



## BALLINA SHIRE COUNCIL CULTURAL PLAN ACTIONS 2014/15/16

CULTURAL OBJECTIVE	Opportunities	Potential Projects	Projects 2014/15/16
<p><b>1. SENSE OF PLACE</b> <i>Foster Cultural Activity that promotes the heritage, stories and unique features that are the Ballina Shire</i></p>	<ul style="list-style-type: none"> <li>▪ Encourage community based activities and events that engage with our history and collections/museums, as well as artists and performers to tell these stories.</li> <li>▪ Strategically plan for new interpretation of the Shire's natural and cultural heritage values, which complies with best practice interpretation guidelines, complements existing interpretation and is innovative or creative.</li> <li>▪ Continue to foster the retention of our historic built environment, through conservation or adaptive re-use.</li> <li>▪ Continue to promote and support the Shire's historical societies, museums and natural environment organisations to conserve our local stories and heritage.</li> <li>▪ Seek funding to contribute to place making projects.</li> <li>▪ Support community groups to co-ordinate local or Shire-based cultural activity.</li> <li>▪ Foster or strengthen community or regional partnerships to hold cultural activity reinforcing our sense of place.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Establish character statements for our Shire settlements.</li> <li>▪ Interpret our places through public art and within public spaces to enhance their aesthetic, use and vibrancy.</li> <li>▪ Establish an ongoing oral history recording program for our Shire area.</li> <li>▪ Assist our community groups to source grant funding to hold cultural activity and community events that promote our heritage, stories and unique features.</li> <li>▪ Provide for Shire-based festivals that embrace the objectives of this plan.</li> <li>▪ Map the Shire's cultural assets to promote cultural activity that fosters sense of place within our community and to visitors.</li> <li>▪ Hold grant writing workshops focusing on funding to develop and hold cultural activity or sense of place projects.</li> <li>▪ With our historical societies and museums, promote best practice conservation, as well as the use of our community historical collections for everybody.</li> <li>▪ Explore a themed program connecting all our museums and historical societies in the Shire and promote this through joint advertising at visitor centres and online.</li> <li>▪ Work with Arts Northern Rivers to develop and</li> </ul>	<ul style="list-style-type: none"> <li>▪ Character statements has been developed, in collaboration with rural communities, for Newrybar, Tintenbar, Fernleigh, Empire Vale, Keith Hall, South Ballina, Patches Beach, Meerscham Vale, Rous and Rous Mill.</li> <li>▪ The Wardell Strategic Plan has been completed. The plan aims to guide Council's strategic planning and decision making for Wardell and its surrounds. The strategic plan is supported by the Wardell Planning and Environmental Study that provides the key attributes and characteristics of Wardell.</li> <li>▪ Council continues to support local festivals and events which include the Country Music Festival, the Ballina Prawn Festival, Skull Candy surf contest and the Ballina Fine Wine and Food festival.</li> <li>▪ Council has prepared an artist's brief and undertaken an expression of interest process to commission public art works for two new roundabout sites in the Ballina CBD. It is envisaged that the documents prepared for this project will form templates and guidelines for the commissioning of public art more widely across the shire as opportunities arise.</li> <li>▪ Council has embarked on documenting the Shire's public art through a public art register that will provide information on the artwork, the artist and the artist statement. This information will provide information for the promotion of a public art trail for the Shire.</li> <li>▪ The Ballina 2035: Ballina Major Regional Centre</li> </ul>

