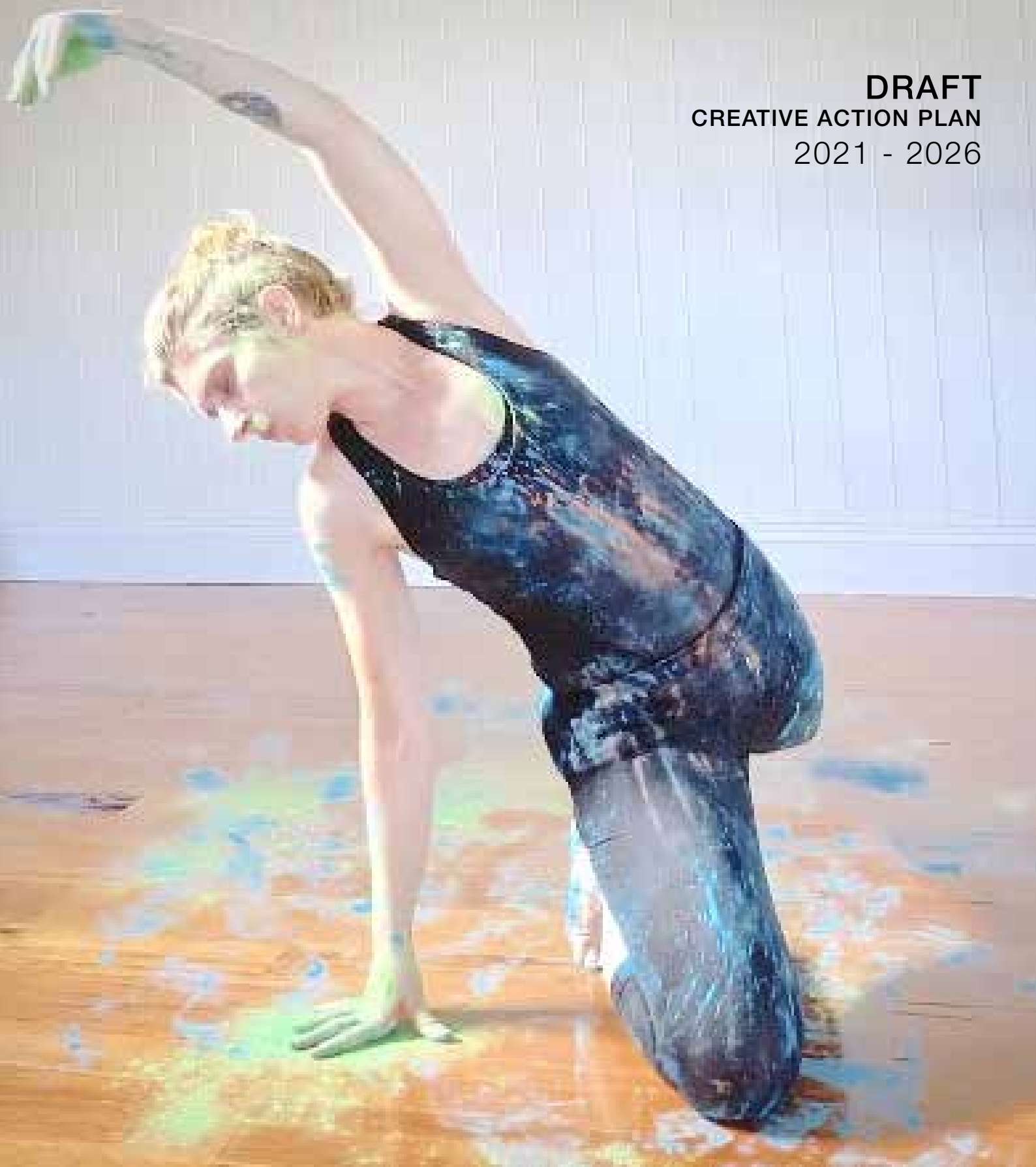


DRAFT
CREATIVE ACTION PLAN
2021 - 2026



northern
rivers
**community
gallery**

**NORTHERN RIVERS COMMUNITY GALLERY
& IGNITE STUDIOS**

Cover Image: Jolene Maleficient, Artist at Work in the performative act of creating her work (courtesy of the artist)
Image: (right) Dubayjar Mindjelah Dancers perform at the opening of Ignite Studios



Acknowledgements

Acknowledgement of Country

Ballina Shire Council and the Gallery acknowledges that we are here on the land of the Bundjalung people. The Bundjalung people are the traditional owners of this land and are part of the oldest surviving continuous culture in the world.

Community Support

The Council, as the operator of the NRCG, and Council staff recognise the numerous volunteers who energetically fulfill various roles and give freely of their time at the NRCG.



Image: (above) BAM National Art Prize in the Gallery - Judges, Brett Addlington and Susi Mudiman selecting the winning artwork
(right) Schools Arts and Literacy Program school visit in the Gallery

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Introduction

This plan's intent is to provide a clear framework to guide NRCG's operations, creative programming and infrastructure development over the next five year period as a pathway to further consolidate NRCG as a major community engaged multi-arts facility of national significance.

The provenance of NRCG as a community managed Gallery space has played a significant role in shaping the unique focus underpinning its core operating principles of access, equity and participation.

Since commencing operations in 2007 the NRCG has established itself as an important community engaged cultural institution, distinct from the Regional Gallery model, NRCG programs are shaped by curatorial collaboration and conversation with the national artistic and Northern Rivers community, and community aspirations as they evolve, delivering accessible, participatory arts programs in the Northern Rivers.

Whilst the NRCG has celebrated consistent growth across all areas since commencing operations, the implementation of participation-based arts and cultural programs commencing in 2016 with the schools arts and literacy program through to the establishment of Ignite Studios in 2018 saw attendance numbers sky rocket by 30% from 15,300 in 2015 to 20,705 in 2016 and jumping another 28% by 2019 reaching 27,616 in overall visitation.

These statistics, combined with visitor survey data has informed the development of NRCG programming to date and form a central consideration for the priorities mapped within this plan as a niche opportunity to further expand on and develop innovative participation-based multi-arts experiences for the region.

Central to the continued success of NRCG is ensuring a resource and management structure to increase audience reach, attract core program partners, support local artists and creative industry and increase revenue stream and funding opportunities.

The NRCG is at a pivotal moment of evolution from it's early years as a gallery solely presenting artworks through an annual exhibition program to being a multi-arts facility demonstrating strong community engagement and broad social impact through participation-based programs, employment opportunities for regional artists and subsidised creative spaces supporting regional arts engagement and development generating cultural tourism and economic development for the region.

Key challenges for NRCG to continue charting this successful path include securing ongoing core funding, adequate skilled staffing matched with services and fit-for-purpose hard and soft infrastructure, maintaining a high quality point of difference to the Regional Galleries located within the immediate geographical area that include Lismore Regional Gallery, Tweed Regional Gallery and Grafton Regional Gallery. Additionally the newest challenge is ensuring operations can remain agile with the ability to pivot and adapt programs in response to the prolonged negative operational impacts of Covid-19.

This plan was developed on evidence based research including ongoing participant and visitor surveys, statistical data and an online community consultation survey. Further consultation will include key stakeholder and community group meetings and written feedback in response to this draft plan during the public exhibition period in addition to a direct briefing session with elected Councillors.

The strategic priorities for arts and cultural development within the Ballina Shire outlined in this plan build on the strategic planning actions already contained within Council's Community Strategic Plan 2017 – 2027 (CSP), Our Community : Our Culture, Ballina Cultural Plan 2014 - 2020 and the Delivery Program and Operational Plan 2019 – 2023.

Why invest in the arts?

The value of arts in our culture and community

Arts and culture help to create outstanding places to live, work and play. They are integral to liveable, thriving places: impacting economic development, tourism, placemaking and education; as well as supporting the health and wellbeing of our communities.

Creative Industries are recognised indicators of innovative economies in the 21st century. They are shown to attract and retain a skilled workforce including young people, enhance local economies, and build entrepreneurship and innovation.*

Ballina Shire Councils' investment in the arts delivers significant cultural, social and economic returns to the community. These returns include income for artists, promoting inclusion, an active and engaged community with a sense of belonging; and, delivering opportunities for participation, learning and fun.

In this Plan 'culture' is defined as the production, distribution and participation in creativity by the community and visitors, and the reflection and expression of its customs, traditions, heritage and

social character. This is composed of creative endeavors such as visual arts, literature, performing arts and public art.

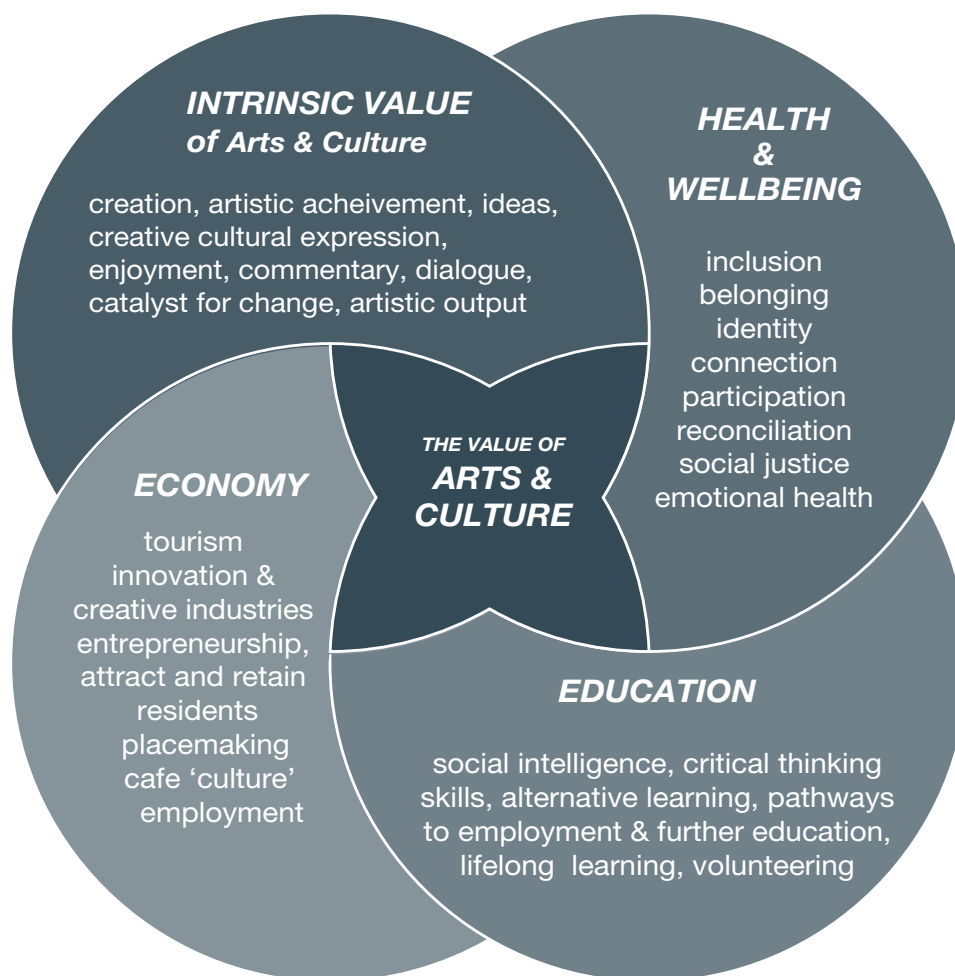
Northern Rivers Community Gallery (NRCCG) and Ignite Studios social impact programs creatively enrich the lives of residents and visitors and achieve important outcomes beyond 'art for arts sake'; such as improving childrens' literacy skills, or decreasing social isolation for the elderly in the community.

As a regional arts and cultural facility our programs and services support the employment and economic development of local artists and creative industry through gallery sales, employing artists to present workshops and events and provide subsidised spaces to create and collaborate.

The arts offer an alternative approach to connect with young people who are disengaged or struggle with conventional education, as well as promoting skills that are increasingly critical to preparation for work in the 21st century - resilience, problem solving, social intelligence and entrepreneurship.

*“The benefits of culture and the role it plays in supporting population growth, urban development and community wellbeing have been demonstrated internationally.... Forward-thinking governments around the world are making major investments in a diverse range of cultural infrastructure to support the happiness and wellbeing of citizens...The cultural and creative industries are increasingly important to New South Wales' economy. This trend will continue with a long-term transition away from manufacturing towards a service-based economy.”**

*NSW Government Cultural Infrastructure Plan 2025 +



98%

of NSW Residents engage with the arts

87%

of NSW Residents think it is very important to have cultural activity in their local area

 $\frac{3}{4}$ Almost $\frac{3}{4}$ of Australians believe the arts make life richer and more meaningful *

\$13

billion - the amount Cultural and heritage visitors spent in Australia in 2017, up 53.2% from 2013**

66%

of Australians believe arts have a big or very big impact on their understanding of other people and cultures.*

6.5%

Creative industry businesses make up 6.5% of all New South Wales businesses*

“Tourists making day trips or longer overnight visits to regional towns are more likely to visit their local museum and art gallery than stop at wineries or theme parks”*

The Arts are a bigger drawcard for international tourists than wineries, casinos or sports, with international visitors particularly interested in First Nation arts and cultural experience*

* (2019/2020 statistics released by the Australia Council)



Ballina Shire: The Opportunity

A community recognised nationally and internationally for thriving creative industries and exciting arts and cultural opportunities

Ballina township is identified in the NSW Governments' Far North Coast Regional Strategy as a developing major regional centre with forecast 19.6% population growth and demographic changes with approximately 80% of our residents being under the age of 65. The Ballina Major Regional Centre Strategy 2015-2035 outlines what needs to be done to accommodate these changes to ensure existing and future residents and visitors continue to enjoy world-class quality of life. The plan identifies arts and creativity as key strengths of the region.

In response to the increase in density and changing social landscape, Council will plan and develop arts and cultural infrastructure to ensure a variety of cultural experiences and opportunities are available to all residents, including growing numbers of young people and families.

Arts and culture are shown to deliver diverse social and economic benefits. Building local creative vibrancy will capitalise on Ballina's existing lifestyle assets such as its natural environment, year-round mild climate and outdoor lifestyle, central location within the Northern Rivers region, riverside and beach side CBD location.

Councils' role is to build creative capacity and support spaces where arts and cultural activity can flourish.

Supporting the cultural and creative life of the community may involve resources or infrastructure that: enable creative practice; encourage artistic interventions in public spaces; activate open spaces; amplify voices in community and support community groups,

through exhibitions and programs; reduce regulatory barriers for cultural activity; or, by addressing the scarcity of affordable space for artists and their creative endeavours.

Draft actions outlined in this plan are informed by local, state and national government, arts industry policy context (Appendix 1), arts industry trends, benchmarking and research, and direct stakeholder engagement through participation and online survey data (Appendix 2).

Future planning should set out a coordinated approach for the development of cultural infrastructure and resources across the shire, ensuring a cost effective, strategic approach to arts and cultural development.



image: (left) Five Writers Road Trip Event - Byron Writers Festival Partner program; (above) Bright Sparks - Deck Art Kids Workshop

NRCG & Ignite Studios: Our Background

NRCG programs foster and ignite creativity, and build community connection through the arts.

The Northern Rivers Community Gallery (NRCG) is a significant regional cultural hub in the Northern Rivers region of New South Wales, encompassing local government areas of Ballina, Byron Bay, Clarence Valley, Kyogle, Lismore, Richmond Valley and Tweed.

NRCG exhibitions and programs promote critical thinking, creative exploration and social inclusion; and connect makers and audiences with creative opportunity.

NRCG programs act as a catalyst for artists and community to explore ideas and forge collaborative exchanges.

As a community gallery NRCG is guided by a unique artistic mantra based on the principles of access, equity and participation – delivering arts many benefits through engagement, activity and learning.

The gallery features four exhibition spaces and presents a range of professional, multi-arts and cultural programs. Projects are initiated

by local and national artists, arts professionals and cultural and community groups. Uniquely, the NRCG provides opportunities for emerging and established artists nationally to hire galleries and exhibit and sell their work under subsidised arrangements, as well as presenting touring exhibitions and in-house curated programs. The gallery charges low-cost hire fees and commissions on all sales and is manned by a dedicated team of volunteers and staff.

In 2007 Ballina Shire Council established the Northern Rivers Community Gallery (NRCG) in the historic former Ballina Municipal Council Chambers built in 1927. Adjacent to the gallery in the same building is the popular Ballina Café.

In 2018 NRCG expanded into the heritage-listed, former Ballina Fire station, which reopened as Ignite Studios. Ignite Studios is Ballina's newest multidisciplinary creative space providing dedicated, fit-for-purpose, creative industries spaces for studios, residencies, projects and events. Ignite Studios supports regional arts and cultural development through the provision of subsidised creative industry studio spaces and professional development programs including master classes and the visiting artist program. NRCG's diverse programs

and community initiatives emphasise life-long creative learning for all members of the community.

NRCG's life-long, creative learning programs are shaped by collaboration and conversation; and have grown with community aspirations as they change and evolve. Gallery program highlights include *Bold Sparks Lifelong Learning Program* for aged care residents, the Art and Literacy schools program, and *Bright Sparks* creative school holiday and after-school programs. A diverse range of public programs and funded projects are offered throughout the year for all levels of creative development supporting participation in arts and cultural activities for visitors and the wider community. The Visiting Artist program engages with the unique identity, history and current social, environmental and economic context of the Northern Rivers through social or environmentally-engaged artist collaborations and projects.

Through culturally diverse and accessible programming, NRCG has achieved strong community engagement and exceptional growth in visitation - between 2015 and 2019 visitation has grown from 15,017 in 2015 to 27,616 in 2019.

NRCG & Ignite Studios: The Opportunity

NRCG programs foster and ignite creativity, and build community connection through the arts.

NRCG has established itself as a leading regional cultural institution, increasing cultural visitation to the shire, securing state funding for expansion into Ignite Studios, consolidating a reputation for professionalism and innovation in program design. There is an opportunity to further consolidate NRCG as the cornerstone of creative infrastructure for arts and cultural activity in the region, a 'must visit' cultural tourism destination with the potential to attract professional arts companies, high quality events and programming to the Shire. Ballina has the potential to be more than just a 'gateway', for locals and tourists.

Future expansion of Ballina Councils' cultural assets, might

include the evolution of NRCG as a contemporary Arts and/or Cultural Centre, Expansion of NRCG on council owned land in the heart of Ballina CBD, across various buildings and open spaces on the existing site, or a new masterplanned site owned by council, to create an active and thriving creative precinct in Ballina, (whilst preserving and ensuring the longevity of the heritage character of the spaces if remaining in the existing site).

