

BARCOO SHIRE COUNCIL

Arts & Culture

STRATEGIC PLAN

2020 - 2025

Our Activities will be driven by Our Priorities.

Our Common Purpose

This Arts and Culture Strategy reflects the vision for our shire as a place where people, lifestyle, business and the natural environment flourish.

Our Values

This Arts and Culture Strategy reflects our values: Quality Service. Excellence. Innovation. Culture. Accountability.

OUR PEOPLE

Our priorities are our people. Our children's future. The wellbeing and growth of our communities.

Strategic Goals – Our People

- 1.1 We will develop and implement a range of community capacity building initiatives for Arts and Culture experiences and skills, and for management of Arts and Culture projects.
- 1.2 We will develop and implement a communications and community engagement strategy for timely communication, promotion and engagement of Arts and Culture initiatives, to reach a diverse and broad audience including temporary residents and tourists.
- 1.3 We will identify and source local talent, assets and service providers where applicable.
- 1.4 We will design Arts and Culture activities that engage the community; strengthen relationships between community groups; and enhance community health and wellbeing in all age groups.
- 1.5 We will design Arts and Culture activities that create a personal and communal sense of ownership, joy, pride, self-esteem and confidence.
- 1.6 We will run Arts and Culture activities that are family-friendly, and which develop social cohesion.
- 1.7 We will use Arts and Culture activities to reflect diversity.

OUR PLACES

Our priorities are the uniqueness of our shire and the individuality of our towns. The integrity of our natural assets. Our cultural, social, and natural history.

Strategic Goals – Our Places

- 2.1 We will identify and maximise how Arts and Culture activities link with and enhance the attractiveness of the Barcoo as a tourist site, including the attractiveness of the shire borders.
- 2.2 We will provide Arts and Culture infrastructure in Council owned facilities to enable greater artistic activity, access, and ease of delivery of Arts and Culture activities, including out of hours access.
- 2.3 We will engage in Arts and Culture activities that increase the aesthetic appeal of the towns; increase the image of the towns as clean and welcoming, and create a sense of ownership, vibrancy, and joy.
- 2.4 We will implement Arts and Culture activities to promote and enhance use of public facilities such as libraries, town halls and public parks.
- 2.5 We will enable direct and indirect employment outcomes through initiatives such as artist residency programs, income-generating workshops and product sales.

OUR PRACTICES

Our priorities are the responsible and sustainable development of our shire. Education and skills development. Regional cooperation. Responsible governance.

Strategic Goals – Our Practices

- 3.1 We will consult the community to identify local priorities and interests in Arts and Culture and according to different age groups.
- 3.2 We will ensure the creation and operation of an Arts and Culture Action Plan to enact the Arts and Culture Strategy (through internal and/or external expertise).
- 3.3 We will determine the best model of managing the Arts and Culture Action Plan (whether through internal and/ or external expertise).
- 3.4 We will identify ways to use Arts and Culture to unify the three towns and surrounds, including running events in one town at a time, on a rotating basis.
- 3.5 We will engage specialists from further afield when needed.
- 3.6 We will offer Arts and Culture opportunities for all, by being inclusive and accessible, including to temporary residents and tourists.
- 3.7 We will deliver a balanced program to reach a range of tastes and interests and which include new and innovative experiences.
- 3.8 We will collaborate, co-operate, support and communicate with other Western Queensland Shire Councils and services to keep abreast of best practices and opportunities.