
Advancing the Arts

*The Role of the Arts in Healthy and
Prosperous Communities*

Rotary Club of Maryborough
September, 2009

Council's Plan 2009-2012 “Achieving Together”



- *Our Vision* -“To add to our proud heritage a prosperous and sustainable future for all”
- *An Action Area* –”Cultural Richness”
- *A Key to Success* – “ Conserving our cultural heritage and promoting the active development of the Shire as an important centre for the arts.”
- *Strategy* – “Support the development of arts and culture against a heritage backdrop as both major community celebrations and economic drivers.”

Our Arts –A rich diversity



- Visual Arts -galleries, exhibitions, displays etc
- Performing Arts –concerts, performances, recitals, shows, theatre, musicals etc
- Participatory Arts – dance, song, mime etc
- Crafts –pottery, textiles, wood, metal, glass, clay, paper etc
- Other

Advancing the Arts – a broad partnership



- Various artists, performers and participants
- Community organisations involved in delivery including bands, theatre groups, dance, choirs etc
- Community organisations involved in sponsorship and support
- Tourism operators
- Private businesses
- Council
- Governments
- Others

Places and Spaces -



- Heritage buildings
- Town Halls
- Churches
- Outdoor locations
- Station Domain Sound Shell
- Importance of trails and villages
- Designated arts spaces eg MEC Theatre

Central Goldfields has unique opportunities

Arts and Community Health



- There is increasing recognition from the writings of Richard Florida and others about the role of arts and a creative vibrant society
- Participative arts also offer the opportunity to engage to those who otherwise may tend to remain disengaged –this can be a critical social experience
- A diverse range of arts offerings also create added liveability options.

Arts and Tourism



- Recent Vic Tourism research indicates that arts in a heritage backdrop is key drawcard for Goldfields Region
 - Central Goldfields has committed to tourism development
 - A Tourism Manager has recently been appointed
 - We are positioning Central Goldfields as a major events centre
 - A Heritage Weekend will be a dedicated festival and event for all organisations to work together to promote the great things on offer in our Shire –this should include the arts
 - Cultural tourism provides a key opportunity for us.
-

Cultural Tourism –what is it?



- Includes all aspects of a regions culture – the history and lifestyle of the people, their art, architecture and other elements which shaped their way of life
- A key theme is “telling the stories” –this can take place in many ways including museums and festivals
- The arts generally can bring those stories alive –creative interpretation and representation is an opportunity
- Cultural tourism lends itself to the Goldfields history and story –and that story is special and unique
- Research indicates that cultural tourists spend considerably more than regular tourists.

Advancing the Arts –our strategic capabilities



- The importance of the Goldfields history within the world
- Its ready adaption to meet cultural tourism needs
- The diversity and beauty of our places and spaces
- A long history of commitment to the key areas of the arts –eg our bands
- Great location for events and festivals
- Diversity in the arts –including a growing focus on participatory arts which our community benefits from
- Strong commitment from Council
- Some great talent!
- Willingness to achieve together to advance the arts