

ARTS AND CULTURE

STRATEGIC SERVICE PLAN

2023-27



*Emergent 2022: VCE Graduate Showcase,
Bunjil Place Studio, 2023. Photo: One Hour Out*

Statement of Acknowledgement

The City of Casey proudly acknowledges the traditional owners, Casey's Aboriginal Communities and their rich culture and pays respect to their Elders past, present and future.

We acknowledge Aboriginal people as Australia's first peoples and as the traditional owners and custodians of the land on which we work and live.

Diversity Statement

The City of Casey is home to remarkable diversity with many cultures, languages, faiths and communities of worship, ages, LGBTIQA+ identities, and landscapes together forming our rich and dynamic community story.

From our first Australians to our most recent arrivals and every wave between, the City of Casey welcomes and represents all community members and their respective ambitions to live healthy, rewarding, and happy lives. We recognise this diversity as our strength and we aim to share, nurture, and celebrate it.



Contents

INTRODUCTION	4
PURPOSE AND VALUE	4
SERVICE SCOPE	5
STRATEGIC ALIGNMENT	7
COMMUNITY CONSULTATION	9
GOALS AND INITIATIVES	10

Installation view: Ash Keating: Pressure Bunjil Place Gallery, 2024. Courtesy the artist. Photo: Paoli Smith

INTRODUCTION

This document is a summary of Council’s four-year plan for its Arts and Culture Strategic Service, and how we will ensure this core service is designed and resourced to sustainably and effectively meet current and future demand in line with our organisational strategy.



Installation view of Andrew Duong's exhibition *Portraits of artists in the South East with the subjects*, as part of *New Ground*, Bunjil Place Library Art Space, 2022. Photo: City of Casey

PURPOSE AND VALUE

Arts and culture are crucial to creating vibrant, healthy and connected communities. The City of Casey’s vision for arts and culture is *‘to bring people, place and community together through creativity and stories.’*

Council’s Arts and Culture strategic service seeks to enable, facilitate and inspire connection in the City of Casey through a selection of recognised services, accessible pathways, inclusive celebrations and special events.

This includes improved access to arts and cultural experiences, physical and online collections, learning programs, information, technology, community partners and meeting spaces as well as providing pathways for experience and expression of individual and collective stories, histories and identities.

Strategic investment in arts and culture by the City of Casey will benefit local residents by:

- improving wellbeing and helping to build a stronger sense of both individual and collective identity
- supporting development pathways and growth of creative industries; and
- enabling lifelong learning through sustained engagement.

“TO BRING PEOPLE, PLACE AND COMMUNITY TOGETHER THROUGH CREATIVITY AND STORIES.”

SERVICE SCOPE

The Arts and Culture strategic service currently consists of four sub-services: Creative Infrastructure and Place, Arts Programming, Creative Investment and Growth and Libraries.

Sub service	Purpose	How this is achieved
Creative Infrastructure and Place	Build a creative city and develop our places	<ul style="list-style-type: none"> • Establishing arts and culture as an important part of infrastructure planning • Providing culturally safe places for arts and cultural expression • Providing support to honour Casey's Aboriginal and Torres Strait Islander community cultural heritage • Optimising spaces across Casey to support arts and cultural activities
Arts Programming	Develop and present creative work in Casey	<ul style="list-style-type: none"> • Delivering arts and culture programmed experiences for the Casey community • Providing inclusive and culturally appropriate programming that reflects Casey's Aboriginal and Torres Strait Islander community • Promoting and partnering with community-led initiatives
Creative Investment and Growth	Grow a thriving creative ecosystem	<ul style="list-style-type: none"> • Supporting a range of pathways into creative industries • Promoting arts and culture within the community • Providing arts sector leadership for Casey artists and creatives
Libraries	Enrich community, inspire discovery and share our stories	<ul style="list-style-type: none"> • Providing library facilities and services • Supporting literacy and lifelong learning • Supporting broader digital inclusion in the community • Helping to create informed, creative and connected communities



