

Maranoa

Arts and Culture

Strategy

Whose responsibility?

The Maranoa Arts & Culture Strategy is intended to provide direction and encourage cohesiveness in the action plans of the Council, community, business and other agencies.

Although Council will have responsibility to take action for implementing some of strategies described in this document, many of the strategies require action by communities, businesses or other government and non-government agencies.

Most strategies can only be delivered through partnerships between government, community and business.

The leadership required for the implementation of each objective will be negotiated in the action plans for implementation.

This is a direction-setting document only

***Direction-setting is the first part of the Maranoa Arts & Culture strategy.
Action plans (for implementation) are separate documents***

Introduction

Our communities value the contributions that arts and culture makes to lifestyle and employment in the Maranoa region. The arts and culture industry helps us build futures in our region for our youth by providing attractive lifestyles and business opportunities across a wide spectrum of skills and interests. The industry is sustainable and fertile.

Our vision is for every resident and every visitor to be an arts and culture participant, in libraries and literature, galleries and visual arts, theatres, movies, music and performing arts and museums and heritage.

We see our libraries as places which make literature and technology accessible to all residents. The strategy calls for our heritage to be protected and accessible while indigenous and outback cultures have continuity, diversity and energy. Educators, businesses, agencies, Council and communities collaborate to provide creative spaces and support for creative activity. Our place-making and architecture need to support arts, culture and heritage. Visual arts and performing arts have display and performance opportunities with the Maranoa region able to host visiting national standard exhibitions and performances.

Arts and culture need to be valued as an industry. With a committed, energetic and responsive Maranoa arts and culture industry, we will have the lifestyles, businesses and employment that nourish long term futures for our younger generations. Every local community has a potential role in the arts and culture strategy. We need local and regional cooperation in choosing these roles for the development of facilities, attractions, marketing and supporting services and in ensuring engagement with indigenous members of our communities.

There is to be a strong and mutually supportive alliance between the tourism industry and the arts and culture industry. This approach asks the arts and culture industry to follow the themes for each community proposed through the tourism strategy.

The tourism strategy proposes expansion of the Big Rig as our regional anchor tourist attraction, focussing on the “oil and gas” stories. We see Surat as the entry point into the Maranoa for many NSW and Victorian tourists, with this town telling the “Cobb & Co” and “outback fishing” stories. Wallumbilla can use its silos to tell the “wheat” stories and its Calico Cottage for the “railway” stories. Yuleba can start the “timber” stories and also the “Cobb & Co” story in conjunction with Surat. Jackson has the background to start the “bushranger” stories with Roma, Mitchell and Injune continuing the narratives. Injune is the gateway to the “sandstone gorge country” and the “sandstone indigenous culture” stories. Mitchell is the physical gateway to the outback with “Mitchell grass”, “sheep” and the “artesian water” stories. Muckadilla has the “mud bath” story with Mungallala continuing the “timber” story in conjunction with the “Ooline” story. Cultural tourism, in all its aspects, is a growth market.

This arts and culture strategy provides a direction for maximising the value of local energy, creativity and funding in the arts and culture industry. For state and national stakeholders, this strategy, with its strong tourism alignment, demonstrates the efficiency and effectiveness of investment in the Maranoa arts and culture industry for promoting attractive regional lifestyles and regional employment.

Implementation of the arts and culture strategy depends on a series of action plans and partnerships contained in a separate series of documents. Our success will be driven by partnerships, partnerships and more partnerships.

Maranoa Arts and Culture Strategy

Our visions:

1. Every resident is an arts and culture participant
2. Every visitor is an arts and culture participant
3. The Maranoa arts and culture industry is committed, energetic and responsive
4. We are building a future for the next generations

Our Strategies:

1. Libraries make literature and technology accessible to all residents
2. Local heritage is protected, valued and accessible
3. Indigenous, outback and other cultures have continuity, diversity and energy
4. Place-making and architecture support arts, culture and heritage
5. Educators, businesses, agencies, Council and communities collaborate to provide creative spaces and creative activity support
6. Visual arts and performing arts have display and performance opportunities
7. Maranoa region can host visiting national standard exhibitions and performances
8. Arts and culture are valued as an industry
9. Alignment of the Maranoa arts and culture strategy with the Maranoa tourism strategy

1. Libraries make literature and technology accessible to all residents

Objectives:

