- · A festival focusing on river arts.
- Cultural food festival.
- · Ongoing theatre with a broad range of arts.
- Support for local theatre productions i.e. pay a director.
- · Theatre performance.
- Other suggestions included art and craft expo, handmade market, multicultural festival, photography exhibition featuring local photographers with local images.





COMMUNITY ENGAGEMENT

You said...

Actively share support, work with community networks, and enable collaborative efforts and actions on arts and cultural projects.

- Whole of community engagement through consensus by a democratic process, not imposition.
- I believe you have covered many ideas and exciting possibilities for the community.
 May I wish you and the team, continued energy, mega funding, easily obtained permits, true believers and supporters on board to bring as many Arts & Cultural Visions/Activities as possible into our communities within The Federation and indeed the Moira Shire.
- Allow local communities to work out what would suit their area rather than imposing what Council thinks we need. Work with local groups.
- More art and culture across the Federation Council and financial distribution to all towns and villages.
- Create as much art and culture as possible. It has been proven that a person or child looking at art or sculptures forgets any worries or pain for that time. It puts people in a happy place.



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