NRCG, under an Arts Centre model, as the anchor tenant would attract and collaborate with professional creative businesses and organisations. Creative space hire would generate revenue for the Centre through, venue hire,

commercial leases for other creative industry, third party art events and activities.

Coordinated development of Cultural Infrastructure and cultural expertise within council is in-line with community aspirations (survey) and acknowledges current and future demographic changes.

As the key Council-managed facility for the support of our creative sector, the NRCG and its Creative Action Plan provide a sound policy framework to support the vibrancy and diversity of our inclusive community.



/image: Fantastical Photos with Natalie Grono - Bright Sparks After School Program in Ignite Studios

Creative Life Long Learning

Northern Rivers Arts Centre social impact programs.



Bold Sparks Lifelong Learning Program

Bold Sparks Creative Sessions ignite a meaningful connection between mature adults living within the aged care community, and arts and culture. Over 300 local seniors and community members from across six aged care facilities have enjoyed the opportunity for monthly creative engagement and community connection through the program.

With guidance from professional artist mentors, participants are engaged in a dialogue of arts, culture and memory through creative activities and morning tea in the Gallery. Research has shown that art-based therapies support the notion that art can induce both psychological and physiological healing, and aid with the improvement of self-esteem, social engagement and general mobility. We've explored everything from weaving, to creative writing and grief journaling, terrarium building, screen-printing and theatre sports.

We believe all members of our community, regardless of age or mobility, deserve access to dynamic artistic and cultural experiences and opportunities for creative expression.



Arts and Literacy Schools Program

Run in conjunction with the schools curriculum, this unique program harnessed the potential for the arts to improve literacy outcomes - through artistic discussions, creative writing, and vocabulary enrichment.

1,337 school children from across 21 Northern Rivers schools have engaged creatively with the gallery exhibitions through the program. The program incorporates teacher training, and a series of school based activities prior to visits to the gallery for further learning experiences. A highlight for the children and audiences was to read the childrens responses showcased beside the artwork on exhibition.

- 90% of participating schools visited a museum or gallery less than once in the previous 12 months
- 61 teachers registered for the program
- 80% of participating schools integrated the program with their school curriculum.
- A cross section study by participating schools confirmed a 78% increase in literacy outcomes of students participating in the program (based on NAPLAN grading criteria).



/images: Casino Wake-Up Time and Kuwinjku Women's Group Exhibition



/image: Virtually Impossible, Andrew Christie and Sprung! Integrated Dance Theatre

Strategic Directions

Four priority areas are identified as Strategic Directions to inform future planning and activities of the NRCG.

A Creative Industry Capacity:

Create spaces and initiatives where arts and cultural activity and creative entrepreneurship can thrive (for emerging and established artists, designers, makers and thinkers)

B Arts and Cultural Infrastructure:

Coordinated support of arts and cultural infrastructure to ensure cost effective future investment in hard and soft infrastructure and resources.

C Engage our Audiences:

Provide opportunities for cross-cultural, multi art form, and intergenerational creative expression for people of all ages, ethnicities and abilities.

D Strive for Excellence:

Develop high quality programs connecting audiences with contemporary arts and cultural experiences.



MANUS I.

NAURU

Christmas I.

Manus I.

Nauru

#Bringthemhere

A. Creative Industry Capacity

Create spaces and initiatives where arts and cultural activity and creative entrepreneurship can thrive (for emerging and established artists, designers, makers and thinkers)

- Enable creative projects and collaborations between national and local artists, curators and community
- Build creative industries capacity: support spaces and initiatives for emerging and established artists, performers, designers, makers and thinkers

PRIORITY ACTIONS

A.1 Creative Activation

- A.1.1 Present an annual program of excellence to connect and engage contemporary audiences with arts and cultural experiences in the Ballina Shire.
- A.1.2 Provide subsidised opportunities, exhibitions, work spaces and event venues through NRCCG and Ignite Studios.
- A.1.3 Manage Ignite studios artist-in-residence program, artist projects and community events and experiences.
- A.1.4 Promote programs and events locally and nationally to generate cultural tourism, revenue and creative industry jobs in the Ballina Shire.

A.2 Creative People & Enterprise

- A.2.1 Foster a community of interest around the gallery and Ignite Studios for professional artists and creative industry to connect, network and collaborate.
- A.2.2 Provide subsidised creative spaces to support creative innovation, enterprise and retail opportunities.
- A.2.3 Advocate and support partnerships with local and national arts sector and/or private enterprise to enable professional development opportunities for local creative practitioners.



Images: (top bottom right) Hiromi Tango Collaborative Community Art Workshop at Ignite Studios (Splendour in the Grass Arts program)
(bottom left) Sprung!! Integrated Dance Theatre - Live performance - Ignite Studios

B. Arts and Cultural Infrastructure

Coordinated support of arts and cultural infrastructure to ensure cost effective future investment in hard and soft infrastructure and resources

- Cost effective, evidenced based investment in arts and cultural Infrastructure
- Build capacity and infrastructure of NRCG as a cultural hub and integrated creative precinct connecting the broader Northern Rivers region and future co-location of arts and cultural services and activities.

PRIORITY ACTIONS

B.1 Support for Arts and Cultural Infrastructure

- B.1.1 Support the development of an integrated strategic approach to arts and cultural infrastructure planning to ensure evidenced based investment in arts and cultural infrastructure in the Ballina Shire.
- B.1.2 Support an organisational approach that encourages cultural and creative industries activity.
- B.1.3 Improve industry specific soft infrastructure to better support unique operational requirements of Gallery and Ignite Studios.

B.2. Evolution, rebranding and restructure of the NRCG that encapsulates a multi-arts facility model.

- B.2.1 Review and rebrand the NRCG to better represent its evolution into a multi-arts facility ensuring relevance now and into the future.
- B.2.2 Improve existing outdoor spaces and amenity on the NRCG/Ignite Studios sites.
- B.2.3 Advocate for the development of an integrated Creative Precinct within the Ballina CBD.



Images: Schools Arts and Literacy Program in the Gallery, Cabbage Tree Island Public School visit.

C. Engage our Audiences:

Provide opportunities for cross-cultural, multi art form, and intergenerational creative experiences for people of all ages, ethnicities and abilities

- Promote equity and access to arts and culture
- Deliver positive social impact through arts and cultural programs
- Nurture creative futures for young people
- Support lifelong learning through arts education and participatory arts experiences

PRIORITY ACTIONS

C.1. Design and deliver accessible, participatory arts and cultural programs for diverse audiences.

- C.1.1 Resource and deliver dynamic Lifelong Learning programs that engage the whole community in meaningful arts and cultural experience.
- C.1.2 Deliver interactive creative projects that engage audiences with arts and culture in new and unexpected ways.
- C.1.3 Support audience engagement with Aboriginal arts and culture through Lifelong Learning Programs and projects.
- C.1.4 Promote NRCG programs and events to schools and the broader community through our marketing plan.

C.2 Support volunteering, creative opportunity and pathways to employment.

- C.2.1 Develop and deliver regular in-house learning programs for Gallery volunteers on visitor experience, arts management and art appreciation.
- C.2.2 Support local young peoples' creative futures'.
- C.2.3 Partner with regional professional arts organisations to develop/facilitate accessible community partner programs.



Image: Virtually Impossible performance - Sprung!! Integrated Dance Theatre + Andrew Christie ©NRCG

D. Strive for Excellence

Develop high quality programs connecting audiences with contemporary arts and cultural experiences of excellence

- Contribute to the conversation defining arts and culture in Australia
- Tell our stories, and universal stories. Celebrate local distinctiveness - the people, environment and history
- Recognise diversity, inspire cultural understanding, connection, belonging, and challenge prejudice
- Support artistic excellence, ideas and creation
- Develop, produce and collaborate through strategic partnerships to encourage innovation and distinctiveness across all programming

PRIORITY ACTIONS

D.1 Implement a strategic curatorial approach across creative events, exhibitions, projects and programming.

- D.1.1 Resource and deliver an ambitious annual program and public programs through NRCG maintaining a competitive edge in securing grant funding through innovation, contemporary approaches and curatorial best practice.
- D.1.2 Attract cultural visitation to the Ballina Shire through high quality events, programs and other creative industries projects (including screen, performing and visual arts, culture and heritage)..
- D.1.3 Present work by diverse emerging and established Northern Rivers and National artists, community initiatives and touring exhibitions.
- D.1.4 Incorporate new media technologies across visitor experience, exhibition and program content.

D.2. Collaborate and develop strategic partnerships

- D.2.1 Explore and initiate partnerships across all sectors including community, business, health, education, environment and government.
- D. 2.2 Collaborate and partner with artists and arts organisations to deliver community engaged arts programs, special curated projects and a National Art Prize.
- D.2.3 Work with Aboriginal Artists and groups to present contemporary and traditional cultural expression, programs and events.



Re-experiencing Waves, Visiting Artist UUendy Lau



Implementation and resourcing

Achieving the objectives of each of the four strategic directions set out in this plan will require adequate resourcing and staffing of the NRCG and Ignite studios.

There are five key operational function areas which are integral to NRCG's management framework:

- **Marketing and Promotion** : Raise the profile of NRCG, develop Ballina Shire's creative identity and generate economic activity through increasing cultural tourism.
- **Administration** : Optimise productivity ensuring administrative functions are matched with streamlined systems and procedures and appropriate levels of staffing for desired service delivery.
- **Facility Management** : Cost effective investment in fit-for-purpose hard and soft infrastructure and manage co-tenancy agreements to benefit the core programming of NRCG and enable opportunities for multiple revenue streams.
- **Volunteer Management** : Provide meaningful connection for community to participate in the arts and enable career pathways.
- **Financial accounting** : Manage financial resourcing efficiently and responsibly to ensure sustainable and manageable return on investment for the community.

In order to continue improvement of organisational performance – Council needs to ensure the NRCG is supported by a strong management framework which includes appropriate resourcing and effective systems and processes to enable staff to deliver against strategic objectives and key services and functions.

Immediate priorities for NRCG are to consolidate economic sustainability by securing increased concurrent local, state and federal funding, and ensure creative programming and gallery operations are sufficiently resourced. A key challenge being short term and inconsistent funding cycles impact on retaining skilled staff and forward planning to appropriately fulfil community demand for creative experiences within the Ballina Shire. Opportunities exist to expand participation based programming and strategically promote the Gallery to attract cultural tourism and maximise income generating activities.

Priority areas and actions to implement and resource the strategic objectives of this plan are as follows:

Improve Operational Sustainability

- Secure ongoing funding to:
 - ◊ Address resource limitations and ensure gallery staffing levels support desired levels of service;
 - ◊ secure and retain specialist skilled staff; and
 - ◊ support the NRCG core program.
- Identify and implement various non-government revenue streams to support operational sustainability.

- Capture and quantify gallery data and use results to inform future development of policy, programs, infrastructure and report on performance.
- Maintain a strong volunteer program to support operations, programming and opportunities for community.
- Ensure future Gallery Café Lease agreement renewals/amendments are mutually advantageous to NRCG operations, budgets, facility management and enable event revenue for the Gallery.
- Promote and educate the community on sustainability through projects and information sharing and the procurement process.

Communicate and Collaborate

- Collaborate and partner with a wide range of organisations nationally to build strong, formal partnerships, and a network of support for the future.

Act as Custodian

- Maintain the building infrastructure, ensuring any development or maintenance is undertaken in consideration of the heritage status of the properties.

Advocate

- Work with council and state and federal arts organisations to advocate for a coordinated and cost-effective investment in arts and cultural infrastructure (hard and soft) across the region.

APPENDIX 1: Where this plan fits?



NATIONAL & STATE POLICY CONTEXT

NSW GOVERNMENT CULTURAL INFRASTRUCTURE PLAN

NRCG's four strategic priorities outlined in this plan align with those identified in the NSW Government Cultural Infrastructure Plan 2025.

1. Cultural infrastructure supports strong communities and economies in NSW
2. Access to space for community participation in culture
3. Cultural infrastructure for a collaborative and thriving cultural sector
4. Creating impact through partnerships and capacity building

The NSW Government Cultural Infrastructure goals are to:

- Integrate cultural infrastructure planning with land use, infrastructure and transport planning
- Improve cultural infrastructure and precinct design to create better cultural spaces.
- Understand and maximise social and economic benefits of cultural infrastructure.

Specific State arts funding priorities for the North Coast include:

- Improve suitability of existing infrastructure
- Support consolidation and growth of regional creative industries
- Integrate cultural infrastructure planning within the North Coast Regional City Action Plans

Ambitions for NSW are also outlined in the *NSW State Infrastructure Strategy, 2018 – 2038 Restart NSW/ Rebuilding NSW Strategy* to deliver “world-class institutions to maintain strong cultural and sporting sectors and support the visitor economy”.

This plan is supported and informed by broad planning and research including:

- International Arts Tourism: Connecting Cultures (Australia Council 2018)
- Arts NSW Aboriginal Arts & Cultural protocols 2011
- NSW Arts and Cultural Policy Framework
- The Economic Value of Arts, Screen and Culture to NSW (KPMG for Create NSW 2018)
- Culture, Value and Place 2018: A Report for NSW Department of Planning and Environment

APPENDIX 1: Where this plan fits?

LOCAL POLICY CONTEXT

BALLINA SHIRE COMMUNITY STRATEGIC PLAN

At a local level, Councils in NSW are required to prepare and implement a Community Strategic Plan (CSP). These CSPs are developed to encourage councils, the community and other organisations to work together to plan for the future in an efficient and collaborative manner.

Ballina Shire Council's CSP was endorsed in 2017 and is called "Our Community: Our Future". It sets out the Council's overall plan for the development of the shire, and the communities within it. The NRCG Strategic Plan is intended to sit below our CSP and act as a blueprint for arts and cultural development through

NRCG in the shire. As the key Council-managed facility for the support of our creative sector, the NRCG and its Creative Action Plan provide a sound policy framework to support the vibrancy and diversity of our community, and the changing demographics and cultural landscape.

The CSP provides the strategic direction and projected needs of the Ballina Shire and establishes the broad objectives to direct operations within the NRCG over the next five years. The NRCG 'Creative Action Plan' is linked to the following objectives within the CSP.

BALLINA SHIRE COMMUNITY STRATEGIC PLAN (CSP) PRIORITIES

CONNECTED COMMUNITY

- CC2.1 Encourage community interaction, volunteering and wellbeing
- CC2.2 Create events and activities that promote interaction and education, as well as a sense of place

CC2.3 Assist disadvantaged groups within our community

CC3.1 Provide strategies for older residents to be part of our community

CC3.2 Provide young people with a range of leisure activities, along with opportunities for personal development

CC3.3 Support improved health outcomes by providing equitable access to sporting, recreational and community facilities

PROSPEROUS ECONOMY

PP1.1 Promote our area as an attractive place to visit and live

PP1.2 Provide opportunities for new business

PP1.3 Encourage diversification and enhance image of the local economy

ENGAGED LEADERSHIP

EL1.1 Facilitate and develop strong relationships and partnerships with the community

EL1.2 Involve our community in the planning and decision making processes of Council

EL1.3 Actively advocate community issues to other levels of government

EL2 Council's finances and assets are well managed

EL3 We are all valued customers

HEALTHY ENVIRONMENT

HE2 We use our resources wisely

HE3 Our built environment blends with the natural environment

APPENDIX 1: Where this plan fits?

BALLINA SHIRE CULTURAL PLAN

The Ballina Shire Cultural Plan is a flexible plan which lays out a foundation upon which to grow the cultural activity in our community over time. Importantly, it is a framework which identifies the key areas our community has said it values most to guide the future development of cultural activity in the Shire. It therefore contains the following elements to assist Council, and the community, in directing the growth of cultural activity throughout our Shire.

The plan identifies five cultural activity objectives which embrace the key areas the community value most, and wish to improve or develop:

1. **Sense of Place:** Foster cultural activity that promotes the heritage, stories and unique features that are the Ballina Shire.
2. **Aboriginal Culture:** With the Shire's Aboriginal community, promote understanding of local Aboriginal identity, culture and heritage.
3. **Great Outdoors:** Care for, or enhance, our natural and other outdoor environments which underpin our special lifestyle.
4. **Art Smart:** Encourage and support our creative industries to be sustainable and accessible. Cultural Spaces: Better utilise our existing cultural infrastructure, as well as respond to changing needs, to hold and encourage cultural activity.
5. **Family Fun:** Shape our cultural image and infrastructure to reflect a family friendly place for all of us to live and others to visit.

The Creative Action Plan is linked to a number of 'Opportunities' identified within the 5 cultural activity objectives as follows:

SENSE OF PLACE

- Encourage community based activities and events that engage with our history and local collections/museums, as well as artists and performers to tell these stories.
- Foster or strengthen community or regional partnerships to hold cultural activity reinforcing our sense of place.

ABORIGINAL CULTURE

- Continue to showcase local and regional Aboriginal artists at the Northern Rivers Community Gallery.

- Form ongoing partnerships with the Shire's Aboriginal groups to develop and fund new cultural activity to promote their identity, culture and heritage.

GREAT OUTDOORS

- Celebrate our environment through cultural activity held in the Shire – including through exhibitions, public art and family based events.

ART SMART

- 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.
- Continue to activate the Northern Rivers Community Gallery as a central hub for creative activity in the Shire and region.
- Utilise grant funds to complement regional-based programming at the Northern Rivers Community Gallery.
- Explore new ways to promote creative activity in the Shire including adopting creative activity to assist in achieving Council's Community Strategic Plan goals.

CULTURAL SPACES

- Support outdoor community events that are family friendly.
- 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.

FAMILY FUN

- 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.
- Encourage community events that are family friendly and integrate creative family activities into existing community events.
- Promote our environment and cultural activity to residents and visitors in age and culturally appropriate ways and to reflect the whole Shire community.

APPENDIX 2: Community Aspirations

In 2018 NRCG asked community members to share their vision for arts and culture in Ballina Shire. The results show an aspirational creative community who value the contribution of arts and culture in their lives, yet feel existing investment in arts and cultural infrastructure is below expectations.

Respondents agree or strongly agree

- 98%

It is important that arts and cultural activity happens in the Ballina Shire

- 92%

Arts and cultural activity helps me appreciate the shire's unique characteristics and its people

- 69%

Arts and cultural activity is an important factor in deciding where I will live

- 93%

Arts and culture contributes to my life and the social cohesion and wellbeing of our community

However only 18% agreed or strongly agreed
The range of arts and culture activities and events in the Ballina Shire is adequate and offers diversity.