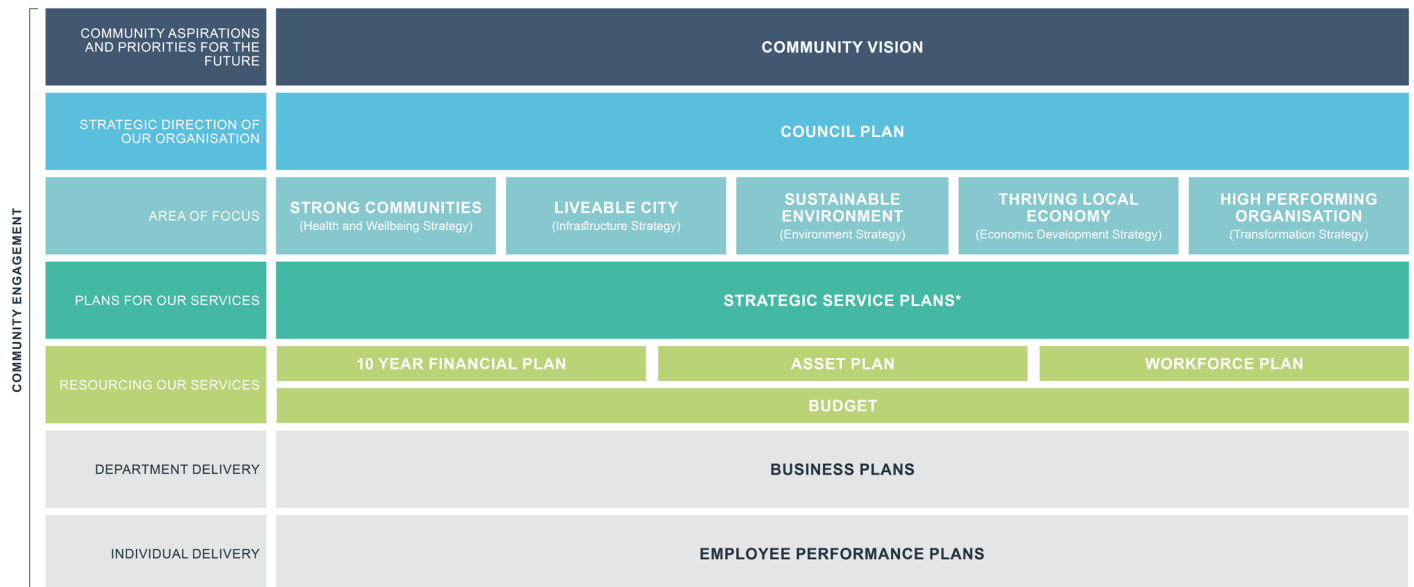
People of Colour performance as part of Emergent 2022 VCE Graduate Showcase, Bunjil Place Theatre, 2023. Photo: One Hour Out

STRATEGIC ALIGNMENT

Council’s Integrated Strategic Planning Framework guides Council in identifying community needs and aspirations over the long term (the Vision), medium term (Council Plan) and short term (Annual Budget, incorporating the Annual Action Plan and Capital Works Program), and how it will hold itself accountable (Annual Report and Audited Statements).

This illustration demonstrates Council’s Integrated Strategic Planning Framework, including the hierarchy and how our strategic documents fit together to help achieve our community’s vision for Casey.

Integrated Strategic Planning Framework



*In development

Our *Arts and Culture Strategic Service Plan 2023-27* aligns to Council’s Strong Communities outcome within its Health and Wellbeing Strategy domain.

This strategic service plan details how Council will manage the delivery of arts and culture services and outlines a future pathway for its delivery.



Isabel and Alfredo Aquilizan. Community celebration as part of the launch of Home/Land: Project Another Country 2019. Bunjil Place Gallery, 2019. Courtesy of the artists. Photography: Kristian Pirotta

COMMUNITY CONSULTATION

Engagement with the City of Casey community has been a crucial step in the delivery of a genuinely transformational *Arts and Culture Strategic Service Plan*. Several themes emerged from a community consultation process that was integral to the development of this plan.

01 Creative infrastructure

Local libraries and community centres are popular and should coordinate to host creative workshops. There is also a desire for the activation of underutilised spaces, and more free spaces with opportunities to exhibit, showcase and promote work to wider audiences.

02 Information and awareness

The Casey community is not always aware of what is on. Ensuring we reach a broader cross-section of the diverse Casey community is an important part of service delivery planning.