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		<p>conduct a survey of our Shire’s museums and history groups to understand the needs and priorities for the sector.</p>	<p>Strategy has been completed. The strategy articulates the community’s vision and aspiration for Ballina to ensure its character and sense of place is retained and enhanced when planning for the future.</p> <ul style="list-style-type: none"> <li>▪ In conjunction with the Ballina Naval and Maritime Museum, a Conservation Management Plan has been prepared for the historic timber vessel the MV Florrie.</li> <li>▪ In conjunction with the Ballina Naval and Maritime Museum, the historic timber vessels the PV Richmond and the MV Florrie have been digitised through 2D and 3D scans. These scans are to be used in the development of future interpretive materials on the vessels.</li> <li>▪ Two new interpretive signage panels have been installed based on two important historic stories relevant to the township of Lennox Head.</li> </ul>
<p><b>2. Aboriginal Culture</b> <i>With the Shire’s Aboriginal community, promote understanding of local Aboriginal identity, culture and heritage.</i></p>	<ul style="list-style-type: none"> <li>▪ Continue to collaborate with Aboriginal community representatives to celebrate and develop NAIDOC Week.</li> <li>▪ Continue to showcase local and regional Aboriginal artists at the Northern Rivers Community Gallery.</li> <li>▪ Continue to support and work with Arts Northern Rivers to foster Aboriginal creative and cultural activity.</li> <li>▪ Form ongoing partnerships with the Shire’s Aboriginal groups to develop and fund new cultural activity to promote their identity, culture and heritage.</li> <li>▪ Support Aboriginal community groups to develop and/or hold cultural activity that promotes their identity and culture in the Shire.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Share Aboriginal culture and stories through public art projects in prominent locations.</li> <li>▪ Collaborate with Aboriginal community members to care for and interpret the natural and cultural landscape.</li> <li>▪ Collaborate with our Shire business community to promote NAIDOC Week and the Shire’s Aboriginal culture.</li> <li>▪ Increase the involvement of our Shire’s schools in NAIDOC Week celebrations.</li> <li>▪ Hold local Aboriginal music and dance performances.</li> <li>▪ Collaborate with Elders and theatre groups to tell Aboriginal stories.</li> <li>▪ Promote opportunities and partnerships to establish</li> </ul>	<ul style="list-style-type: none"> <li>▪ The Aboriginal Cultural Ways project is nearing completion. Interpretive material for Stage 1 of this project in the East Ballina Aboriginal Place has been completed with installation expected in August 2016.</li> <li>▪ Object of the Story – Reflections on place project promoted the shire’s Aboriginal culture and connection to the shire through an exhibition at the Northern Rivers Community Gallery and the publication of a booklet.</li> <li>▪ Council continues to promote the shire’s Aboriginal Cultural heritage through the Annual NAIDOC exhibition at the Northern Rivers Community Gallery (2009-2015).</li> <li>▪ Council has established the BSC Aboriginal</li> </ul>

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	<ul style="list-style-type: none"> <li>▪ Develop an agreement with Aboriginal community representatives on protocols for promoting Aboriginal culture of the Ballina Shire.</li> </ul>	<ul style="list-style-type: none"> <li>a Cultural Centre or Keeping Place.</li> <li>▪ Work with Aboriginal community representatives to increase dual place naming throughout the Shire.</li> <li>▪ Work with the Northern Rivers Community Gallery to develop an Aboriginal Art Prize.</li> </ul>	<ul style="list-style-type: none"> <li>Community Committee to work with the Shire's Aboriginal community across Council business.</li> <li>▪ Council has completed an Aboriginal cultural heritage mapping program.</li> <li>▪ Council has identified 70 additional sites for AHIMS listing through the Aboriginal cultural heritage mapping process.</li> <li>▪ Prepared an Aboriginal Cultural Heritage Assessment Procedure to assist staff when assessing Aboriginal heritage matters and in providing external advice to proponents on undertaking Aboriginal cultural heritage assessments.</li> </ul>
<p><b>3. Great Outdoors</b> <i>Care for, or enhance, our natural and other outdoor environments which underpin our special lifestyle.</i></p>	<ul style="list-style-type: none"> <li>▪ Continue to promote the environmental care of our natural and outdoor areas to ensure access and enjoyment by current and future generations.</li> <li>▪ Continue to advocate for the conservation of vulnerable ecosystems, plant communities and species.</li> <li>▪ Improve the interpretation of our natural heritage (including fauna) throughout the Shire and foster its value as part of the broader-Shire cultural landscape, including the Aboriginal cultural landscape.</li> <li>▪ Appreciate the different environments we have – rural, urban, coastal, farming, hinterland and 'bush'.</li> <li>▪ Promote our river as a living entity that links to other natural living communities and places.</li> <li>▪ Manage and promote the attributes and accessibility of Council's managed open spaces and reserves across all age groups and other special needs.</li> <li>▪ Celebrate our environment through cultural activity held in the Shire – including through exhibitions,</li> </ul>	<ul style="list-style-type: none"> <li>▪ Explore funding opportunities for the maintenance and rehabilitation of our environment.</li> <li>▪ Publicise Council's water quality data results.</li> <li>▪ Map our natural vegetation and its values.</li> <li>▪ Establish heritage and nature based trails to explore and experience the environmental values of our Shire.</li> <li>▪ Promote the care and stories of our natural environment through creative activity, local history collections and at community events.</li> <li>▪ Develop interpretive signage that is child friendly and interactive.</li> <li>▪ Undertake a community based environmental education program focussed on the environmental and cultural values of the Richmond River.</li> <li>▪ Establish and promote an award for Environmental Citizen of the Year.</li> <li>▪ Plant street trees to enhance our sense of place, select native or endemic species where appropriate.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Council received funding for improving water quality and drainage at the Northlakes residential subdivision and the Chickiba wetland. Both projects and involve enhancement to onsite environmental values as well as contributing to improved water quality in the Richmond River catchment. Council has also received a number of site specific grants for works in revegetation, weeding and enhancement of natural areas in Ballina shire. Council continues to work with non-government organisations, agencies and community to collectively improve our natural environment.</li> <li>▪ The first EcoHealth report card for the Richmond River (2015) based on extensive water quality monitoring throughout the catchment has been produced.</li> <li>▪ Koala Habitat Mapping has been completed for Ballina Shire recognising a key aspect of the shire's natural heritage.</li> <li>▪ Council has adopted a Koala Management Strategy to provide a framework for koala management in</li> </ul>