Consultation with 22 Gallery stakeholders consisting of key arts and culture organisations, education providers – primary, secondary and tertiary, community art groups, Indigenous organisations, disability arts groups, aged care providers and independent artists reflected the wider community aspirations in addition to partnering with NRCG to strengthen arts and cultural activities in the Ballina Shire.

Respondents agree or strongly agree

- 95%

Co-locating Arts and Culture infrastructure to create a multi-disciplinary art centre facility is beneficial for community, tourism, access and participation

- 95% agree or strongly agree

Expansion of NRCG facilities to include dedicated workshop spaces, artist studios, creative project space and a visiting artist-in-residence space will benefit the artistic and social life of Ballina Shire

Both community and Stakeholder survey respondents identified a desire for a broader range of arts and cultural facilities to be available within the Ballina Shire. creative workshop and subsidised artist studios were the two top priorities within both respondent groups.



Image: (left) Picturing the Past - Creative Youth Heritage exhibition in the Gallery; (right) Monkey Monkey, Shake Shake live performance in Ignite Studios



nrcg

northern
rivers
**community
gallery**

Northern Rivers Community Gallery

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Northern Rivers Community Gallery is an initiative of Ballina Shire Council



Northern Rivers Community Gallery
Creative Action Plan
Consultation Report

Prepared by Dr Elizabeth Baker

June 2021

Facilitator's Report, NRCG CAP Workshop June 2021 1

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Background

The Northern Rivers Community Gallery (NRCG) Draft *Creative Action Plan* proposes a pathway for the future of the NRCG. In it, four strategic directions are identified, each supported by a series of actions for the NRCG to achieve sustainable growth and continue to provide high quality arts and cultural activities in the region. The four strategic directions are:

- A. **A Creative Industry Capacity:** Create spaces and initiatives where arts and cultural activity and creative entrepreneurship can thrive (for emerging and established artists, designers, makers and thinkers)
- B. **Arts and Cultural Infrastructure:** Coordinated support of arts and cultural infrastructure to ensure cost effective future investment in hard and soft infrastructure and resources.
- C. **Engage our Audiences:** Provide opportunities for cross-cultural, multi art form, and intergenerational creative expression for people of all ages, ethnicities, and abilities.
- D. **Strive for Excellence:** Develop high quality programs connecting audiences with contemporary arts and cultural experiences.

Ballina Shire Council sought feedback on the four strategic directions in the plan for the NRCG via a short online survey (open to the general public – See Appendix 5; the survey instrument is provided in Appendix 4) and a by-invitation workshop with key stakeholders involved in a wide range of creative arts activities (see Appendix 2 for the Agenda; Appendix 3 for a list of invitees and attendees). Attendees at the workshop were also reminded and encouraged to provide feedback via the online survey.

The workshop

The workshop was held at the Richmond Room, Ballina, from 4.00pm to 6.00pm on Thursday, 10th June 2021. It was facilitated by an independent facilitator, Dr Elizabeth Baker.

Twenty stakeholders attended. The discussions during the meeting were informative and cordial, structured around a series of interactive sessions based on each of the four strategic directions ('world café' session), a whole group reflection on what were the stand-out ideas from the world café session, and a whole-group discussion of four 'pivot-point' issues. The transcription of the discussion points raised during each of these activities is provided in Appendix 1.

Several members of staff also attended the workshop. The staff assisted the facilitator by taking notes onto large butchers' paper sheets during the 'world café' segment of the workshop but did not otherwise contribute to the discussions. The facilitator extends her sincere thanks to the staff for their assistance.

Light refreshments were provided prior to the start of the workshop. All Covid-19 protocols were followed and all who attended either used the Service NSW Check-in app or signed in.

The workshop discussions are summarised in this report. Information transcribed from the butcher's paper and group discussions is provided in Appendix 1.

The survey

The survey consisted of 10 questions and was available via online link. It was open from Monday 24 May 2021 to 5pm, Wednesday 16 June 2021 (see Appendix 5).

There were 82 responses to the survey. 43 respondents opted to provide contact details such that they could be provided with future information about the CAP. The majority of respondents (73 per

8.2 Northern Rivers Community Gallery - Creative Action Plan

cent) were aged over 56 years and most identified as female (72 per cent). 35 per cent of respondents were residents of Ballina Shire and 28 per cent identified as an artist.

The survey findings are summarised in this report. All responses to the survey questions are provided in Appendix 6.

This consultation report has been prepared by Dr Elizabeth Baker.

Discussion

Creative Industry Capacity

The key themes emerging from the workshop discussions about creative industry capacity mirrored those from the survey respondents. The themes related to opportunities to be creative and to experience the creative outputs of others. Specifically, there needs to be:

- more opportunities for there to be art: venues, public art, art competitions, street / ephemeral art, and art with/in natural spaces.
- more and better opportunities for artists: maker spaces and studios, mentoring, masterclasses and professional development opportunities.
- more and more diverse opportunities to participate in creative activities: creative workshops for children; interactive arts experiences for tourists; artist talks.
- more effective and innovative collaborations to enable artist networking, exchange of ideas, connect people, and increase participation in creative endeavours.
- more effective ways to leverage off other large events in the region and to complement what they offer with programs of arts events.
- effective ways for people to find about what the area has to offer in terms of the arts, and what is available at the NRCG in particular, specifically focussing on improving the information available online and at the Visitor's Centre.

Limitations that were noted included issues of insurance, funding – and the question of who pays for access to creative opportunities, lack of knowledge about what is on or opportunities, and the need for there to be some organisation and/or person to drive and/or coordinate planning, collaboration, and arts activities.

Another limitation was seen to be the costs associated with working in or hiring studios and with participating in exhibitions.

It was recognised that the capacity for creative arts practitioners to be creative and for the broader community to participate and enjoy the creative arts relies in part on there being people who take care of the necessary administration and logistics, and this too requires resourcing.

Respondents to the survey also highlighted the value in being both inclusive of all forms of art-making and creativity and in taking risks.

Arts and Cultural Infrastructure

The infrastructure that was discussed included physical, social and economic infrastructure.

Physical infrastructure focussed on having an 'arts precinct', an accessible, creative hub for both artists and consumers, and including an Indigenous cultural centre or dedicated art-space, and on access to subsidised or free studios, access to specialised equipment and exhibition spaces. Other physical infrastructure recognised as contributing to creative arts capacity included access to a wide range of venues and pop-up spaces. It was emphasised that there are potential venues and exhibition opportunities throughout the Ballina Shire and more broadly in the region.

A recurring theme was the potential to make more use of the range of physical infrastructure provided by the area's natural environment and nature spaces for making art and for exhibiting art. This included the river.

The value of co-locating art-spaces, workshop and studio spaces, and café / restaurant / bar was highlighted at both the workshop and in the survey.

Social infrastructure included networking opportunities and support for artists, and online resources for artists and to promote art. The concept of a QR-code based arts trail was also seen as building social infrastructure through providing both locals and visitors with a way of enjoying the area's creative outputs.

Economic infrastructure related to resourcing the coordination of creative arts programs and initiatives, developing partnerships with institutions (such as universities) and businesses, and selling the benefits of investment in both public art specifically and the arts in general.

"Have a well-resourced coordinator to do things, look after the logistics, leave the artists to do art."

Related to this, the concept of branding was raised: Ballina as a place where art happens and people can enjoy a range of arts-based activities.

Engage our Audiences

The discussions around engaging audiences centred around communication, collaboration, promotion, and access. The audiences for the NRCG were seen to be both artists themselves and the general public.

There was a general sense that there is a need to better communicate what is available and the creative talent within the area both to locals and visitors.

"We are a well-kept secret and want to share it"

There was a concern that visitors are either leaving the area without being aware of what is on offer and/or not able to plan a visit to take advantage of arts events that might be of interest. This, in part, related to the question of effective online presence and the resourcing of such. A consistent point was the opportunity provided by the airport and the potential to promote the local arts opportunities to people passing through the airport. The value of providing targeted creative workshops or events for children, both during the holidays and as part of their formal education, was emphasised at both the workshop and in the survey.

The provision of more and better information about specific art, ie guided tours of an exhibition, art appreciation talks and/or events or hands-on workshops or background information about art and techniques were also seen as ways of engaging with audiences effectively and 'democratising' art. Opportunities for people to meet and talk with artists, not only about their art specifically but also about their creative life experience, were supported as a valuable way to encourage broader audiences with art, artists and exhibitions.

Working with other organisations and linking in with high profile events and/or artists was also seen as a way of engaging more effectively with a variety of audiences. For example, having a portraiture competition at the time the Archibald Exhibition is touring the Regional Galleries. Much can also be learnt from the experiences of other local areas and arts organisations.

Collaboration with local businesses was also seen as a way of both supporting art, engaging with a broader audience, and promoting 'the local'. As well as showcasing excellence in art, the use of non-traditional venues such as pubs or industrial estates has the potential to engage audiences that would not otherwise go and see an exhibition.

Spaces for both participation and exhibition, both indoor and outdoor, need to be accessible for artists and for people participating or viewing. Access for artists includes issues such as the reduction of costs, paperwork, and red tape.

The promotion of more diverse artistic offerings was also seen as a way of engaging more broadly, including the capacity for digital and VR-based art. More frequent turnover of exhibitions was also seen as a way of encouraging more and broader engagement with the Gallery.

Strive for Excellence

“Be flexible, innovative, and brave”

There was considerable overlap of the points made here with themes from the other discussion points.

- Be adventurous, be experimental and showcase the process of being creative as well as the art end products.
- Establish Ballina as an arts destination.
- Make better use of a wider range of potential venues across the area.
- Take the gallery outside, take art into the public spaces and into natural spaces. Make more use of the river.
- Make connections with the living history and contemporary Indigenous culture.
- Reach out and make connections with diversity of groups within the community and involve people in events and in making art.
- Engage with everybody: young parents; middle-aged workers; sporting clubs; people with disabilities; older people; business owners; developers.
- Connect art with peoples’ stories, with history, with the river, with spaces that link these together.
- Connect art with regional and local events. Have local community-based festivals in conjunction with other events.
- Connect art with the regional sub-cultures (hobby farmers, ‘real’ farmers, surfers, retirees, sea- and tree-changers, and so on).
- Connect artists at all stages of their artistic journeys with each other and learn from experts.
- Use unexpected pathways for art, e.g. working with farmers; on the industrial estate.
- Promote the social benefits of investing in arts capacity and in participation in creative activities: social interactions and inclusion, building relationships and capacity.

Pivotal focus discussion

During the workshop, participants were asked to reflect on four questions which are pivotal for the NRCG, that is, how these questions are answered could change the focus and framing for decision-making about priorities for the organisation.

1. Exhibition / Participation / Retail / or ...?

Workshop participants believed investment is needed across all three areas but participation and exhibition are the more important. Participation is understood to be a broad concept where engagement in ‘art’ facilitates social interaction with multiple benefits. Exhibitions

themselves could more participatory or be linked with opportunities to participate: exhibitions need to create and engage a 'sense of wonder'. The NRCG provides a focal point and this is needed. The gallery is the hub to lead participation and for information about what is on, local art, artists, about everything creative.

2. What is 'local'?

The groups felt that 'community' in 'Northern Rivers Community Gallery' encompasses both the artists and the audience/s. It is important to look after the community that live here, both in terms of artists and audiences.

The potential was raised to use the existing exhibition rooms so that some were dedicated to local artists, one to an outside artist, and one to community groups. It is important that local exhibition space needs to be accessible and affordable for local artists.

'Northern Rivers' in 'Northern Rivers Community Gallery' is understood to encompass the area from Grafton to Tweed.

3. Finding the funding and resources

The group recognised that sourcing funds is a resource intensive and skilled activity.

These stakeholders argued that the Council needs to believe that the creative arts is a worthwhile, long term investment.

Ideas for ways of attracting funding from the range of funding sources identified included:

- specialise in 'social impact' activities as already recognised for this.
- develop the business case for investment in arts and the gallery. Research is available that shows money invested provides equal or greater return money for the local area.
- social wellbeing – while this is difficult to be costed but is a recognised benefit from arts participation.
- target funding streams (e.g., rates; costed participation; specific sponsorships).

4. How to work together: working with strengths and weaknesses.

Time was limited on this point however there was support for taking a collaborative approach and for adopting diverse, inclusive, and innovative approaches to collaboration.

It was recognised that artists 'want to do art' and needed and valued an organisation that could deal with all the other aspects of a thriving creative arts industry.

Several opportunities for collaboration had already been raised in previous discussions. A new idea was to explore partnerships with other community galleries to build capacity and share resources: 'sister galleries' like the 'sister cities' model.

Key themes

The key themes in terms of the creative arts community within which the NRCG operates were:

- Supporting and fostering creative arts through the provision of art-making spaces and arts exhibition / participation venues. This includes looking more broadly at non-traditional spaces as arts venues and utilising natural spaces for creative expression and experience.
- The practical, social, and economic benefits of co-locating physical infrastructure in an 'arts precinct'.
- Selling the arts opportunities more effectively and specifically facilitating better online access to information. The audiences for this information included the artists themselves (networking, collaboration opportunities); locals (engaging community and building creative capacity) and visitors (opportunities, e.g. arts trail; holiday participation options).
- Resourcing the operation of the creative arts industry effectively. Coordination, logistics, fundraising, and administration were all recognised as being necessary and important contributors to a vibrant creative arts sector and needed to be funded appropriately.

There were a range of opinions about the criteria for exhibitors in terms of quality. These ranged from a view that it is important to 'maintain ... high standards of displays/exhibitions and professional approaches', with some input that some of the shown art has not been 'up to scratch' and should not have been included in an exhibition, to a view that a percentage of exhibitions should be given over to local arts and crafts 'without the pre-judgment of quality'.

In terms of the NRCG itself, the key theme that emerged from the consultation was the NRCG's role as a creative industry hub. Some elements of what stakeholders saw this to mean are already in place, at least to some extent, while others represent new or extended areas of activity. By 'hub', stakeholder included the following areas of operation and activity:

- facilitate art exhibition beyond the physical space of the gallery and Ignite Studio.
- support diverse and innovative exhibitions and participatory events.
- ensure local presence and 'flavour' is maintained.
- actively support artists through the provision of physical infrastructure and social networking opportunities.
- actively engage the community in the creative arts through innovative, diverse, and collaborative participatory, interactive and/or viewing opportunities.
- be the focal point for collaboration and outreach.
- identify and pursue funding opportunities.
- provide up-to-date information about local – regional arts happenings and in such a way that is available to locals, visitors, and potential visitors.
- handle the administration, logistics and coordination required to further develop and support a vibrant creative arts community.

It was recognised that this list is aspirational and represents what stakeholders would like to see if sufficient funding was available.

Summary

The workshop and survey provided opportunities for creative arts stakeholders to discuss strategic elements of their industry and the factors they saw as fostering and supporting a vibrant creative arts industry in the Ballina region. There was broad agreement about what these factors were. There was also a recognition that more investment from a variety of sources would be needed before these factors could be actualised. There was support for the NRCG and a desire to see the organisation's role expanded with appropriate funding such that it could fulfil the coordination, administration, and support roles necessary to engage the community more fully in creative activities.

Appendix 1: Workshop discussion notes

Discussion around the four strategic directions

Note: Participants rotated between the discussion topics based on a randomised colour series each received at registration. Each grouping, which changed at each rotation, had approximately eight minutes per discussion topic. The notes for each topic provided below are the combined notes from all groups.

Creative Industry Capacity

What's lacking?

- Ballina not perceived to be artistic, except for the NRCG
- Need things for kids, ways to introduce kids to art, provide holiday art experiences

What's missing in terms of capacity?

- Money
- Organisation
- The person / organisation to be the driver. Artists are busy making art

Options and opportunities to build capacity

- Opportunities for kids:
 - Interactive spaces (like in Singapore airport)
 - kite competition: build and fly
 - work more with schools (e.g. Alstonville High School Historical Museum fashion parade)
- Opportunities for tourists
- Have an annual sculpture competition (like 'Sculpture by the Sea')
 - Attract artists from elsewhere
 - Public art in open spaces, in waterways, along the foreshore
- Street art and ephemeral art
 - Investigate permissions to use, e.g. use local walls
 - Beach sand art
 - Art in / on the river
 - 'Guerrilla' art
- Arts precinct
- Spaces for making art
 - Studio
 - Spaces for artisans and craftspeople
 - Maker spaces – expanded, access for all
 - Fabrication labs (e.g. hire equipment)
 - Reduce the isolation that artists can experience

- Venues
 - Reactivate the amphitheatre – set up for hire; have screenings there
 - Use the NRCG for other creative arts, such as writing workshops
 - Utilise more existing spaces, not just the NRCG. Café events; the hospitals; local historical locations
 - Identify potential venues / pop-ups: e.g. empty shops
 - Mobile art space, e.g. a bus, that could travel to, e.g. aged care premises.
 - Mobile studio, make it sustainable and able and available to go where art is needed.
- Collaborations
 - For example between farmers and artists
 - Enable exchange of ideas
 - Connect people
 - Online app
 - Get leaders together for arts incubation
 - ‘Play days’ for emerging and established artists
 - Curation: artists and other groups work in interdisciplinary collaboration
- Art spaces ‘out there’
 - Get art and artists out of the gallery
 - Land art program – can happen anywhere
 - Connecting art with nature
 - Incubating creativity in all sorts of spaces: nature, retail spaces, studios
- Online space
 - People looking in from everywhere
 - Capitalise on our region and natural assets

Issues

- Insurance
 - Can insurance be shared across venues for art events?
 - What do other local councils do in terms of multi-venue insurance?
- Funds / costs
 - Money gets in the way of access to artist studio / maker spaces: spaces should be free
- Knowing what’s available
 - Need to be able to identify what’s available, empty places. A listing of available venues would be helpful
- Can costs be shared in shared space? Old Bunnings; M-Arts in Murwillumbah
- The street look (streetscape) needs updating.

