

Queanbeyan Cultural Plan 2014-2017



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Table of contents

Background	4
The Cultural Plan.....	4
Cultural Development Targets for 2014-2017	5
Council Cultural Support.....	5
Cultural Identity and Diversity	6
Aboriginal Culture	7
Public Art.....	8
Cultural Economy and Cultural Tourism.....	9
Cultural Achievements 2007—2014.....	9

Background

Queanbeyan is a rapidly growing city offering a unique blend of lifestyles, with both city and rural communities, next door to the National Capital.

As one of the most culturally diverse communities in regional Australia, it is home to traditional Aboriginal peoples, successive waves of migrants from the UK and from Europe, and more recent arrivals from other parts of the world.

The Cultural Plan

The Cultural Plan has been developed to assist Council build on the many cultural initiatives already underway in the City, and to respond effectively to the emerging cultural needs of the broader community.

Culture defines who we are, what we do and what is important to us. It reflects the identity of the local community, the diversity of its people and their rich histories and heritage. It is recognised that culture plays an important role in building strong, vibrant and cohesive communities, and contributes strongly to the local identity, sense of place, amenity and quality of life. The culture of Queanbeyan is regarded as spirited, down to earth, unpretentious, self-respecting with a strong, honest character.

This Cultural Plan is linked into Council's broader Integrated Planning processes, and aims to identify sustainable cultural strategies for Council to consider and integrate into its overall planning functions.



The Q Exhibition space

Cultural Development Targets for 2014-2017

1. Build on the success of the Public Art programme with more public art projects to be included in the City Centre redevelopments.
2. Foster a strong community involvement in developing cultural and arts projects, such as local mosaics and murals.
3. Develop a public art programme to enrich and enhance community spaces in the new Googong Township.
4. Work more closely with the business community to develop cultural and arts projects for Queanbeyan.

Council Cultural Support

Queanbeyan City Council is a lead organisation in the community. It provides support for many aspects of community culture, including funding of arts initiatives, maintenance of cultural and community facilities, the operation of 'The Q' and funding for a Cultural Development Officer. This Plan identifies strategies for Council to work in partnership with other organisations and community groups to facilitate and support the ongoing development of culture for Queanbeyan.

Strategies

1. Support and facilitate community participation in local arts and cultural events and activities that express the culture, history and heritage of the City.
2. Support local artists and arts projects through the Cultural Arts Assistance Scheme, and facilitate local talent in a broad range of artistic and cultural endeavours.
3. Support 'The Q' as the city's premier cultural venue for local and touring shows and theatre productions and as exhibition spaces for the visual arts.
4. Encourage and support arts programs, projects and initiatives that facilitate training opportunities and the sharing and transfer of skills and knowledge, especially for young people.
5. Facilitate and support the development of networks and partnerships between diverse cultural groups, including visual and performing artists, arts galleries and industries, heritage groups, multicultural groups, and local businesses.



Dancers at Carnivale! Queanbeyan Multicultural Festival

Cultural Identity and Diversity

The Queanbeyan community is made up of people from many different countries and backgrounds, and our cultural identity is as diverse as the many people who have settled here. This brings a richness and depth of cultural diversity to the community and finds expression through the many cultural activities in the city.

The cultural life of the community also includes the rich local heritage, buildings, streetscapes, places where people congregate and the natural environment of the river, parks, recreation areas, bushland and rural areas.

Strategies

1. Facilitate and support opportunities to promote and celebrate what is unique about Queanbeyan's cultural identity and heritage through cultural and arts activities, heritage events, festivals and exhibitions.
2. Facilitate and support the celebration of Queanbeyan's diverse multicultural communities through events, activities and the flagship annual multicultural Carnivale! Festival.
3. Foster strong cooperation between Council sections responsible for cultural and community development, town planning, and strategic planning to ensure a collaborative approach to enriching and retaining Queanbeyan's cultural identity and heritage

Aboriginal Culture

The story of Queanbeyan dates back to the traditional Aboriginal people who originally lived in this region. Aboriginal culture is expressed and passed on through their stories, songs, ceremonies and their art. Council acknowledges and respects the importance of the traditional people of this region, and actively encourages Aboriginal people to express and share their culture and to participate in the broader cultural life of the City.