03 Community-led programming and participation

Community leaders, cultural leaders, youth and faith groups all want to be involved with arts and culture in Casey. Major barriers to participation include timing and affordability. The development of clearer pathways for collaboration, creative careers, promotion and networking will assist participation.

04 Culture and connection

Community members are eager to connect with people from different backgrounds – across age, gender, culture and language. ‘Culture’ refers to more than a place of origin. Arts and culture programs need to reflect and support the full breadth of Casey’s diverse community, e.g. the deaf community.

05 Funding and financial support

Accessible grants, funding and competitions ensure longevity and create opportunities for emerging and established artists. For art to be feasible in the City of Casey, local artists need funding support.



GOALS AND INITIATIVES

The following strategic service goals and initiatives have been prioritised to enable the delivery of the *Arts and Culture Strategic Service Plan 2023-27*.

	<p>01 PROVIDE ACCESSIBLE AND SUSTAINABLE PATHWAYS so arts and culture becomes established and renowned in Casey.</p>	
Initiative	Timeframe	
Facilitate accessible pathways into creative industries for the community.	Year 1 - 4	
Review opportunities to activate creative spaces.	Year 1 - 4	
Promoting creative spaces and platforms.	Year 1 - 4	
Showcase local artists through creative public offerings.	Year 1 - 4	
What success looks like		
An increase in the number of local artists, Casey-based arts organisations and creative practitioners accessing professional development and business skills programs.		
An increase in Casey residents participating in and attending arts, cultural and creative activities.		



02 CHAMPION PRACTICES, EXPERIENCES AND PLACES

where people feel culturally connected, included and safe.

Initiative	Timeframe
Build relationships with the community by connecting with local groups.	Year 1 - 4
Support wellbeing in the community by encouraging arts participation and lifelong learning.	Year 1 - 4
What success looks like	
Programming and experiences that are informed by the needs and desires of the community.	
Safe and appropriate spaces and programs that enable local groups to connect and partner with each other.	



03 ELEVATE COMMUNITY STORIES

design our service with the people it serves, and reflect a unique Casey identity.

Initiative	Timeframe
Prioritise and develop meaningful community engagement through building relationships with community organisations.	Year 1 - 4
Provide programming initiatives that reflect Casey's diverse community.	Year 1 - 4
What success looks like	
Support for creative public offerings that showcase local artists, to build a strong sense of community identity and belonging.	



04 INTEGRATE AND ADVOCATE FOR ARTS AND CULTURE

in civic infrastructure and everyday places.

Initiative	Timeframe
Integrate cultural development into Casey's long-term planning of libraries and infrastructure.	Year 1 - 4
Integrate and enhance arts and culture activity in the public realm.	Year 1 - 4
Optimise Council-owned spaces for arts and creative practice, including developing fit-for-purpose guidelines to ensure spaces can meet the needs of various creative practices.	Year 1 - 4

What success looks like

Enhanced fit-for-purpose creative spaces and arts and culture programs in public spaces.



05 BE A RESPONSIBLE, ADAPTIVE AND OUTCOME-ORIENTED SERVICE

Initiative	Timeframe
Improve operational efficiency through development of the workforce.	Year 1 - 4
Develop evaluation practices across programs, initiatives, and services.	Year 1 - 4

What success looks like

An increased focus on community consultation, industry benchmarking and the collection of diverse data sources to aid decision making.



06 ESTABLISH MEANINGFUL PARTNERSHIPS

to amplify the impact of our service and maximise its reach.

Initiative	Timeframe
Build on the partnership with Connected Libraries through strengthened collaboration and opportunities for integrated service delivery.	Year 1 - 4
Explore investment partnerships and diversify income to support Casey's Arts and Culture service.	Year 1 - 4
Advocate for initiatives to strengthen arts and culture in Casey and the outer southeast.	Year 1 - 4
What success looks like	
Enhanced strategic partnerships that provide seamless access to arts and culture opportunities.	
A strategic focus on co-investment from government and philanthropic partners.	



Contact the City of Casey:

Web: casey.vic.gov.au
Email: caseycc@casey.vic.gov.au
Phone: 03 9705 5200
Post: PO Box 1000, Narre Warren VIC 3805



TIS: 131450 (Translating and Interpreting Service) المترجم الفوري 翻译: مترجم شفاهي दूरभाषीय യജമാനർ

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