Arts and Cultural Infrastructure

- Arts precinct needed. A creative hub attracts spending in the community
- Indigenous cultural centre
- Take the gallery outside of the four walls
- Provide subsidised studios
- Dedicated spaces with specialised equipment for artists to use: kilns, welding booth, digitising
- Information about places with cheaper rent to get together and to facilitate connections
- Bigger gallery space
- Pop-up spaces in areas across the shire
- Boost creative networking opportunities
- 'PechaKucha' (a storytelling format where a presenter shows 20 slides for 20 seconds of commentary each).
- QR code-based arts trail
- Resourcing to coordinate arts program and initiatives across the region
- Resourcing to support more frequent exhibition turnover
- Remove self-funding of gallery
- Be attractive to arts and cultural education institutions (e.g. film schools)
- Partnerships with university to share resources
- Sell value of public art investment to developers
- Online resources / database:
 - where artists can upload public art ideas for community and developers to use in their projects
 - To engage with traditional owners (e.g. Wiradjuri 'Foundations' website)
 - Arts and cultural learning connected to the gallery
- Access workshops (e.g. M-Arts)
- Celebrate the importance of the river – floating amphitheatre, floating cultural infrastructure
- Putting a monetary value on arts and culture. Acknowledge that it costs and that it is worth the money
- Find a balance between commercial need and showcasing / public good (e.g. Byron Writers' Festival).

Engage our Audiences

- Have a community art festival - potentially a week-long event that showcases the diversity of the region's artistic community
- Bring other exhibitions here: high-profile (e.g. Archibald)
- Link into other high-profile exhibitions, e.g. have own portrait prize at same time as Archibald

- Collaborate with established organisations, e.g. NORPA, SCU
- Communicate what we have / are / do better:
 - "We are a well-kept secret and want to share it"
 - River and coast
 - Amazing outdoor spaces
 - Sell existing programs better
 - Create the Ballina brand, using natural environment
- Want people to experience what's on offer before leaving
- Sign on the highway
- Media:
 - Need to excel at online presence: people look and have already decided what they are going to do before getting here
 - Dedicated person on social media
 - Focus on the most relevant
 - Facilitate contact with media people, e.g. 7, SBS, 10
- Need to sell the potential
- Provide background information on art / techniques
- Art in public
 - At events
 - Arts Trail
 - In nature
 - At the airport
 - Non-permanent art (ie 3 month cycle)
- Get businesses to buy-in:
 - Local experience at local restaurant
 - 'Art on a Wednesday' – after work drink, socialise
 - Art exchange program for larger businesses
- Bring in excellent instructors / coordinators / guest curators
- Training and/or hiring the right people for high quality program
- Train people in how to develop programs
- Collaboration:
 - Involve artists in think-tanks / interactive workshops
 - Develop collaboration around programs
 - Foster environment of support / collaboration / listening open to ideas and discussion
 - Consult with experts / people with specific areas of expertise

- Dedicated arts and culture ‘Cultural Liaison Officer’; high-level arts industry liaison officer
- Provide space to exhibit art
- One room free of charge for community groups
- Physically accessible spaces, both indoor and outdoor
- Diverse art programs
 - Sculpture
 - Cultural
 - For young people
 - VR
- Foster the home-grown excellence available
- Hold a touring exhibition
- Tap into grant programs (Council and business)
- Offer scholarships to support local talent
- Showcase artist of excellence in community spaces, including non-traditional venues (e.g. pubs)
- Needs funding – can’t be done well with a tight budget
- Remove paperwork / hoops for artists wanting to exhibit
- Appreciation for volunteers’ contributions
- Stand by decisions made
- Processes to employ the right people quickly
- Follow industry guidelines for payment/s

Strive for Excellence

- Create and support inclusiveness and choice of artists – ensure variety: inclusive of music, dance, films (screenings and making), events.
- Be flexible, innovative, and brave
- Capacity for VR
- Use of venues throughout northern rivers area
- Make better use of the airport. Have a digital gallery and local art at the airport.
- Leverage / linkages with celebrations, historic events, Indigenous living history
- Create a calendar to link events with gallery functions
- Take the gallery outside and into the environment and in the community (e.g. markets). Project images onto the Big Prawn.
- Communicate the need for creative activities and the skills that are available. Match artists with different groups in the community to form connections

- Collaboration between older and younger artists. Getting people together to be creative
- Art classes for kids, people with disabilities, older people
- Work more with aged-care and disability service providers – reaching out to make connections, involve people in events
- More engagement with:
 - Middle-aged parents and workers
 - Sporting groups
 - Young parents and workers
 - Diverse artists
 - Emerging artists
- Current workshops are great
- Need more staff and volunteers
- Consult with community leaders
- Engage and work in the community with Indigenous peoples; work more with JALI
- Engage with Byron Contemporary arts scene
- Have a rich Arts Festival. Have an 'Art Week'
- Connect art with peoples' stories, with history, with the river, with spaces that link these together
- Use unexpected pathways for art, e.g. working with farmers; on the industrial estate; mural at the airport for windbreaks
- Invest in working with curators from different fields
- Make art one of the pillars of the community. Attract people be in involved.
- Promote the benefits of money invested in creating / having an arts precinct
- Promote the social benefits of investing in arts capacity and in participation in creative activities: social interactions and inclusion, building relationships and capacity
- Re-brand Ballina as an 'art town'
- Media campaigns
- Public art should be able to change and be flexible
- Ensure arts spaces (such as the theatre) are accessible
- Include art in Council projects and infrastructure (Council-driven investment).

Stand-out ideas

- Projections onto the Big Prawn
- Establishing Ballina as an arts destination
- Focus on the river. The river ties in too with Indigenous heritage.

- Make more use / better promotion at the airport
- The natural environment as part of arts destinations
- Artist residencies
- Use unused venues and forgetting spaces in Ballina (e.g. Ballina Players' hall; small theatres; schools; the amphitheatre).
- Use industrial spaces as places for pop-up work spaces for collaborative creation of art.
- Learn more from other places, e.g. places where have made art on/in their river.
- Engage participants in creative pursuits
- Recognise professional artists that are already connected to the area.
- Need something that pulls high end artists to Ballina (Regional Galleries do; community galleries don't)
- Involving kids in exhibitions
- Making art / exhibitions family-oriented, getting parents and kids involved and engaged.
- Take advantage of school holiday time – use participation to build creative capacity and keep the kids here, providing them with creative opportunities.
- Interactive places and spaces
- Be brave and engage in cutting edge ideas.
- Projections that change every month
- Democratising art, involving all.
- Social benefits of creating, exhibiting, and discussing art.
- Ballina as a learning place for artistic skills, e.g. film, ceramics.
- Partner with universities (SCU), e.g. summer schools
- Access to workshops / studios / creative spaces to get career launched.
- Art precinct to inspire / network.
- Have a well-resourced coordinator to do things, look after the logistics.
- Tap into non-arty audience, e.g. farmers, rugby players.
- Engage audiences that are missing, e.g. young males.
- Artist-in-residence at the Ballina Industrial Estate.
- Creative spaces / multipurpose studio that can cater for dance, performance, installation art.
- Leverage off other events and large single-focus events. Complement regional events, such as Splendour, Blues etc, extend regional benefits with program of arts events.
- Branding and on-line presence. Visitors wanting to plan ahead, plan holiday activities.
- Artists' networking 'find your people' capacity.
- Linkages with regional media, e.g. Bay FM, and organisations, e.g. Arts NSW.

General discussion around 'Pivot points'

Pivot question 1: Exhibition / Participation / Retail / Or... ?

Investment needed across all three but participation and exhibition are the more important.

Private funding needs to be found to support more participation and exhibition.

If all three are required, can this change? How essential are retail dollars to the NRCG operation?

Participation:

- Understood as a broad concept
- Art as facilitator of social interaction with multiple benefits
- Infrastructure needed to enable participation
- Ignite is a great space, make it more accessible
- The feedback from visitors to the Museum is that 'there is nothing to do in Ballina' so they move on
- Provide an art tour with volunteers every week.
- NRCG could be a social hub, a 'multi-space':
 - o A bar
 - o Performances
 - o Talks
 - o Complement the exhibition spaces
 - o Social hang-out with an arty feel
 - o Provide opportunities for musicians

Exhibition:

- Exhibitions needs to be more participatory
- There are benefits to having volunteers provide guided tours of exhibitions. This builds better understanding of art and can provide a more positive visitor experience. Passive exhibitions are over. Exhibitions need to create and engage a 'sense of wonder'.
- Need to get art out the where people are.
- The gallery provides a focal point, and this is needed. The gallery is the hub to lead participation and for information about what's on, local art, artists, about everything creative.
- Tap into smart phones as exhibition spaces.
- Think in terms of 'galleries' not just 'the gallery': events supported by pop-ups; other spaces being used for exhibitions (and events).
- More turnover of exhibitions in the Gallery Café space (something volunteers could do)

Pivot question 2: What is 'local'?

The community is both the artists and the audience/s.

Northern Rivers (as referenced in the NRCG) is understood to encompass the area from Grafton to Tweed.

In practice:

- Need to showcase local talent and that can be diluted if 'local' is too broad.
- Need to look after the community that live here, both in terms of artists and audiences.
- Potentially could use the existing exhibition rooms so that some were dedicated to local artists, one to an outside artist, and one to community groups.
- Local exhibition space needs to be accessible and affordable for local artists.

Noted that Byron doesn't have a gallery so Byron-based artists consider NRCG 'theirs' too

Pivot question 3: Finding the funding & resourcing

Sources:

- Rates
- Crowdfunding
- Grants
- Fundraising
- Philanthropy
- Developer contributions
- Subscription / membership (tried previously; who would manage this?)
- Sponsorship
- Friends of the Gallery

These are resource intensive

Council needs to believe arts is a worthwhile, long term investment

Gallery functions (programs) need separate funding streams, ie fund each element from different sources

Ways of attracting funding:

- Specialise in 'social impact' activities as already recognised for this.
- Develop the business case for investment in arts and the gallery. Research available that shows money invested provides equal or greater return money for the Shire.
- Social wellbeing – can't be costed but a benefit from arts.
- Target funding streams (e.g., rates; costed participation; specific sponsorships)

Pivot question 4: How to work together: working with strengths and weaknesses

Partnerships with other community galleries to build capacity and share resources: 'sister galleries' like the 'sister cities' model.

Tap into Southern Cross University and other tertiary sector providers as research and learning partners.

Work more closely and effectively with the airport.

Appendix 2: Workshop Agenda

NRCG Creative Action Plan Stakeholder Workshop

Richmond Room, 10 June 2021

3.45pm	Arrival / sign-in / C19 check-in / Light Refreshments Served
4.00pm	Welcome
4.05pm	Overview, workshop objectives
4.10 – 4.45pm	Interactive ‘World Café’ on CAP Strategic Directions
4.45 – 5.15pm	Feedback and discussion
5.15 – 5.25pm	Pivot question 1: Exhibition / Participation / Retail / Or... ?
5.25 – 5.35pm	Pivot question 2: What is ‘local’?
5.35 - 5.45pm	Pivot question 3: Finding the funding
5.45 – 5.55pm	Pivot question 4: How to work together: working with strengths and weaknesses
5.55 – 6.00pm	Summing up
6.00pm	Close

Attachment 1 x

Appendix 3: Workshop invitations and attendees

First Name	Last Name	Attending	Audience	Organisation
Lee	Mathers	Staff	Staff	BSC - NRCG
Alice	Kurien	Staff	Staff	BSC - NRCG
Louise	Clark	Staff	Staff	BSC - NRCG
Tara	McGready	Staff	Staff	BSC - Strategic Planning
Skye	McNamara	Staff	Staff	BSC - Strategic Planning
Alanah	Ward	Staff	Staff	BSC - VIC
Sharron	Farrell	Attended	Gallery Volunteer	NRCG
Grayson	Cooke	Attended	Artist / Academic - Arts	Southern Cross University + LabX Environmental Art, Science and Activism Group
Jackie	Birch	Attended	Head Librarian	Ballina Library
Jeanie	Davison	Attended	Industry	Screenworks Australia
Melissa	Wright	Attended	Arts Group	Lennox Arts Board
Sharne	Wolff	Attended	Industry	Independent Arts Writer
Jude	Whites	Attended	Curator	Curator Aboriginal arts and culture
Caroline	Wales	Attended	Industry	Ballinalé
Mary	Richards	Attended	Arts Group/Artist	BACCI
Cecily	Barrack	Attended	Arts Group/Artist	Ballina Arts Society
Christine	Reid	Attended	Arts Group/Artist	Lennox Arts Collective
Alex	Geikie	Attended	Theatre Group	Ballina Players Theatre
Klaus	Kerzinger	Attended	Community	Community Member
Pauline	Armour	Attended	Local Creative Business	Design Space
Tobin	Saunders	Attended	AKON	
Anniq	Goldenberg	Attended	Artist / Artist Group	Case Art Space
Scott	Trevelyan	Attended	Disability - Access studio	Willowbank Studios
Liz	Terracini	Attended	Industry/Program Partner	Sprung!! Integrated Dance Theatre
Bill	Boyd	Attended	The President	Alstonville Plateau Historical Society
Richard		Attended		Ballina Naval and Maritime Museum
Denise	Duroux	No Show	Culture Matters Project Officer	Bunjum Aboriginal Corporation - Culture Matters
Emma	Walke	Apologies	Bundjalung Artist	Independent Bundjalung Artist
Emma	Walker	Apologies	Artist/Program Partner	Byron School of Art
Christine	Wilcox	Apologies	Artist/Program Partner	Byron School of Art
Julian	Louis	Apologies	Industry	NORPA
Zacharey	Jane	Apologies	Industry/Program Partner	Byron Writers Festival - Writers on the Road
Angus	McDonald	Apologies	Professional Artist	Independent Artist
Robyn	Porritt	Apologies	Arts Group/Artist	North Coast Ceramics Inc - Mud Trail
Janet	Andrews	Apologies	Education - Public HS	Ballina Coast High School
Catherine	Marciniak	Apologies	Media	ABC Open
Craig	Johnston	Apologies	Community	Community Member

8.2 Northern Rivers Community Gallery - Creative Action Plan

First Name	Last Name	Attending	Audience	Organisation
Mathew	Townsend	Apologies	Community	Community Member / BMRC stakeholder
Ainsley	Schumacher	Apologies	Makers Market	On Dusk
Jasmin	Rogers	Apologies	Education - Private High Sch	Xavier Catholic College High School
Amanda	Drinkwater	No Response	Education - Public Primary Sch	Ballina Public Primary School
Nita	Roberts	Apologies	General Manager	Bunjum Aboriginal Corporation
Jarred	Roberts	Apologies	Goori Youth Group	Bunjum Aboriginal Corporation - Goori Youth Group
Shane	Edwards	No Response	Community	Community Member / BMRC stakeholder
Del	Nivens	No Response	Community	Community Member / BMRC stakeholder
Nathan	Cooper	No Response	Community	Community Member / BMRC stakeholder
Glen	Hewett	No Response	Community	Community Member / BMRC stakeholder
Greg	Cooper	No Response	Community	Community Member / BMRC stakeholder
Francoise	Sauvere	No Response	Community	Community Member / BMRC stakeholder
Lisa	McDermott	No Response	Community	Community Member / BMRC stakeholder
Mo	Dickson	No Response	Community	Community Member / BMRC stakeholder
Roy	Flavel	No Response	Community	Community Member / BMRC stakeholder
Ana	Wojak	No Response	Artist	
Paul	Button	No Response	Artist / Artist Group	BACCI / Byron-Beyond Arts Trail

Appendix 4: Survey instrument

Q1 What NRCG services or facilities do you consider important to provide now and into the future?
(This comment can be as brief or as long as you wish - dot points are ok)

Q2 Creative Industry Capacity: What types of facilities, services and/or programs do you think would support building local creatives and industry?

Q3 Arts and Cultural Infrastructure: What is your future vision for NRCG arts and cultural infrastructure including exhibition and program amenity such as facilities, equipment, technology and visitor experiences located within Ballina's CBD?

Q4 Engage our Audiences: Explain what types of creative experiences and activities you would like access to through NRCG programs and facilities?

Q5 Strive for Excellence: What does 'Program Excellence' look like to you? Please provide any examples in relation to your response.

Q6 Please nominate which of the following best describes your circumstances:

- Member of the public
- Resident of the Shire
- Resident of adjoining local government areas
- Artist
- Arts Organisation
- Non-arts organisation
- Community Group
- NRCG Volunteer
- School/Tertiary Education provider
- Other (please specify)

Q7 Which range describes your current age:

- <17
- 18 – 25
- 26 – 35
- 36 – 45
- 46 – 55
- 56 – 65
- 66+

Q8 Do you identify as:

- Aboriginal or Torres Strait Islander
- Person with a Disability
- LGBTIQ
- Person from a non-english speaking background OR Person that speaks a language other than English at home

Q9 Which gender do you identify with:

- Female
- Male
- Other identity
- Prefer not to say

Q10 Please provide your contact details if you wish to be kept informed on future updates about the Draft Creative Action Plan.

Appendix 5: CAP survey media release

Provide your feedback on the future direction of the Northern Rivers Community Gallery

Monday, 24 May 2021

Ballina Shire Council is seeking community feedback on the Northern Rivers Community Gallery's (NRCG) draft Creative Action Plan.



The draft Creative Action Plan provides a pathway for the future of the NRCG via four strategic directions:

Creative Industry Capacity: Create spaces and initiatives where arts and cultural activity and creative entrepreneurship can thrive

Arts and Cultural Infrastructure: Coordinated support of arts and cultural infrastructure to ensure cost effective future investment in hard and soft infrastructure and resources.

Engage our Audiences: Provide opportunities for cross-cultural, multi art form, and intergenerational creative expression for people of all ages, ethnicities and abilities.

Strive for Excellence: Develop high quality programs connecting audiences with contemporary arts and cultural experiences.

These directions are supported by a series of actions for the NRCG to achieve sustainable growth and continue to provide high quality arts and cultural activities in the region.

All members of the community are invited to view the draft plan and complete the survey at ballina.nsw.gov.au/exhibitiondocuments

Survey closes: 5pm Wednesday 16 June 2021

Enquiries: Lee Mathers, Coordinator Gallery, Ph 1300 864 444.