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	public art and family based events.		<p>the Shire.</p> <ul style="list-style-type: none"> <li>▪ Council received funding to plant 8000 trees for koala habitat restoration at Bagotville.</li> <li>▪ The Historic Ballina Waterfront trail launched in 2014 highlights the historic significance of the river to the shire’s European settlers.</li> <li>▪ Council has constructed a viewing platform and walking tracks at Killen Falls to increase the amenity of this increasingly popular spot for locals and visitors.</li> <li>▪ Council has an ongoing street tree planting program.</li> </ul>
<p><b>4. Art Smart</b> <i>Encourage and support our creative industries to be sustainable and accessible</i></p>	<ul style="list-style-type: none"> <li>▪ Continue to work with Arts Northern Rivers to foster and promote the sustainability and accessibility of the Shire, and region’s, creative industries sector.</li> <li>▪ Continue to support and develop a diverse and engaged creative community via a distinctly local program of exhibitions, public programs and events at the Northern Rivers Community Gallery.</li> <li>▪ Support community groups and business to promote creative activity.</li> <li>▪ Enhance promotion of the Shire’s creative industries to interstate and other visitors.</li> <li>▪ Continue to activate the Northern Rivers Community Gallery as a central hub for creative activity in the Shire and region.</li> <li>▪ Utilise grant funds to complement regional-based programming at the Northern Rivers Community Gallery.</li> <li>▪ Explore new ways to promote creative activity in the Shire including adopting creative activity to assist in achieving Council’s Community Strategic</li> </ul>	<ul style="list-style-type: none"> <li>▪ Explore local histories and issues through art exhibitions and programs.</li> <li>▪ Promote opportunities for collaboration across the arts, environment and community education needs.</li> <li>▪ Develop an arts trail for the Shire and link into other local council areas.</li> <li>▪ Collaborate with local business to support or sponsor creative activity in the Shire.</li> <li>▪ Develop a promotion strategy for creative activity across the Shire for residents and visitors.</li> <li>▪ Work with Arts Northern Rivers to establish a Northern Rivers Creative Pop Up project in Ballina to showcase a selection of creative industries in the Shire.</li> <li>▪ Explore flexible shared workspaces for artists and arts learning.</li> <li>▪ Audit and map the Shire’s creative industries to understand where and what creative industries are located and represented in the Shire to understand future needs and priorities for the sector.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Community at War, a war-time heritage project, involved a month long exhibition at the Northern Rivers Community Gallery to coincide with ANZAC Day 2014 and a publication of oral histories based on local WW1 and WW2 experiences.</li> <li>▪ Council collaborated with WetlandCare Australia to celebrate World Wetlands Day 2015 with a month of art exhibitions, creative workshops, guided walks and fishing workshops to discover the creative and ecological beauty of our local wetlands.</li> <li>▪ The Transform Community Art Project has continued with the painting of an Essential Energy pad mount transformer box outside the Lennox Head Community Centre by young artists under the guidance of a local artist.</li> <li>▪ Make Your Mark creative workshops were held to bring generations together to share experiences of their community and what participants valued about place. The ideas were used to decorate clay pavers that have been laid as part of the Wigmore Arcade development in Ballina.</li> </ul>