Mural at Letchworth Community Centre

Strategies

1. Actively liaise with the local Aboriginal community in relation to cultural development projects and initiatives.
2. Encourage and support the development of community arts and cultural projects to highlight Aboriginal culture and its significance for the city.
3. Encourage and promote involvement by the broader community in Aboriginal events, projects and initiatives such as NAIDOC Week and the Reconciliation Walk.
4. Actively participate on Council Committees such as the Aboriginal Consultative Committee and Cultural Development Council.
5. Develop and support networks and partnerships with Aboriginal organisations, artists, cultural and community groups.

Public Art



Blue Wren - Laneway Project

Public art is a means of creating an environment which is attractive, distinctive and engaging and reflects the community where it is located. It serves to bring a sense of pride and ownership to community and public spaces. The active participation of the local community is an important ingredient in developing successful public art projects, as are working partnerships with the business sector. The redevelopment of the CBD and the new developments at Googong and Tralee will provide opportunities for new public art projects.

Strategies

1. Facilitate the implementation of Council's Public Art policy to express local identity and sense of place through a diversity of artworks in public, community and open spaces.
2. Identify and apply for funding sources for an ongoing programme of public art, including government grants and local sponsorships.
3. Build on the success of the public artwork projects installed in Crawford Street, the Sensory Gardens and the Library, by developing public art works in consultation with the new Googong and Tralee township communities.
4. Facilitate and support local artists and cultural community groups to apply for funding to undertake public arts projects within the City.
5. Identify and facilitate opportunities for artists to utilise local industrial and commercial workshop facilities and machinery to develop and create new public art works.



Cultural Economy and Cultural Tourism

The cultural economy refers to the significant number of arts and cultural businesses and enterprises located in Queanbeyan that contribute to the economic health of the city. These include galleries, workshops, and commercial businesses and enterprises that produce and sell cultural goods and art in many forms. Cultural Tourism focuses on attracting and retaining visitors by promoting cultural attractions, activities and performances in the City and thereby bringing benefits to the wider local economy.

Strategies

1. Develop partnerships between Council, the Business Sector, and Arts Industries to facilitate and promote joint ventures and collaborations to enable culture and the arts to fully contribute to the economic life of Queanbeyan
2. Encourage development of cultural trails, arts industry maps and heritage walks to highlight and promote the arts, cultural, history and heritage aspects of the City for residents and visitors alike.
3. Facilitate and encourage training and employment partnerships between business, cultural industries, local artists and crafts people, especially for young people with mentorships, internships and work experience.

Cultural Achievements 2007—2014

Since the original Cultural Plan was adopted in 2007 there have been many significant achievements, including:

1. 'The Q' is now established as the cultural flagship for the City with a diverse programme of drama, musical and comedy performances and an ongoing programme of exhibitions by a wide range of artists.
2. The Public Art Policy, adopted by Council, has resulted in a growing number of public art projects around the City, including new artworks in the Crawford street redevelopment, the Library and Sensory Gardens.
3. The Cultural Honours Gallery has been established in 'The Q' to celebrate Queanbeyan's contributions to culture and the arts at the local, national and international levels.
4. The annual Arts Trail highlights and showcases the many working studios, galleries and artists located in Queanbeyan. This has been complemented by the Public Art Walk brochure.
5. The Queanbeyan Regional Art Awards provides a major annual award and a number of smaller awards for emerging to mid-career artists living in the region.
6. The annual Carnivale! Multicultural Festival celebrates our cultural diversity and harmony each year in the magnificent setting of Queanbeyan Park
7. The Council's Cultural Grants Scheme continues to provide support and assistance to community cultural projects and local artists.