Media release: <https://ballina.nsw.gov.au/news/provide-your-feedback-on-the-future-direction-of-the-northern-rivers-community-gallery>

Appendix 6: Responses to the CAP survey

Q1 What NRCG services or facilities do you consider important to provide now and into the future? (This comment can be as brief or as long as you wish - dot points are ok)

Answered: 55 Skipped: 27

Exchange of exhibitions with other galleries e.g. Bendigo Gallery which specialises in fashion and fabric. There is a gallery in NSW, which specialises in glass.
Exhibitions that are contemporary and engaging- must be exciting Workshops for kids - affordable after school art or regular weekly art classes for creative local children are imperative.
Workspace, offices, children's activities
Showcasing the wonderful local artists we have in this region.
Exhibitions Studio space Public programs Space for creative ideas generally
- workshops and interactive programs - children's activities and workshops (in this regard, sometimes maybe run them in the first week of the NSW holidays to include Queensland children who are visiting - a community hub for creative/social and learning activities across the region
The Galleries
Additional soft infrastructure such as Gallery/IT equipment to meet increasing demand by artists in audio visual/animation fields Funding for appropriate staffing levels to be a catalyst and coordinate community and professional arts activities for the region
equitable access to exhibition space as Artists the Ignite workshop space and assistance to facilitate this as a community access point Artist mentoring programs youth programs diverse community participation programs
More involvement of Indigenous people in major decision making with the Galleries directions. Could be as simple as at least 3 or 4 local Indigenous people being recognised as a consultative group for the Gallery, made up of at least one Elder and 3 members of the Indigenous Artists community.
Access for Community Groups
Opportunities for artists to exhibit at a reasonable cost. Workshops for all art media offered to community.
Creative development space for all art mediums, including dance and movement.
A combination of participatory opportunities with exhibition outputs compliment each other and have the dual potential to support local artists/teachers/skills and community as well as bring in examples of art from further afield to stimulate and broaden our N. Rivers exposure and experience of the creative possibilities of the arts. I also feel a change in the primary title to Northern Rivers Galleries NRG with a subtitle that includes something along the lines of 'A Creative Arts Precinct/hub emanating out of the N Rivers
Arts and Cultural Community of Ballina' would benefit the organisation. I believe this rebranding could attract a wider audience and funding opportunities and have a positive impact in cementing Ballina as an arts destination. This would have the knock on financial benefit for the town and region as a whole. I believe setting up Ballina as a destination should start at the airport, with local artists displayed on rotation and a shop selling local artisan wares. This physical presence co-ordinated by and celebrating the NRG would give a strong link and message to arrivals, don't just head off to Byron, come have a look at our town first. Given the huge increase in visitors through the airport since covid this has the potential to capture a great deal of revenue for the town and enhance its reputation as a destination.
No fee space for artists to teach

8.2 Northern Rivers Community Gallery - Creative Action Plan

high quality visual arts exhibitions inclusive shows of local and emerging artists diverse art forms pop ups and exhibitions
A mix of work from artists, sculpturers, a balance
I'm happy with the thrust Keep cafes associated with a gallery to value add have a mixture of local artists and brought in exhibitions Have community interactions involving various ages too
Info about art and artist
Opportunity to view / participate in contemporary visual art, sculpture, photography with a local flavour. In the longer term, the gallery could grow into a destination, showing off a local collection with visiting exhibitions from other galleries. A model could be the Tweed Gallery at Murwillumbah.
It's important to continue to have a space for exhibits by local regional artists from Ballina and surrounding shires. It adds to the soul of a town and how it values itself; I come regularly to visit the exhibitions at NRCG usually with friends; A cafe space too is important for coffee or a meal; I can't really comment on the AIR, Ignite, but it seems a good idea if it's well used Capacity for Gallery staff to actually view work of regional artists applying to exhibit rather than relying on photographs - as not all photographs reflect the actual depth of some mediums
space for Aboriginal art and artists opportunities for communities to connect with art and the gallery
1. Programs to include all age groups and skill levels- children, retirees, active artists 2. Activities to entice the young during school holidays 3. Affordable options - 2-3 hour classes 4. Utilise facilities already in place for dance, writers, exhibition weekends - church halls, community spaces currently under used. 5. If we can start small and gain a reputation as an arts hub the purpose built venues will follow as reputation grows and the demand is there.
Art events, galleries, performances, photographs music
This is a community gallery which arose from the efforts of BACCI. Its main community should be the artisans of the Ballina and Northern Rivers Region both able and disabled participants. For individual artists to display is expensive and efforts should be made to make part of the gallery available to such artists at reduced or combined costs. The works displayed should cover a range of artistic abilities and techniques (i.e. wood and metal work, ceramics, textiles, photography, "fine arts" etc. It would be wonderful to see artisans either at work or available at times to explain their techniques. We need to encourage a wider participation in the arts - the young, the elderly, the disabled, the indigenous, the migrants. Each section brings their own stories to the art world and I do not feel NRCG has done enough to encourage this participation.
Exhibition facilities - very important. Spaces for events and workshops, participatory art-making and experimentation is also very important. And the residency space/capacity is great also, it creates a vital point of contact with a wider arts community.
The Gallery is of great significance to local and emerging artists. The venue is elegant , highly professional and accessible. Interaction with staff is enriching. Curation is impressive. Floor talks enhance understanding and confidence. balloon Council is to congratulated for this place of community enrichment.
I would love to see nrcg ran more like a community gallery for LOCAL artists primarily and occasional visiting exhibitions. Perhaps one or two rooms ran like a cooperative for locals and staffed by the artists who volunteer a day a week or month) but another room for month long exhibitions
The galleries and newsletter
On-going gallery exhibitions but with longer opening hours.
teaching by artists
Community access to art/craft -exposure for local/regional and national artists -an important community space for dialogue/debate - a space in which to relax and ponder the meaning of life, the universe and everything
Education, promotion of wonder, delight, thinking and curiosity

8.2 Northern Rivers Community Gallery - Creative Action Plan

Supporting local artists to exhibition and have excellent support with curation
Good art exhibitions
Advice on What's on. Upcoming exhibitions and performance s. Opportunities such as art prizes, grants, art workshops. Links to other galleries. Annual Northern Rivers art prize to promote gallery and local artists.
A pickup service from studio to the gallery; a workshop for the assemblage of installations and framing,
Exhibition space for local artists. Arts interaction space for schools
Teaching facilities establish friends of the gallery Develop a program with various LOCAL art schools to teach students nuisances of gallery and exhibition management, how to hand work, how to curate, develop themes - students could them be asked to curate an exhibition etc
Public access to free exhibitions and works of art. Workshops
Workshop spaces.
Workshops
Diverse exhibitions program featuring community based artist groups, emerging artists and nationally recognised artists. Links with schools, proving workshop opportunities as well as opportunities to exhibit artworks
- Public programs - Workshops run by artist's - Engagement and partnerships with Ballina's Indigenous Community
The Northern Rivers Community Gallery (NRCG) is a significant regional cultural hub in the Northern Rivers region of New South Wales, Having read the draft proposal, as both a practicing artists and member of a community arts organisation, I would support the following vision of NRCG as a multi-arts facility. Contemporary and community gallery spaces. Creative arts workshops. A focus on access, equity, and participation. Cultural, creative arts, and community engagement. To expand on and develop: innovative participation based multi-arts experiences for the region, employment opportunities for regional artists, subsidised creative spaces supporting regional arts engagement, and development generating cultural tourism and economic development for the region.
Exhibition on monthly bases as it used to be. Exchange of exhibition between other community galleries in NSW and Australia wide.
expositions - workshops
art classes and lessons - both for adults and children. Huge need. classes in a range of creative mediums ie clay / pottery, jewelry making, painting, textiles
Workshop space and opportunities, Exhibitions, Sales of local artists.
affordable art studios, support for emerging and self-taught artists from every background
Great exhibitions featuring local, as well as Australian & international artists
- an art gallery/exhibition spaces for local (Ballina Shire) artists - facilitation/promotion of artworks by Aboriginal residents of the Shire
Being a Community gallery rather than a regional gallery I would like to see at all times local artists featured in exhibitions rather than artists from outside the region.
A place for local artists to show their art.
Exhibitions of value Residencies Public relationships and connections

Q2 Creative Industry Capacity: What types of facilities, services and/or programs do you think would support building local creatives and industry?

Answered: 63 Skipped: 19

More emphasis on crafts and arts instead of mostly on painting e.g. dancing, sculpture, music. Special classes or activities aimed at a particular group e.g. retired or teenagers.
A series of "masterclasses" bringing in established creatives from outside the region to deliver programs for this regions emerging creatives and any person interested in learning.
start up hub for creative industries
The after school / holiday programs for children are a fantastic service.
Visiting and local artworkers Workshops Subsidised studios Short courses The more physical space the better
- workshops specifically for artists wanting to expand their knowledge and skills - a larger selection of local crafts in the shop
Informal gallery and/or workshop space for short-term/occasional exhibitions supporting emerging artists/makers.
More arts spaces around the Ballina shire, pop up art events - take art to the people to build audience development
the ignite workshop and studio space /accessibility mentoring and promotions professional development programs and workshops
Spoke to Lisa about this one & she suggested a 'Sculptures By The Sea' kind of event for Ballina. Great way to showcase our amazing environment
A print workshop including a press and related equipment.
Dedicated studios for artists, including for research. Hot desks for artists. Mentoring and chance for cross pollination.
More no fee for BACCI exhibitors who originally raised the money for the gallery and who are gradually being pushed out of any incentives to exhibit by criteria being placed on them.
Sufficient funding for Gallery operations and staffing Networking with regional galleries to share travelling shows of significance Pop up visual arts events in parks and public spaces for a non-traditional gallery visitor Arts training programs that are affordable Assistance to local makers and artists on marketing Arts hubs where the public can see artists and makers at work Dedicated Arts spaces and studios that are publicly accessible.
Courses for all creative talent, if possible
something to feed their bellies as well as their senses- big enough for art classes and resident artists -- Get the local community clubs involved with sponsorship - rebates for club visits and eg art /sculpture classes even after business hours -- Cross pollinate
Showcasing by internet to people than can't attend gallery
Workshops / presentations / talks by local and visiting artists. Subsidised studio facilities. Marketing local artists through social and traditional media, as well as art networks.
Firstly it's important to have an exhibition space where regional artists can exhibit AND view the work of other artists; Artists talks about their art work Workshops and programs by exhibiting and other artists (not necessarily locals) to bring in new ideas Artists at work

8.2 Northern Rivers Community Gallery - Creative Action Plan

workspace changing public works - around Ballina that connect people with Aboriginal history and culture through art
1. Programs that work hand in hand with existing activities. 2. NAIDOC week - activities that relate at multiple sites. - weaving, painting, story time. 3. Waters edge amphitheatre for dance, music, concerts 4. The above would also lend itself to Christmas, New Year events plus the Byron Writers Festival
Gallery space, workshops, talks, funding, sponsorship, mentoring
Better advertising especially now that local media is greatly reduced. Maybe some 'billboard' outside the gallery to display present exhibitions and make both locals and visitors aware of the Gallery's location. I am still amazed by the number of local residents who still have no idea where the gallery is located, nor what is on display. Maybe each year the gallery could focus on a number of special areas i.e. art from the disabled residents, first time artists, various school groups i.e. woodworkers, HSC art participants, people with special hobbies/art techniques etc etc. Maybe a special art week where businesses in town display the work of various artists. Awareness creates participation.
A maker space would be great, an accessible studio/workshop facility, possibly with an expanded array of technology such as 3D printing etc.
Workshops Technology workshops related to Art practice Guest speakers Central data base Thematic Art Prizes
Supporting local artists by arranging workshops with top quality and famous artists .Dedicated spaces for painting and pottery/sculpture classes etc
Diversify the activities. Be different from Tweed and Lismore. Experiment. Include performance, digital and ephemeral work. More 3D sculptural work. The Ignite fire station could host performances and installations
More TAFE courses without high fees!
group activities
Creative workshops. Professional development days/ seminars for creatives.
Engagement with diverse communities and individuals
Is there a local art prize that is well advertised with a website that the gallery hosts every year. These are often excellent opportunities for artists.
A place to have art seminars or weekend workshops
Office, Malls etc. Media specific exhibitions such as Works on Paper, or clay works etc. Guided tours of exhibitions for local organisations such as Golf club, bowlo, Quota, rotary. Critique writing competitions for exhibitions for school children, for artists and for viewers. Find local craft groups such as quilters and invite to show works. Link in with other cultural events : writers fest, blues fest perhaps, film fests at cinema. A potential for themed art performances. That gallery closest to cafe (has tables sometimes i think) might work as a dance performance space.
Workshops for children. Collaborative events / workshops with local high school and primary schools. Outpost exhibitions in Post
See above
Cheap or free workshop space. More exhibition spaces. Public art projects such as sculpture walk by the river or beach installations. .
Establishment of a student art prize. Prize to be awarded as a scholarship Establishment of adult art prize Create volunteer program for art tour guide Return to monthly exhibitions Return to Friday night openings

Workshops, demonstrations and classes for would be artists. Funded exhibitions.
Interior Design services, sustainable furniture design,
Hands on activities minimally priced or free
Workshops in the gallery spaces as well as site specific based works and exhibitions in community spaces, window shop fronts etc.
- Artist run workshops for adults and kids - more community led projects - more collaboration with Indigenous artists in local area and representation of local Culture
Securing ongoing core funding Adequate skilled staffing matched with services and fit for-purpose hard and soft infrastructure Ensuring operations can remain agile with the ability to pivot and adapt programs in response to the prolonged negative operational impacts of Covid-19. Mentorship programs for local creatives. Inclusive strategies and programmes
More workshops open to general community but also specific ones addressed to high schools student. Support with applications for grants from state and national organisations. If gallery infrastructure improve in the future, building a collection of artworks from exhibiting artists could be another activity NRCG could do.
some room or place where the workshop are taking place apart from the exhibitions rooms
opportunity for classes to be held ongoing / regular
Low rent workshops, admin support to get established, mentoring
A monthly get-together for local creatives in the same situation (may be grouped in different age brackets)
Workshops to encourage talented locals, artist in residence would be nice to
- school outreach programs (or linked to art courses in high-schools, if there are such courses in the Shire's high-schools) - public arts works by Aboriginal and non-Aboriginal artists, to give exposure to and in effect 'legitimize' art as a mass (of the masses/the 'common people' who artistic-ness extends to no more than wearing the colors of their NRL team) experience - links or partnerships with non-art cultural events, e.g. Naidoc week, music festivals (if there any viable ones in the Shire) - and see answer to next question
More frequent monthly changes of exhibition would provide more opportunities for more artists. I would like to see an annual Art prize to provide exposure for more artists. The space is limited so there would need to be a selection process via jpeg to determine finalists before judging.
An ongoing workshop program for locals
Exhibitions of difference. Take a risk that is what art is about
Exhibitions and competitions
have spaces available for use by the community for art related items - like paint and wine days or nights/ class room art spaces for adults and children art classes/ a community pottery kiln for eg. / bigger space in industrial estate for larger art or wood projects or furniture building art and or classes and or restoration classes for items with tools supplied while there.
Ballina needs to remain part of Arts, Northern Rivers so that it can seek funding based on regionality, rather than as just one shire.
Cheaper work and studio spaces. Exhibitions that involve local artists. Collaborations between artists and local non artists. A local art prize would be AMAZING and bring prestige and attention to the gallery, and it would demonstrate its maturity.

More variety of the Arts to be shown e.g. jewelry, fabric, fashion. The Gallery could swap exhibitions with other galleries e.g. Bendigo which specialises in fashion, and Dubbo (?) in glass. Art classes particularly those not generally catered for in the area e.g. Botanical Art.
Network of school based artistic programs. Commence at preschool and stage it to high school. Utilise airport for travelling exhibitions and leverage these for back at base exhibitions and programs. Could have a dedicated creative space within airport precinct. Already happening with food and beverage.
Buildings suitable for various creative activities e.g. wet areas, good lighting, suitable flooring, accessibility for able and disabled artists, I would like to see programs which involve disabled artists, students of local schools, working artists displaying their creativity in specially provided public spaces.
Regular workshops run by local artists/creatives
Creative workshops Hands on work space (small capacity) Exhibitions openings Much of what you already do at NRCG
Keep programs and services contemporary, so that youth and young adults can see the potential of creative arts as not just a hobby but as a worthwhile and rewarding career that is ever evolving. Mentorships, youth exhibitions, workshops tailored to youth

Q3 Arts and Cultural Infrastructure: What is your future vision for NRCG arts and cultural infrastructure including exhibition and program amenity such as facilities, equipment, technology and visitor experiences located within Ballina’s CBD?

Answered: 59 Skipped: 23

Having exhibitions, or part of, in other areas e.g. Tintenbar, Alstonville, old people's homes, schools.
NRCG could expand to become an arts and culture hub. This is what is required in the region. celebrate points of difference to the surrounding regional galleries and take advantage of the Ballina locale. Close to the airport its a "gateway" to the northern rivers after all. NRCG could be a gateway to accessing Arts and Cultural activity in the northern rivers- a connection point Exhibitions would draw more patrons by extending beyond a focus on local artists while still celebrating emerging local artists and the higher profile individuals we have in the region. In turn this would expose local artists to a larger quantity of more diverse patrons. Good facilities exist but are less accessible since covid.
continued development of the arts hub site for Ballina. Building on the land available to provide more
The more physical space that can be used or doubly used as creative space the better With its current changing demographic, Ballina has the opportunity to focus on creative arts to increase the interest in the Shire generally – if people have cultural reasons to visit the Shire, it results in economic, social and cultural benefit to all.
- maybe a higher presence in the Visitors Centre so that tourists are made aware of the Gallery's existence -
Above
AS above
I hope the space as it is can be maintained and funded adequately to keep delivering excellent shows and activities and be inclusive of the while community in diversity ... id like to see funding to facilitate the Ignite studio in the community space and excellent funding to ensure staffing and delivery in all aspects of the NRCG operations

Creation of an outdoor gallery. More recognition of the Indigenous artists throughout the year via exhibitions and hands on workshops.
To continue promotion of Arts as more than just a hobby
digital platform advertising of exhibitions and workshops
Various venues through the town and region for exhibiting and performing.
Interactive exhibitions with public
As above in Question 2
Present location is well known, easy access
In Ballina -- It would be wonderful to have something similar to the Margaret Olley rooms in the Tweed Gallery -- aka a big enough space to attract people feed them bellies as well as their senses- big enough for art classes and resident artists -- Can the BISC also become an art display centre ??
A stronger input in art in our region being more out there. Not being a stuffy gallery
See above.
Art gallery and Exhibition spaces definitely Workshop rooms with tables and seating eg for off Press printmaking; textile/ fibre art, contemporary stitch; hand built ceramics; artist books; framing ideas; etc; Maybe even some affordable artists studios able to be rented for short periods Restaurant /cafe where visitors can relax, eat, chat Gallery shop and reception And of course there must be restrooms Seating to allow rest for people unable to stand for long periods and to contemplate the artworks Wheel chair access
It would be amazing to have a connection to a keeping place that becomes inspiration for new works and learning for all Not sure if the plans are to increase the gallery size.. but that would be incredible spaces to meet for collaboration but also for organisations to use - which brings them into the gallery itself
1. Capture the visitors attention as soon as the arrive in the area 2. Murals at the airport / or visual displays of art / sculpture. 3. Create a vibe that invites the visit or resident to participate. 4. Invite Artists of repute to exhibit with regional artists twice a year. 5. Promote heavily and have an evening to meet and hear the invited exhibitor.
More of it
I would hope to see NRCC expand its impact on the local community. All too often these days I hear more negativity about the gallery than enthusiasm - a disappointment that the gallery has lost the reason for being in this community. Groups are exhibiting away from the Gallery because it is too expensive. Unfortunately for the Council a Gallery, Swimming Pool, Library, Sport Centre etc are facilities which can NEVER be profit making concerns and at best can only manage to cover costs. I am not suggesting that artists do not pay some contribution but the bulk of finance should be raised by local taxes, sales of items at the gallery and possibly a gold coin donation. The Gallery has the facility of a good coffee shop but most of my friends now rarely go into the gallery because the changeover time is too long (2 months) and the art work tries too hard to be "esoteric" - something which is not generally understood or appreciated by our local community. We are dealing in Ballina with a very different dynamic than the population of larger centres. Maybe the gallery could also host more art appreciation sessions - talks to explain the various art works.
I would love to see an expanded, more prominent arts facility for NRCCG. Something in the CBD, on the river, with Indigenous cultural spaces as well as expanded exhibition and workshop space. It's time. It's time for council to support this and create a facility that reflects a changing and growing population and that attracts and keeps visitors in Ballina.