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	Plan goals.		<ul style="list-style-type: none"> <li>▪ A mural has been installed at Kings Court reverse at Lennox Head as part of the landscaping works associated with the provision of the new reservoir.</li> </ul>
<p><b>5. Cultural Spaces</b> <i>Better utilise our existing cultural infrastructure, as well as respond to changing needs, to hold and encourage cultural activity.</i></p>	<ul style="list-style-type: none"> <li>▪ Manage Council’s community and sports facilities to meet the varied cultural activity needs of the Shire.</li> <li>▪ Foster the use of our community facilities and historic halls to enhance or re-invigorate cultural activity at a local community level across all ages and cultures.</li> <li>▪ Develop our parks and foreshore areas to be family friendly and flexible spaces for varied cultural activity and events.</li> <li>▪ Support outdoor community events that are family friendly.</li> <li>▪ Develop the Northern Rivers Community Gallery as a hub for diverse cultural activity that complements exhibitions – including live music and other performance, education and professional development programs and family based cultural activity.</li> <li>▪ Enable creative community partnerships to diversify existing cultural spaces.</li> <li>▪ Support the use of vacant shops in central localities for pop-up galleries.</li> <li>▪ Support public art on suitable public infrastructure.</li> <li>▪ Respond to changing cultural activity needs through adapting existing infrastructure, or building new infrastructure that has adaptable spaces.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Integrate creative and cultural initiatives and needs into public facilities.</li> <li>▪ Audit Council’s outdoor areas to assist planning for the enhancement of these places.</li> <li>▪ Build on existing infrastructure to establish a network of adaptable venues to enable community gatherings and events.</li> <li>▪ Support or collaborate with local community hall committees to hold music, other performances or Pop Up and family activities and events in our local community halls.</li> <li>▪ Record the oral histories of our community halls to promote their ongoing use and relevance.</li> <li>▪ Work with artists and arts based community groups, to develop ‘information kits’ to assist in navigating Council’s administration requirements for holding local cultural activity or community events.</li> <li>▪ Collaborate with our libraries to hold cultural activity.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Art at the Airport is continuing as a rotating program of artwork by leading professional artists from across the Northern Rivers region and is part of by the Northern Rivers Community Gallery program.</li> <li>▪ Council has recently undertaken a review of open spaces as part of the Section 94 review, to determine what the priorities are in relation to sports fields and open space to guide future open space planning.</li> <li>▪ Council has prepared a procedure to guide the installation of public art on Council owned assets.</li> <li>▪ Twelve community halls have been included in the promotion of community spaces available for hire on Council’s website to promote these halls as spaces for cultural activities.</li> <li>▪ In March 2016 the Park Lane Theatre opened at the Lennox Head Cultural and Community Centre providing tiered seating for up to 450 people, additional staging, audio visual equipment, event lighting and carpet to provide a premiere venue for more cultural events.</li> <li>▪ Council has supported the ‘If these Halls Could Talk’ creative arts project facilitated by Arts Northern Rivers celebrating our halls and the role they play in our communities. One of the oldest community halls in the Ballina Shire, the Meerscham Vale Hall hosted an event as part of this project in April 2016.</li> <li>▪ A master planning process is underway for the Martin Street Boat Harbour and Ballina Trawler</li> </ul>

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			Harbour sites. These master plans will seek to develop these spaces to accommodate a greater variety of cultural activity and events.
<p><b>6. Family Fun</b>  <i>Shape our cultural image and infrastructure to reflect a family friendly place for all of us to live and others to visit</i></p>	<ul style="list-style-type: none"> <li>▪ Work with children, young people, parents and grandparents to plan for cultural activity and infrastructure that is inclusive of all families and family members – including age, gender, disability and cultural groupings.</li> <li>▪ Encourage community events that are family friendly and integrate creative family activities into existing community events.</li> <li>▪ Promote our environment and cultural activity to residents and visitors in age and culturally appropriate ways and to reflect the whole Shire community.</li> <li>▪ Support a signature festival in the Shire centring on families.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Support young people to develop and hold cultural and creative activity.</li> <li>▪ Review and implement Council’s adopted Playground Equipment Program.</li> <li>▪ Integrate public art that is child focused and interactive into parks and public spaces used by families.</li> <li>▪ Make available online the facilities available at the Shire’s parks and open spaces that cater to families.</li> <li>▪ Work with relevant stakeholders to establish a bird hide that is child friendly to promote our bird species and their conservation.</li> <li>▪ Support community groups to hold cultural activity that is inclusive of families.</li> <li>▪ Explore the benefits of initiating a dedicated Children’s Festival that integrates creative activity with the Shire’s sense of place values.</li> <li>▪ Provide for large scale children’s play space.</li> </ul>	<ul style="list-style-type: none"> <li>▪ A mural for the Chickiba Lake Pump Station has been designed and installed by the students of Southern Cross K-12 School under the mentorship of local indigenous artist Digby Moran.</li> <li>▪ Council (as Trust Manager) adopted the Pop Denison Master Plan to provide a framework for the establishment and promotion of Pop Denison Park as a regional park facility focused on children’s play.</li> <li>▪ Council continues to support Youth Week activities through the Loud in the Gallery exhibition, and the Youth Week Skate competition.</li> <li>▪ Council has an ongoing playground renewal and implementation program.</li> <li>▪ Council (as Trust Manager) has adopted the captain Cook master Plan to provide a framework for the redevelopment of this foreshore parkland.</li> </ul>