- 1.1 All Maranoa libraries provide access to the collections of books, ebooks, audio books, music and film available through the national-wide library systems
- 1.2 All Maranoa libraries provide internet and wifi access at high speed internet standards
- 1.3 Expand use of libraries as an alternative learning environment
- 1.4 Tourist lending programs available through the public library system are highlighted for visitors
- 1.5 Continue to grow library opportunities provided by technology and changing library processes
- 1.6 Acknowledge the role of libraries as a safe place for community members
- 1.7 Ensure staff succession and volunteer support, especially in smaller communities

2. Indigenous, outback and other cultures have continuity, diversity and energy

Objectives:

- 2.1 Multi-cultural events (such as NAIDOC Week, Harmony Day, Food and Fire) continue to be embraced for sharing cultural diversity and building connections
- 2.2 Local identity is defined and promoted across all the communities of the Maranoa Regional Council and used in conjunction with the Maranoa tourism strategy
- 2.3 Cultural experiences are identified, refined and promoted across all communities and activities in the Maranoa Regional Council
- 2.4 Current and previous outback skills, inclusive of indigenous skills, are identified in conjunction with steps to preserve or reintroduce those skills
- 2.5 Cultural experience and outback skills are presented in the context of cultural tourism to help provide energy for their continuation

3. Heritage is protected, valued and accessible

Objectives:

- 3.1 Local heritage records and artefacts are collected, collated and safely stored
- 3.2 Local heritage records are made accessible (where appropriate) on the internet and in local libraries, museums and businesses
- 3.3 Local heritage places are protected and interpreted
- 3.4 Local heritage is promoted to visitors (and residents) as part of the Maranoa tourism strategy

- 3.5 Land use planning and legal processes are used for heritage protection and adaption of heritage places for community and commercial uses

4. Place-making and architecture support arts, culture and heritage

Objectives:

- 4.1 Place-making plans incorporate community identity, culture, heritage and local tourism themes
- 4.2 Land use planning measures encourage architecture that takes account of place-making plans, community identity, culture, heritage and local tourism themes
- 4.3 Facilities and venues are designed, modified, refurbished to provide opportunities for creative spaces, art promotion and cultural awareness
- 4.4 Town beautification is fostered by land use planning, place-making and compliance programs targeted at unsightly premises
- 4.5 Local communities are encouraged to understand and value our Maranoa landscapes and to promote them to visitors

5. Educators, businesses, agencies, Council and communities collaborate to provide creative spaces and creative activity support

Objectives:

- 5.1 Continue to enlist agency support for arts and culture (including RADF, State Library, Museums and Galleries Queensland, Qld Museum, Flying Arts, ArTour)
- 5.2 Continue to encourage U3A and TAFE programs for arts and culture
- 5.3 Help promote local professional visual arts, performing arts and culture businesses
- 5.4 Businesses see value in promoting private and public art and culture on business premises
- 5.5 Council and communities continue to collaborate in operating art galleries and halls
- 5.6 Continue to encourage mentoring and external tutoring for arts and culture
- 5.7 Continue to use events to showcase and encourage arts and culture participation (ie NAIDOC week, Harmony Day, Food & Fire)
- 5.8 Use games (for example –bridge, chess, go, mahjong) as bridges for cultural sharing and engagement

6. Visual arts and performing arts have display and performance opportunities

Objectives:

- 6.1 Continue to provide art galleries (Injune, Mitchell, Roma and Surat) and halls for display and performance
- 6.2 Continue to explore arts and culture use of facilities originally developed with recreation or education focus
- 6.3 Encourage local businesses to consider using and selling local art
- 6.4 Explore technology innovations for sharing regional and rural visual arts and performing arts and culture

7. Maranoa region can host visiting national standard exhibitions and performances

Objectives:

- 7.1 Maintain the Roma on Bungil Gallery as a category A gallery
- 7.2 Maintain the Roma Cultural Centre as a high quality performance space
- 7.3 Continue to develop Bassett Park as a major event venue

8. Arts and culture are valued as an industry

Objectives:

- 8.1 Arts and culture activities are linked to tourism wherever feasible
- 8.2 Arts and culture are promoted as an essential component of attractive regional lifestyles which are needed to keep populations and employees living locally
- 8.3 There are business opportunities in many aspects of arts and culture

9. Alignment of the Maranoa arts and culture strategy with the Maranoa tourism strategy

Objectives:

- 9.1 Link tourism theming of towns to arts and culture theming (stories)
- 9.2 Link cultural events to tourism
- 9.3 Utilise the promotion of local heritage and culture to attract and retain visitors
- 9.4 Incorporate local libraries and art galleries as part of local tourism resources
- 9.5 Use arts and culture to help define unique Maranoa tourism products, especially experience-based tourism (ie Roma Saleyard and its interpretive centre)
- 9.6 Encourage local business to market art and cultural products