8.2 Northern Rivers Community Gallery - Creative Action Plan

The current Gallery venue+ Cafe is impressive! The site, elegant Historic building and accessibility to CBD and the Region is perfect. It is a credit to Ballina Shire!
Love the Cafe...love the gallery but the firestation is way underutilised and could be a busy hub visitors welcome to visit
Don't be afraid of being controversial. Art should not be something that people visit because it adjoins a nice cafe.
Greater variety of media experiences.
adding some digital installations
Outdoor, cross artistic medium collaboration
A multimedia space
Website with virtual visits to exhibitions. Curated shows with other galleries such as GOMA, HOTA.
More and larger exhibition spaces, maybe subspaces in the industrial estate
Nrcg already does a terrific job. Wouldn't change much about what they do, only enlarge it in scope.
Establishment of permanent collection, to be rotated through galley. Faster turnover of exhibitions, at least one gallery to be rotated monthly.
Technology for presentation ie projectors, lighting, tech people to assist outdoor venues ie the river bank, parks etc for sculpture and works
More emphasis on collaborative installation and upmarket Art works
I live 2 hours away so really am not in touch with the community
Interactive opportunities - allowing audiences to add to and contribute to project based works. Opportunities that don't necessarily require school students to be out on excursions but can contribute artworks or develop artworks using internet based resources. More thorough education resources about exhibitions, artists and artworks that can be accessed by schools online
- a continued exhibition space for local Northern Rivers Artists - an annexed Indigenous led community gallery - local artisan/makers markets
I fully support development of the four priority areas identified and outlined as Strategic Directions to inform future planning and activities of the NRCG, with in the NRCG Strategic Plan: A. Creative Industry Capacity: Create spaces and initiatives where arts and cultural activity and creative entrepreneurship can thrive (for emerging and established artists, designers, makers and thinkers). B. Arts and Cultural Infrastructure: Coordinated support of arts and cultural infrastructure to ensure cost effective future investment in hard and soft infrastructure and resources. C. Engage our Audiences: Provide opportunities for cross-cultural, multi art form, and intergenerational creative expression for people of all ages, ethnicities, and abilities. D. Strive for Excellence: Develop high quality programs connecting audiences with contemporary arts and cultural experiences.
Gallery seems to be working to its capacity from infrastructure point of view. Current venue might be sufficient for workshops but a new venue preferably purpose build for art exhibition should be consider. A better and bigger venue could allow to build a collection and storage of art samples from artists exhibiting. Having this setup would allow for a permanent exhibitions.
More chances to get a guide or a teacher explaining some of the exhibitions, art...

8.2 Northern Rivers Community Gallery - Creative Action Plan

pop up galleries, displays at Tourist Info centre and Airport with works for sale. creation of local Artists trail for professional studios that are open.
Street art including an annual sculpture trail or artists open house would be good
Ballina CBD is a bland and under-peopled space, with obvious vacancies in shops on River Street and its side-streets, and the Gallery is in a typical Ballina drive-to location where the residents eschew walkability even where it is possible. And the culture/tone of the town is set by tradies. I would suspect that the answer to this question is linked to a bigger question about what role/future is there for the CBD, a question that Mullumbimby, Bangalow, Byron Bay, and Lennox Head do not have to answer. There's maybe also an issue of what vitality the presence of students might bring to the CBD, if not a college/institute of fine arts (which would also face the challenge of the unaffordable private-sector rents now afflicting Ballina), then some sort of engagement with the TAFE college's students so that future tradie populations might get an appreciation of other-than-bogan culture and pass a wider & more diverse interest in 'things art' to their children
this is covered in my first two comments.
Update equipment to accommodate all art forms and emerging use of technologies in the arts
Access to residency artists via mini videos, observations about the processes of making
More arts awareness and classes
create a space where people will want to visit - a destination place - where there is a cafe/ garden / art gallery etc. Make the space able to be used by multiple groups at various times and a meeting point for Art to reach a wider audience within our community is a positive.
I think Ms Mathers' vision is excellent, being multi-dimensional in terms of arts practice, technologies and media.
I really hope that BSC continues to support the art gallery and other cultural infrastructure. I am tired of the emphasis on sport spending. Especially as Byron is so popular we can attract more artists and creatives here from Byron as it's too busy there. Ballina is changing and growing and I hope the council will support the shift towards the creative industries that is growing in our shire.
The Arts, as well as sport, need subsidies for it to flourish. In the 40 years I have lived in the Shire, I have felt sport has been favoured. It should be time to reverse this.
Gallery space is very limited. Need a space with more floor area or a group of decentralized spaces. Could sponsor events like sand sculpture festival, wood carvings with chain saws. Not sure anyone is doing this in NSW but big in Canada. Place called Hope has some fantastic chainsaw wood carvings.
I am still amazed at the number of local residents unaware of the Ballina Gallery. More public art (murals, sculptures , display sites) Encouragement of local businesses to display creative works when there are special local government activities e.g. music festivals etc More and wider display of local creative talents in places which do not require huge rental expenses - artists often do not have the finances to hire rooms at the local gallery. The council needs to make the community aware that art is a lifelong activity undertaken by all ages and abilities.
affordable exhibition spaces Art trail mapping Art festival weekend or market space
More workshops
big space to include performance arts and accommodate larger audiences

Q4 Engage our Audiences: Explain what types of creative experiences and activities you would like access to through NRCG programs and facilities?

Answered: 60 Skipped: 22

classes in arts /crafts not usually available in this community for e.g. botanical art, weaving, by specialist teachers.
geo location trail - Christmas school holidays reestablish some kind of art space at the airport perhaps a changing activation space showcasing local groups Ceramics for kids would be hugely popular Ceramics for adults Painting classes for adults life drawing night classes Exhibitions that showcase digital and interactive art inside the gallery
Kids holiday intensives
Affordable Art classes/Workshops for adults and seniors.
NRCG is currently providing a range of excellent services in its studio/exhibition/workshop and cultural outreach service. Expansion of these through increased funding can only lead to further excellence and interest from wider groups within the community.
- photography workshop - a broader emphasis on different creativity - eg writing, poetry etc
Current visual arts focus is good but turns over slowly so, more galleries spaces and more turnover.
We discussed the breadth of audiences - multi cultural, intergenerational and across different art forms. With limited resources this is difficult on an ongoing basis. Need to build audiences from ground up. NRCG already has great programs... just limited space and resource wise.
possibly creatives markets, affordable and funded workshops and development programs , traineeships, facilitated tours for community groups of art shows with relevant workshops associated...
More hands on workshops.
Access to high quality facilitators for my workshops. Possibly a database(?)
Workshops, including perhaps art history courses and professional arts practice courses
Outdoor activities to showcase the environment and history, both Aboriginal and non Aboriginal. Social and performance events. Also representing diversity such as LGBTIQ people, cultural diversity and a wide age range.
Have permanent local work gallery for say 6 months yr
Affordable master classes Outreach to young and older residents eg 'The Big Draw' Utilisation of partners paces such as the library for events talks and art demonstrations After school classes for teens and younger artists
things like the Dementia Inclusive Ballina Alliance Arts workshop held recently at the Richmond rooms -- but where can the art be displayed ? - other than virtually on the Dementia Australia site
More workshops either organized by gallery or artist
Opportunity to meet local artists, network within the local community, learn technical skills, perhaps collaborations across art forms (e.g. visual artists, narrative storytelling, poetry, photography, ceramics)
Definitely art exhibitions Workshops by artists /creatives eg basketry, Off Press printmaking, drawing, collage, contemporary stitch and textiles, etc Annual Artists markets Video/ film presentations Seeing artists/creatives at work

<p>more interactive ones (like the VR) , modern art programs that are interactive like Yayoi Kusama types of works .. but doesn't need to be the same - just that idea that whoever visits becomes a part of the art and the end result It would be so good to have regular classes - life drawing, painting etc .. could we do paint and sip nights?</p>
<p>1. Pottery - short or longer courses - school age children a half day /3 hour play! Older folk the opportunity of a 4 week course or longer. 2. Fun activities for the young - kite making followed by a competition 3. Sand castle building along the river bank during summer holiday 3. Work with U3A on things like creative writing - tied in with the Writers Festival 4.</p>
<p>Theatre performances, music outdoor & indoor spontaneous events</p>
<p>More art awareness activities. Talks by various artists, not necessarily about the actual work on display but their journey towards that artwork. Creative workshops to encourage locals to try various types of art techniques. Years ago TAFE and Community Art groups undertook such activities but now vocational courses have taken over those institutions.</p>
<p>More and broader engagement programs, funds to facilitate greater outreach into areas of the community not normally known to interact with the arts sector.</p>
<p>Residency for National artists and education workshops relating to this opportunity. Short film screening. Exchange residencies with other regions. Communication should be considered. How can the message of what's on be more clearly articulated? It cannot be assumed that everyone is on Facebook and Instagram. The Programme booklets are professional with clear descriptions of upcoming events. Are they readily available? Are banners required? More people need to know about the beautiful gallery.</p>
<p>I would love an affordable space to exhibit artwork . A range of dedicated and busy workshop spaces to teach art . As a resident who was born here also, it has been a long term personal goal to be involved in that sort of facility .</p>
<p>Diversify from the traditional 'paintings/prints on the wall' Performance art, installation, digital and ephemeral work Could you do something different like a festival celebrating performance art in conjunction with the school if they have a small cinema.</p>
<p>More variety than traditional painting sculpture etc</p>
<p>i am only an occasional visitor and happy with whatever you plan and do</p>
<p>For my art students to also have an opportunity to exhibit there - year 11 VA</p>
<p>Art workshops</p>
<p>As above</p>
<p>Invite famous or not so famous artist to speak about their lives experiences</p>
<p>Practical workshops such as weaving, carving, painting etc</p>
<p>Volunteer tour guide program for every exhibition, artists to brief volunteers or provide appropriate information. Public use of studios, short term rentals, provide studio artists opportunities to exhibit in gallery, as part to their tenure.</p>
<p>Wine and cheese nights with talks, exhibitions, public education re art.</p>
<p>3 D computer design</p>
<p>I am a weaver and love natural fibre crafts</p>
<p>Afternoon school hours or evening artmaking sessions/workshops Interactive project based works, adding to and to artworks as audience responses On line education resources on artists and exhibitions relevant to NSW syllabus content.</p>

8.2 Northern Rivers Community Gallery - Creative Action Plan

- adult art classes - Indigenous run art/craft classes - art in public spaces - interactive/augmented reality activated art experiences - public art talks - art dinners and events - art prizes / awards for local creatives
A wide range as outlined in the strategic plan
As I mentioned earlier variety of workshops, "Meet the Artist" program.
Drawing, collage,
art classes
Visiting artist workshops
To feel art is around us everywhere
I am content with the 'exhibitions' facility and with the more 'eclectic' program of art+performance and art+science etc; perhaps some 'boutique' art+music (not doof-doof) events in the Gallery - since I assume Ballina CBD does not have a proper music performance space not connected to a gambling/drunkenness facility (RSL, Cherry Sports), & the Council's Indoor Sports Center is failing as a music space, & Lennox Head cultural center is overshadowing anything in Ballina CBD (and even drawing performances away from Byron Bay)
My main interest is seeing artwork up close.
Talks by artists
Workshops, visiting artists, talks, exploration
Arts classes More general completions exhibitions
better children's art classes where children are actually taught about drawing or painting - not just playing. we enrolled in kids art classes but were disappointed that it didn't focus on teaching a skill. Adult art classes too. on at different times not just during the day but in evening to allow working people to go too.
We are doing well in this area. Perhaps some better advertising would push participation numbers up further.
Interactive programs and having programs that sometimes but not always are community based. Music days, more courses. Days when artists collaborate with general public.
The Council could take over the Arts Trail which has been organised for several years by volunteers who no longer wish to do it. The Gallery could swap exhibitions with other galleries e.g. Bendigo which specialises in fashion, and Dubbo (?) in glass? Provide art classes especially for those not usually available in the Shire such as Botanical Art. Also take exhibitions, or parts of, to other areas such as Tintenbar, Alstonville and Lennox Head and charge a small entry fee.g. \$5. Live music could add to a fun night out.
One of the most enjoyable events I went to was when the artists from the Northern Territory visited. Again space too small but was a great event.
I would like to see more hands on workshops in a variety of techniques (painting, sculpture , wood/metal work, textiles, etc etc) open to all ages, abilities and well advertised. A yearly program of such workshops should be made available in the Community bulletins so that people can prepare to participate.
multi-cultural craft workshops
Technology focused Making practical items More full day workshops for kids during holidays
Programs that explore contemporary issues, programs that link and celebrate our historical pasts (both aboriginal and other) but to an optimistic future.

Q5 Strive for Excellence: What does 'Program Excellence' look like to you? Please provide any examples in relation to your response.

Answered: 56 Skipped: 26

Inclusion of as many people in the community as possible. e.g. are there any people in the community who have collections of art/crafts could be used in exhibitions. Ask other people in the community, other than those on your list, for their opinion.
It was memorable and talked about for years to come
Strong community engagement and programming for kids
Please see answer to Q4
Contemporary, varied, addressing art practice at various stages of development from emerging through experienced, professional to iconic.
I worry about the word excellence in the arts... more needs to be an excellent experience... otherwise excellence can cut out the opportunity for experimentation due to fear of failure etc.
NRCG excels in support of Artist development, with diverse programming that includes workshops and opportunities for youth, Indigenous non professional Artists and professional alike,(hopefully mixed abilities) with a wide range of exhibitions inclusive of traditional, textile and digital and contemporary media...perhaps the inclusion of a schools program beginning with early childhood up to university could be good if not already in operation, to facilitate active participation and collaboration with other agencies supporting creative communities and Culture locally.
Excellence might be achieved through a purpose built facility which may include art through dance, more inclusion of cultural diversity to recognise the many nations represented by the citizens of our local government area. Recognise the origins of food gathering among the culturally diverse citizens through exhibitions and tasting.
'Program Excellence' to me isn't always outcome focused. The finished works are a significant, but relatively minor portion of the journey
Giving the opportunity to people to learn in a non-threatening and friendly environment and, of course, at a reasonable cost.
I love the Ballinalé concept. Community driven with professional support.
Form a committee to choose which exhibitions should go ahead. Some exhibitions not up to standard
I used to work with Waverly Council that had the Bondi Pavilion the Bondi Road art school and the Waverley library working together with Councils public space and events workers to run out a co-ordinated annual program that showcased and accentuated theme days (eg Youth week, Seniors Week, Refugee week, etc) throughout the LGA. It not only showcased the talent but also supplied a community awareness of social and topical issues. Having a cultural development officer at Council level and good strategic plan to implement such initiatives would be a prerequisite.
Creative venue, not things that look like a 3year old has done, recent display upset a lot of people with the poor quality presented
could we recognise more local people -- Eg David Lane Angela Parr and the above DIBA Arts group It doesn't have to be perfect -- but INCLUSIVE of our locals first but themed too
Tweed River Gallery.

8.2 Northern Rivers Community Gallery - Creative Action Plan

I'll leave this one
I think the gallery does a really great job - I do want to see more around Aboriginal art and local would be good - I know of the past issues around this.. but one idea would be to have an Aboriginal engagement officer thanks for the opportunity to have some input.
1. To educate and inform the community 2. Offer an inclusive art precinct, so often art is perceived as elitist and snobby. 3. Make it fun, inviting and welcoming. 4. Utilise the mobile phone and its QR capabilities to tell the visitor about the art piece they are viewing. They do this at MONA.....can't imagine it is easy or cheap but a vision for the future. 5. Offer a 'Friends of the Gallery' program - I check some out when I got home. Tweed's is very involved, however, FOGG at Grafton is straight forward and simple....a possible template to use.
Examples of new & innovative happenings
To me it suggests that a program reaches the target it is aiming to achieve in the best possible way. For example if the gallery were to have a session explaining Aboriginal art and artists, the result would be increased community awareness of Aboriginal art exhibitions and increased attendance to such exhibitions. As a textile artist a program excellence would be a situation where exhibitions displaying textile arts would encourage greater participation and appreciation of textile works.
Greater access to expert art facilitators and renowned artists - programs that increase engagement between local artists and industry decision makers.
Informed and selectively curated exhibitions. Thematic exhibitions, occasionally, accessed from a selection of artists, locally and nationally. Program Excellence already exists at NRCG. Work is hung creatively and supported professionally. Spaces are versatile The variety of Gallery rooms allows much flexibility. Staff at all levels are knowledgeable, welcoming and articulate.
Program excellence would of course mean providing the best quality visitor and artist experiences
Exhibitions, festivals and activities that reflect the Northern Rivers population - from squatocracy to Green, surfers, retirees, youth...
Is this a joke question?
variety, including interactive systems, digital installations
What a fabulous job u already do, with what i imagen is a very limited budget
I think this is really important. Its probably difficult to really know the quality of work to be exhibited.
Work hard on your craft and techniques, be patient with yourself, don't get married, do not get a mortgage, avoid the trappings of fame and fortune, learn to observe and read up on philosophy, something else to add?
Give young and emerging artists a platform
Develop a commercial responsibility for gallery programming, where at least 75% of exhibitions to be judged to provide some profit back to ratepayer. To be more inclusive of local art groups. Without the pre judgment of quality of these groups after all it is a community galley. Craft program, weaving, ceramics, book binding as some examples
Maintenance of high standards of displays/exhibitions and professional approaches
An exhibition called Sticks no Stones showcased fine art and furniture a few years ago.
Don't know

Attachment 1 XXX

Past experiences: Mural painting workshop for school students Artmaking Workshops lead by artists Exhibiting exemplary student work like a north coast art express group schools show (used to be held in youth week - the timing was not great though) opportunities for students to access workshops in different techniques like the drawing with light photography one. Ongoing diverse exhibitions program.
- engaging art exhibitions with aligned public programs (Speaking with the River) - Weaving workshops (employing local Indigenous creatives)
I have experienced exhibitions, and workshops at NRCG which have demonstrated a high level of engagement, inclusion, contemporary arts education, and cultural engagement, supporting a mix of experimentation, tradition, and media forms and outputs. It is the diversity and willingness to at times push the boundaries as well as working with the local community that gives NRCG the edge.
I don't know the real goal and benefit for the Gallery.
ongoing opportunities for local community to engage in creative learning (not spasmodic)
Maintaining a quality of work and experiences offered through the gallery
Well curated exhibitions & events
Quality in standards of the artwork that are packaged together as a 'program' -- excellence is a subjective term, and unavoidably associated with elites and their views. I think the month-or-so ago partnership with some science/history academics from Southern Cross Uni as well as a Bundjalung artist and nonAboriginal artists, focusing on the Richmond River, was extraordinarily 'creative' (excellent) in its conceptualization and implementation.
Works that are displayed over time should include all forms of fine arts.
To include emerging, early career and established artist in the program at regular intervals with talks by them and accompanying workshops
Curatorial process. What is art, Make it an exploration into what the viewer thinks for themselves. Places where people can observe work and really have time and space to think about the work.
Welcoming new mature aged artist and young talent
Imparting knowledge and where individuals are learning no matter what starting point either beginner or advanced. Make it a destination, a tourist attraction and a space for locals - build it and they will come!
Program Excellence to me means locally-made for a world-class audience. We are doing that, including with our focus on indigenous artistic traditions and enterprises. World-class should be our aim.
program excellent means programs of high standard and quality
Excellence to me means involving as much of the community as wish to be involved. There is a place for well known/professional artists, and a place where any member of the public, young or old, would feel welcome. More creative ways of getting people to go to the gallery would be good e.g. bringing people, who do not normally go to the gallery, there by mini bus.
Recently went to the Tweed Gallery to see the travelling Archibald exhibition. That to me was program excellence. Particularly enjoyed the childrens art examples which seemed to be from local children. Would love Ballina to host HSC art exhibition or something similar. As our community gets older we need to endeavour to bring more art and culture into the places we live rather than have to travel. Its also more sustainable.
This suggests that the delivery of the program has been successfully achieved to the best level of all those who participated. I have been involved in various Fibre Forums in the past and come away from each of those forums with new, innovative ideas, participated with like minded people, and extended my learning to other textile

enthusiast. I have felt the venue, time and cost have given me a greater awareness both of my own and others experiences in those creative areas.

touring shows from other galleries

Happy rate payers Kids engaged in the arts

NRCG is not a 'paint by numbers' gallery....it is something very different to a run of the mill community gallery this gallery aspires for better things and does it very well give them the resources so that this can be further explored and delivered.

Q6 Please nominate which of the following best describes your circumstances:

Answered: 81 Skipped: 1

ANSWER CHOICES	RESPONSES	
Member of the public	6.17%	5
Resident of the Shire	35.80%	29
Resident of adjoining local government areas	6.17%	5
Artist	28.40%	23
Arts Organisation	2.47%	2
Non-arts organisation	0.00%	0
Community Group	1.23%	1
NRCG Volunteer	4.94%	4
School/Tertiary Education provider	2.47%	2
OTHER (PLEASE SPECIFY)		
Art journalist, writer and cultural advocate		
Local Aboriginal Elder		
Local artist and member of a community arts organisation		
Volunteer in Byron Bay organisation		
Most of the above! [other detail deleted for privacy reasons]		
occasional visitor		
Hobby artist		
Artisan		
Both artist and member of a community arts organisation		
I'm a resident of the shire & an artist and part of an arts organisation		

Q7 Which range describes your current age:

Answered: 81 Skipped: 1

ANSWER CHOICES	RESPONSES
<17	0.00%
18 – 25	1.23%
26 – 35	0.00%
36 – 45	8.64%
46 – 55	17.28%
56 – 65	34.57%
>66	38.27%

Q8 Do you identify as:

Answered: 22 Skipped: 60

ANSWER CHOICES	RESPONSES
Aboriginal or Torres Strait Islander	9.09%
Person with a Disability	31.82%
LGBTIQ	18.18%
Person from a non-english speaking background OR Person that speaks a language other than English at home	40.91%

Q9 Which gender do you identify with:

Answered: 80 Skipped: 2

ANSWER CHOICES	RESPONSES
Female	72.50%
Male	23.75%
Other identity	0.00%
Prefer not to say	3.75%

Q10 Please provide your contact details if you wish to be kept informed on future updates about the Draft Creative Action Plan.

(This information has been removed as required under privacy legislation)

DRAFT
CREATIVE ACTION PLAN
2021



*Northern Rivers
Community Gallery
& Ignite Studios*

**NORTHERN RIVERS COMMUNITY GALLERY
& IGNITE STUDIOS**

Cover Image: Jolene Maleficent, Artist at Work in the performative act of creating her work (courtesy of the artist)
Image: (right) Dubayjar Mindjelah Dancers perform at the opening of Ignite Studios



Acknowledgements

Acknowledgement of Country

Ballina Shire Council and the Gallery acknowledges that we are here on the land of the Bundjalung people. The Bundjalung people are the traditional owners of this land and are part of the oldest surviving continuous culture in the world.

Community Support

The Council, as the operator of the NRCG, and Council staff recognise the numerous volunteers who energetically fulfill various roles and give freely of their time at the NRCG.



Image: (above) BAM National Art Prize in the Gallery - Judges, Brett Addlington and Susi Mudiman selecting the winning artwork
(right) Schools Arts and Literacy Program school visit in the Gallery

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Introduction

This plan's intent is to provide a clear framework to guide NRCG's operations, creative programming and infrastructure development as a pathway to further consolidate NRCG as a major community engaged multi-arts facility of national significance. **This plan will be reviewed within a five year period to ensure relevance as a living strategy to adapt and respond to the evolving priorities of the infrastructure and arts and cultural activities of the NRCG into the future.**

The provenance of NRCG as a community managed Gallery space has played a significant role in shaping the unique focus underpinning its core operating principles of access, equity and participation.

Since commencing operations in 2007 the NRCG has established itself as an important community engaged cultural institution, distinct from the Regional Gallery model, NRCG programs are shaped by curatorial collaboration and conversation with the national artistic and Northern Rivers community, and community aspirations as they evolve, delivering accessible, participatory arts programs in the Northern Rivers.

Whilst the NRCG has celebrated consistent growth across all areas since commencing operations, the implementation of participation-based arts and cultural programs commencing in 2016 with the schools arts and literacy program through to the establishment of Ignite Studios in 2018 saw attendance numbers sky rocket by 30% from 15,300 in 2015 to 20,705 in 2016 and jumping another 28% by 2019 reaching 27,616 in overall visitation.

These statistics, combined with visitor survey data has informed the development of NRCG programming to date and form a central consideration for the priorities mapped within this plan as a niche opportunity to further expand on and develop innovative participation-based multi-arts experiences for the region.

Central to the continued success of NRCG is ensuring a resource and management structure to increase

audience reach, attract core program partners, support local artists and creative industry and increase revenue stream and funding opportunities.

The NRCG is at a pivotal moment of evolution from it's early years as a gallery solely presenting artworks through an annual exhibition program to being a multi-arts facility demonstrating strong community engagement and broad social impact through participation-based programs, employment opportunities for regional artists and subsidised creative spaces supporting regional arts engagement and development generating cultural tourism and economic development for the region.

Key challenges for NRCG to continue charting this successful path include securing ongoing core funding, adequate skilled staffing matched with services and fit-for-purpose hard and soft infrastructure, maintaining a high quality point of difference to the Regional Galleries located within the immediate geographical area that include Lismore Regional Gallery, Tweed Regional Gallery and Grafton Regional Gallery. Additionally the newest challenge is ensuring operations can remain agile with the ability to pivot and adapt programs in response to the prolonged negative operational impacts of Covid-19.

This plan was developed on evidence based research including ongoing participant and visitor surveys, statistical data and an online community consultation survey. Consultation also included an independently facilitated workshop with key Gallery stakeholders lead by Dr Elizabeth Baker in addition to a direct briefing session with elected Councillors.

The strategic priorities for arts and cultural development within the Ballina Shire outlined in this plan build on the strategic planning actions already contained within Council's Community Strategic Plan 2017 – 2027 (CSP), Our Community : Our Culture, Ballina Cultural Plan 2014 - 2020 and the Delivery Program and Operational Plan 2019 – 2023.

Why invest in the arts?

The value of arts in our culture and community

Arts and culture help to create outstanding places to live, work and play. They are integral to liveable, thriving places: impacting economic development, tourism, placemaking and education; as well as supporting the health and wellbeing of our communities.

Creative Industries are recognised indicators of innovative economies in the 21st century. They are shown to attract and retain a skilled workforce including young people, enhance local economies, and build entrepreneurship and innovation.*

Ballina Shire Councils' investment in the arts delivers significant cultural, social and economic returns to the community. These returns include income for artists, promoting inclusion, an active and engaged community with a sense of belonging; and, delivering opportunities for participation, learning and fun.

In this Plan 'culture' is defined as the production, distribution and participation in creativity by the community and visitors, and the reflection and expression of its customs, traditions, heritage and

social character. This is composed of creative endeavors such as visual arts, literature, performing arts and public art.

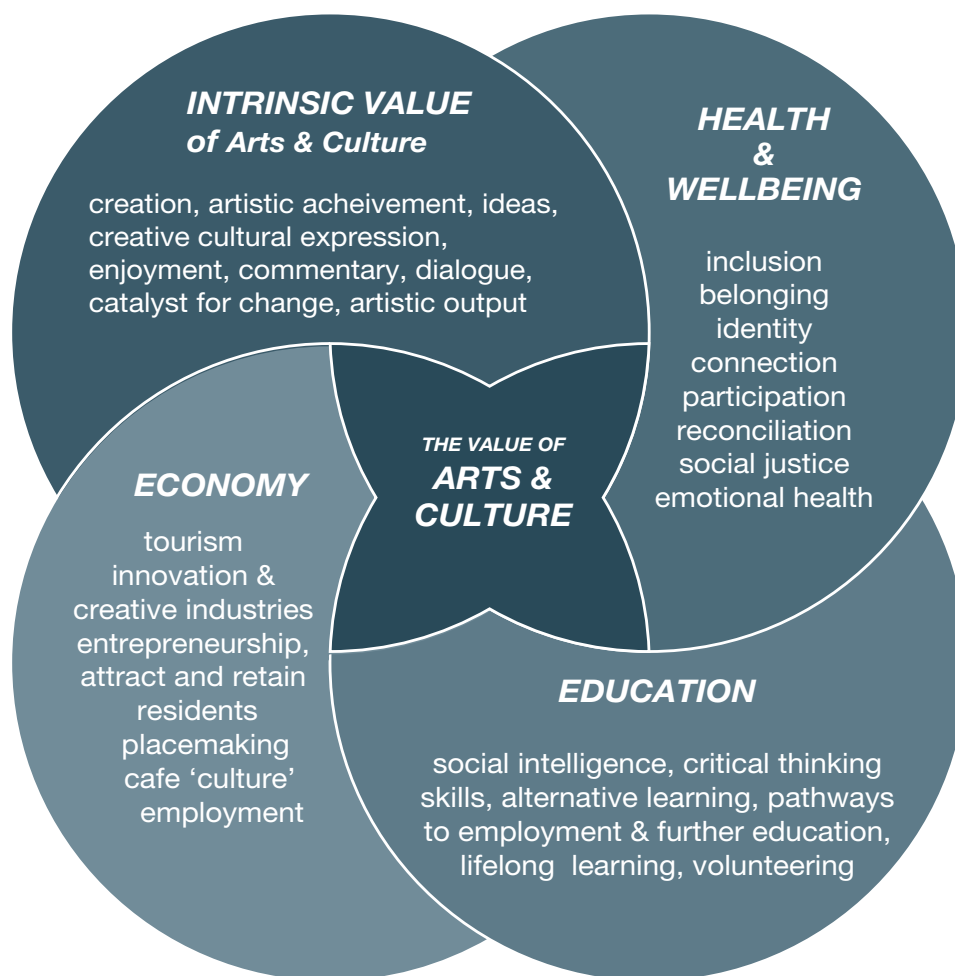
Northern Rivers Community Gallery (NRCCG) and Ignite Studios social impact programs creatively enrich the lives of residents and visitors and achieve important outcomes beyond 'art for arts sake'; such as improving childrens' literacy skills, or decreasing social isolation for the elderly in the community.

As a regional arts and cultural facility our programs and services support the employment and economic development of local artists and creative industry through gallery sales, employing artists to present workshops and events and provide subsidised spaces to create and collaborate.

The arts offer an alternative approach to connect with young people who are disengaged or struggle with conventional education, as well as promoting skills that are increasingly critical to preparation for work in the 21st century - resilience, problem solving, social intelligence and entrepreneurship.

*“The benefits of culture and the role it plays in supporting population growth, urban development and community wellbeing have been demonstrated internationally.... Forward-thinking governments around the world are making major investments in a diverse range of cultural infrastructure to support the happiness and wellbeing of citizens...The cultural and creative industries are increasingly important to New South Wales' economy. This trend will continue with a long-term transition away from manufacturing towards a service-based economy.”**

*NSW Government Cultural Infrastructure Plan 2025 +



98%

of NSW Residents engage with the arts

87%

of NSW Residents think it is very important to have cultural activity in their local area

3/4

Almost 3/4 of Australians believe the arts make life richer and more meaningful *

\$13

billion - the amount Cultural and heritage visitors spent in Australia in 2017, up 53.2% from 2013**

66%

of Australians believe arts have a big or very big impact on their understanding of other people and cultures.*

6.5%

Creative industry businesses make up 6.5% of all New South Wales businesses*

“Tourists making day trips or longer overnight visits to regional towns are more likely to visit their local museum and art gallery than stop at wineries or theme parks”*

The Arts are a bigger drawcard for international tourists than wineries, casinos or sports, with international visitors particularly interested in First Nation arts and cultural experience*

* (2019/2020 statistics released by the Australia Council)



Ballina Shire: The Opportunity

A community recognised nationally and internationally for thriving creative industries and exciting arts and cultural opportunities

Ballina township is identified in the NSW Governments' Far North Coast Regional Strategy as a developing major regional centre with forecast 19.6% population growth and demographic changes with approximately 80% of our residents being under the age of 65. The Ballina Major Regional Centre Strategy 2015-2035 outlines what needs to be done to accommodate these changes to ensure existing and future residents and visitors continue to enjoy world-class quality of life. The plan identifies arts and creativity as key strengths of the region.

In response to the increase in density and changing social landscape, Council will plan and develop arts and cultural infrastructure to ensure a variety of cultural experiences and opportunities are available to all residents, including growing numbers of young people and families.

Arts and culture are shown to deliver diverse social and economic benefits. Building local creative vibrancy will capitalise on Ballina's existing lifestyle assets such as its natural environment, year-round mild climate and outdoor lifestyle, central location within the Northern Rivers region, riverside and beach side CBD location.

Councils' role is to build creative capacity and support spaces where arts and cultural activity can flourish.

Supporting the cultural and creative life of the community may involve resources or infrastructure that: enable creative practice; encourage artistic interventions in public spaces; activate open spaces; amplify voices in community and support community groups,

through exhibitions and programs; reduce regulatory barriers for cultural activity; or, by addressing the scarcity of affordable space for artists and their creative endeavours.

Draft actions outlined in this plan are informed by local, state and national government, arts industry policy context (Appendix 1), arts industry trends, benchmarking and research, and direct stakeholder engagement through participation and online survey data (Appendix 2).

Future planning should set out a coordinated approach for the development of cultural infrastructure and resources across the shire, ensuring a cost effective, strategic approach to arts and cultural development.



image: (left) Five Writers Road Trip Event - Byron Writers Festival Partner program; (above) Bright Sparks - Deck Art Kids Workshop

NRCG & Ignite Studios: Our Background

NRCG programs foster and ignite creativity, and build community connection through the arts.

The Northern Rivers Community Gallery (NRCG) is a significant regional cultural hub in the Northern Rivers region of New South Wales, encompassing local government areas of Ballina, Byron Bay, Clarence Valley, Kyogle, Lismore, Richmond Valley and Tweed.

NRCG exhibitions and programs promote critical thinking, creative exploration and social inclusion; and connect makers and audiences with creative opportunity.

NRCG programs act as a catalyst for artists and community to explore ideas and forge collaborative exchanges.

As a community gallery NRCG is guided by a unique artistic mantra based on the principles of access, equity and participation – delivering arts many benefits through engagement, activity and learning.

The gallery features four exhibition spaces and presents a range of professional, multi-arts and cultural programs. Projects are initiated

by local and national artists, arts professionals and cultural and community groups. Uniquely, the NRCG provides opportunities for emerging and established artists nationally to hire galleries and exhibit and sell their work under subsidised arrangements, as well as presenting touring exhibitions and in-house curated programs. The gallery charges low-cost hire fees and commissions on all sales and is manned by a dedicated team of volunteers and staff.

In 2007 Ballina Shire Council established the Northern Rivers Community Gallery (NRCG) in the historic former Ballina Municipal Council Chambers built in 1927. Adjacent to the gallery in the same building is the popular Ballina Café.

In 2018 NRCG expanded into the heritage-listed, former Ballina Fire station, which reopened as Ignite Studios. Ignite Studios is Ballina's newest multidisciplinary creative space providing dedicated, fit-for-purpose, creative industries spaces for studios, residencies, projects and events. Ignite Studios supports regional arts and cultural development through the provision of subsidised creative industry studio spaces and professional development programs including master classes and the visiting artist program. NRCG's diverse programs

and community initiatives emphasise life-long creative learning for all members of the community.

NRCG's life-long, creative learning programs are shaped by collaboration and conversation; and have grown with community aspirations as they change and evolve. Gallery program highlights include *Bold Sparks Lifelong Learning Program* for aged care residents, the Art and Literacy schools program, and *Bright Sparks* creative school holiday and after-school programs. A diverse range of public programs and funded projects are offered throughout the year for all levels of creative development supporting participation in arts and cultural activities for visitors and the wider community. The Visiting Artist program engages with the unique identity, history and current social, environmental and economic context of the Northern Rivers through social or environmentally-engaged artist collaborations and projects.

Through culturally diverse and accessible programming, NRCG has achieved strong community engagement and exceptional growth in visitation - between 2015 and 2019 visitation has grown from 15,017 in 2015 to 27,616 in 2019.

NRCG & Ignite Studios: The Opportunity

NRCG programs foster and ignite creativity, and build community connection through the arts.

NRCG has established itself as a leading regional cultural institution, increasing cultural visitation to the shire, securing state funding for expansion into Ignite Studios, consolidating a reputation for professionalism and innovation in program design. There is an opportunity to further consolidate NRCG as the cornerstone of creative infrastructure for arts and cultural activity in the region, a 'must visit' cultural tourism destination with the potential to attract professional arts companies, high quality events and programming to the Shire. Ballina has the potential to be more than just a 'gateway', for locals and tourists.

Future expansion of Ballina Councils' cultural assets, might

include the evolution of NRCG as a contemporary Arts and/or Cultural Centre, Expansion of NRCG on council owned land in the heart of Ballina CBD, across various buildings and open spaces on the existing site, or a new masterplanned site owned by council, to create an active and thriving creative precinct in Ballina, (whilst preserving and ensuring the longevity of the heritage character of the spaces if remaining in the existing site).

NRCG, under an Arts Centre model, as the anchor tenant would attract and collaborate with professional creative businesses and organisations. Creative space hire would generate revenue for the Centre through, venue hire,

commercial leases for other creative industry, third party art events and activities.

Coordinated development of Cultural Infrastructure and cultural expertise within council is in-line with community aspirations (survey) and acknowledges current and future demographic changes.

As the key Council-managed facility for the support of our creative sector, the NRCG and its Creative Action Plan provide a sound policy framework to support the vibrancy and diversity of our inclusive community.



/image: Fantastical Photos with Natalie Grono - Bright Sparks After School Program in Ignite Studios

Creative Life Long Learning

Northern Rivers Arts Centre social impact programs.



Bold Sparks Lifelong Learning Program

Bold Sparks Creative Sessions ignite a meaningful connection between mature adults living within the aged care community, and arts and culture. Over 300 local seniors and community members from across six aged care facilities have enjoyed the opportunity for monthly creative engagement and community connection through the program.

With guidance from professional artist mentors, participants are engaged in a dialogue of arts, culture and memory through creative activities and morning tea in the Gallery. Research has shown that art-based therapies support the notion that art can induce both psychological and physiological healing, and aid with the improvement of self-esteem, social engagement and general mobility. We've explored everything from weaving, to creative writing and grief journaling, terrarium building, screen-printing and theatre sports.

We believe all members of our community, regardless of age or mobility, deserve access to dynamic artistic and cultural experiences and opportunities for creative expression.



Arts and Literacy Schools Program

Run in conjunction with the schools curriculum, this unique program harnessed the potential for the arts to improve literacy outcomes - through artistic discussions, creative writing, and vocabulary enrichment.

1,337 school children from across 21 Northern Rivers schools have engaged creatively with the gallery exhibitions through the program. The program incorporates teacher training, and a series of school based activities prior to visits to the gallery for further learning experiences. A highlight for the children and audiences was to read the childrens responses showcased beside the artwork on exhibition.

- 90% of participating schools visited a museum or gallery less than once in the previous 12 months
- 61 teachers registered for the program
- 80% of participating schools integrated the program with their school curriculum.
- A cross section study by participating schools confirmed a 78% increase in literacy outcomes of students participating in the program (based on NAPLAN grading criteria).



/images: Casino Wake-Up Time and Kuwinjku Women's Group Exhibition



/image: Virtually Impossible, Andrew Christie and Sprung! Integrated Dance Theatre

Strategic Directions

Four priority areas are identified as Strategic Directions to inform future planning and activities of the NRCG.

A Creative Industry Capacity:

Create spaces and initiatives where arts and cultural activity and creative entrepreneurship can thrive (for emerging and established artists, designers, makers and thinkers)

B Arts and Cultural Infrastructure:

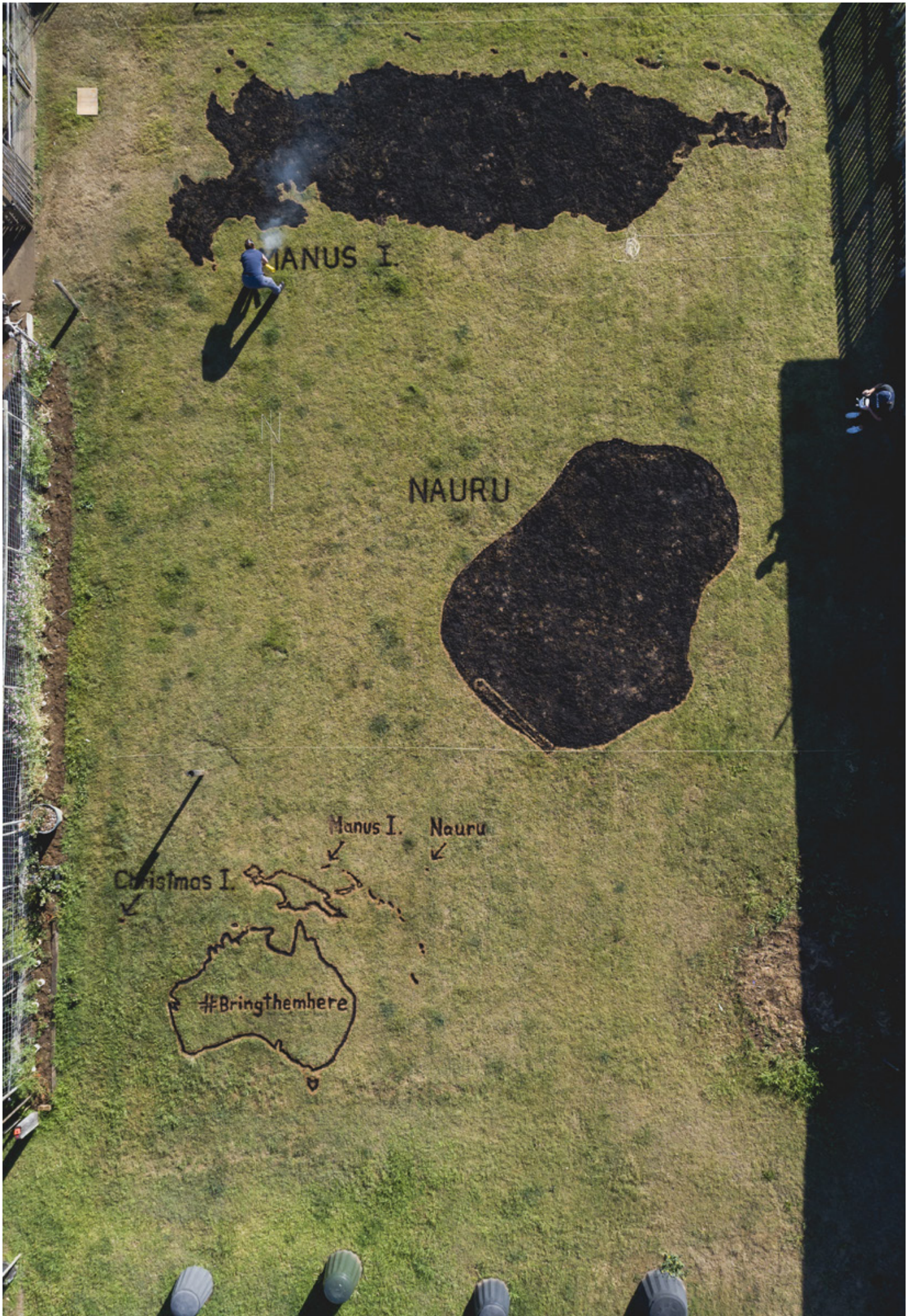
Coordinated support of arts and cultural infrastructure to ensure cost effective future investment in hard and soft infrastructure and resources.

C Engage our Audiences:

Provide opportunities for cross-cultural, multi art form, and intergenerational creative expression for people of all ages, ethnicities and abilities.

D Strive for Excellence:

Develop high quality programs connecting audiences with contemporary arts and cultural experiences.



MANUS I.

NAURU

Christmas I.

Manus I. Nauru

#Bringthemhere

A. Creative Industry Capacity

Create spaces and initiatives where arts and cultural activity and creative entrepreneurship can thrive (for emerging and established artists, designers, makers and thinkers)

- Enable creative projects and collaborations between national and local artists, curators and community
- Build creative industries capacity: support spaces and initiatives for emerging and established artists, performers, designers, makers and thinkers

PRIORITY ACTIONS

A.1 Creative Activation

- A.1.1 Present an annual program of excellence to connect and engage contemporary audiences with arts and cultural experiences in the Ballina Shire.
- A.1.2 Provide subsidised opportunities, exhibitions, work spaces and event venues through NRCG and Ignite Studios.
- A.1.3 Manage Ignite studios artist-in-residence program, artist projects and community events and experiences.
- A.1.4 Promote Ballina as a Creative destination locally and nationally to generate cultural tourism, revenue and creative industry jobs in the Ballina Shire.

A.2 Creative People & Enterprise

- A.2.1 Foster a community of interest around the gallery and Ignite Studios for professional artists and creative industry to connect, network and collaborate.
- A.2.2 Provide subsidised creative spaces to support creative innovation, enterprise and retail opportunities.
- A.2.3 Advocate and support partnerships with local and national arts sector and/or private enterprise to enable professional development opportunities for local creative practitioners.



Images: (top bottom right) Hiromi Tango Collaborative Community Art Workshop at Ignite Studios (Splendour in the Grass Arts program)
(bottom left) Sprung!! Integrated Dance Theatre - Live performance - Ignite Studios

B. Arts and Cultural Infrastructure

Coordinated support of arts and cultural infrastructure to ensure cost effective future investment in hard and soft infrastructure and resources

- Cost effective, evidenced based investment in arts and cultural Infrastructure
- Build capacity and infrastructure of NRCG as a cultural hub and integrated creative precinct connecting the broader Northern Rivers region and future co-location of arts and cultural services and activities.

PRIORITY ACTIONS

B.1 Support for Arts and Cultural Infrastructure

- B.1.1 Support the development of an integrated strategic approach to arts and cultural infrastructure planning to ensure evidenced based investment in arts and cultural infrastructure in the Ballina Shire.
- B.1.2 Support an organisational approach that encourages cultural and creative industries activity.
- B.1.3 Improve industry specific soft infrastructure to better support unique operational requirements of Gallery and Ignite Studios.

B.2. Evolution, rebranding and restructure of the NRCG that encapsulates a multi-arts facility model.

- B.2.1 Review and rebrand the NRCG to better represent its evolution into a multi-arts facility ensuring appropriate resource management now and into the future.
- B.2.2 Improve existing outdoor spaces and amenity on the NRCG/Ignite Studios sites.
- B.2.3 Advocate for the development of an integrated Creative Precinct within the Ballina CBD.



Images: Schools Arts and Literacy Program in the Gallery, Cabbage Tree Island Public School visit.

C. Engage our Audiences:

Provide opportunities for cross-cultural, multi art form, and intergenerational creative experiences for people of all ages, ethnicities and abilities

- Promote equity and access to arts and culture
- Deliver positive social impact through arts and cultural programs
- Nurture creative futures for young people
- Support lifelong learning through arts education and participatory arts experiences

PRIORITY ACTIONS

C.1. Design and deliver accessible, participatory arts and cultural programs for diverse audiences.

- C.1.1 Resource and deliver dynamic Lifelong Learning programs that engage the whole community in meaningful arts and cultural experience.
- C.1.2 Deliver **participatory** creative projects that engage audiences with arts and culture in new and unexpected ways.
- C.1.3 Support audience engagement with Aboriginal arts and culture through Lifelong Learning Programs and projects.
- C.1.4 **Broaden promotion of NRCG programs and events to the broader community, visitors and stakeholders through our marketing plan.**

C.2 Support volunteering, creative opportunity and pathways to employment.

- C.2.1 Develop and deliver regular in-house learning programs for Gallery volunteers on visitor experience, arts management and art appreciation.
- C.2.2 Support local young peoples' creative futures'.
- C.2.3 Partner with regional professional arts organisations to develop/facilitate accessible community partner programs.



Image: Virtually Impossible performance - Sprung!! Integrated Dance Theatre + Andrew Christie ©NRCG

D. Strive for Excellence

Develop high quality programs connecting audiences with contemporary arts and cultural experiences of excellence

- Contribute to the conversation defining arts and culture in Australia
- Tell our stories, and universal stories. Celebrate local distinctiveness - the people, environment and history
- Recognise diversity, inspire cultural understanding, connection, belonging, and challenge prejudice
- Support artistic excellence, ideas and creation
- Develop, produce and collaborate through strategic partnerships to encourage innovation and distinctiveness across all programming

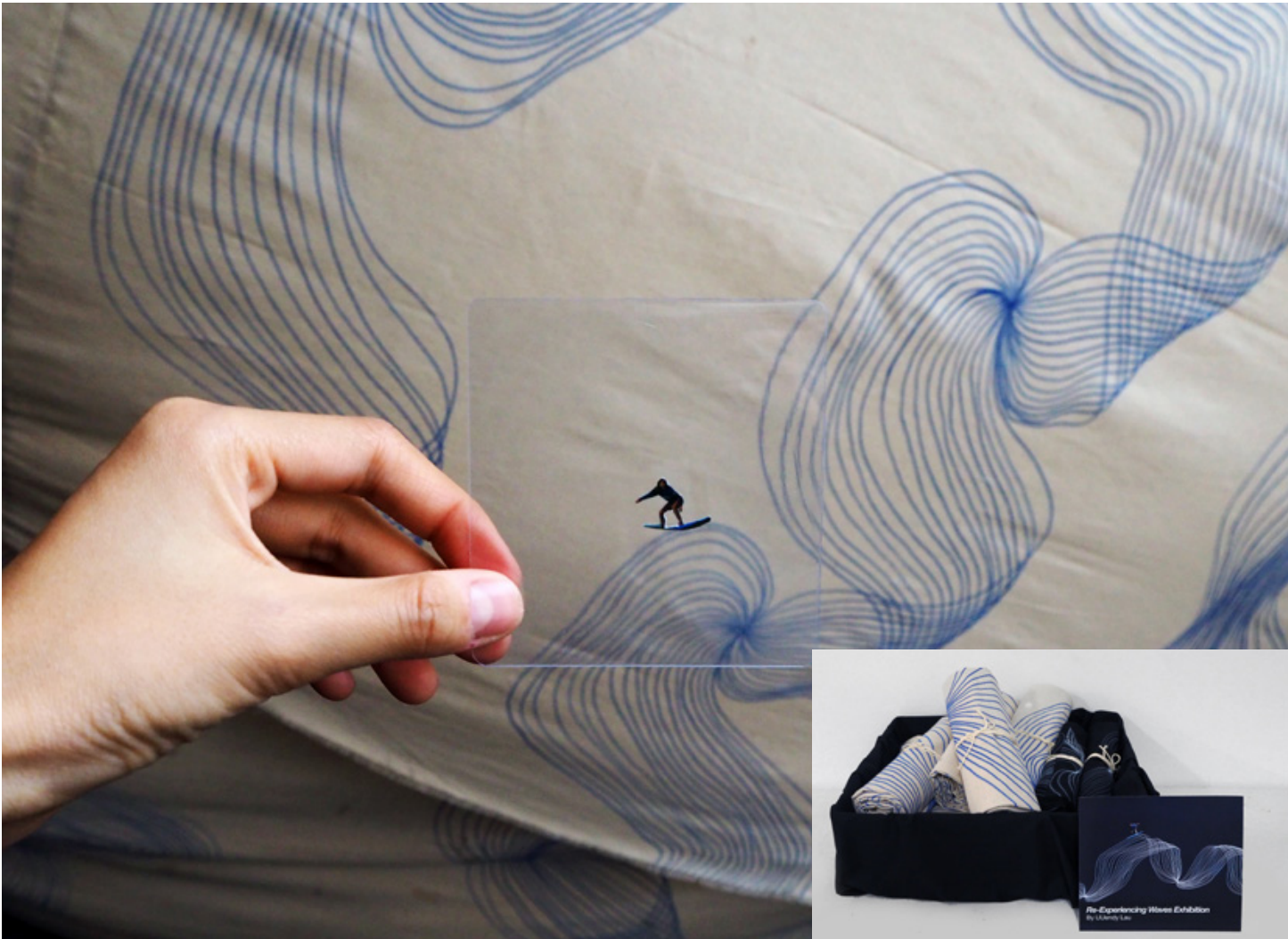
PRIORITY ACTIONS

D.1 Implement a strategic curatorial approach across creative events, exhibitions, projects and programming.

- D.1.1 Resource and deliver an ambitious annual program and public programs through NRCG maintaining a competitive edge in securing grant funding through innovation, contemporary approaches and curatorial best practice.
- D.1.2 Attract cultural visitation to the Ballina Shire through high quality events, programs and other creative industries projects (including screen, performing and visual arts, culture and heritage).
- D.1.3 Incorporate new media technologies across visitor experience, exhibition and program content.

D.2. Collaborate and develop strategic partnerships

- D.2.1 Explore and initiate partnerships across all sectors including community, business, health, education, environment and government.
- D.2.2 Collaborate and partner with artists and arts organisations to deliver community engaged arts programs, special curated projects and a National Art Prize.
- D.2.3 Work with Aboriginal artists and groups to present contemporary and traditional cultural expression, programs and events.



Re-experiencing Waves, Visiting Artist UUendy Lau



Implementation and resourcing

Achieving the objectives of each of the four strategic directions set out in this plan will require adequate resourcing and staffing of the NRCG and Ignite studios.

There are five key operational function areas which are integral to NRCG's management framework:

- **Marketing and Promotion** : Raise the profile of NRCG, develop Ballina Shire's creative identity and generate economic activity through increasing cultural tourism.
- **Administration** : Optimise productivity ensuring administrative functions are matched with streamlined systems and procedures and appropriate levels of staffing for desired service delivery.
- **Facility Management** : Cost effective investment in fit-for-purpose hard and soft infrastructure and manage co-tenancy agreements to benefit the core programming of NRCG and enable opportunities for multiple revenue streams.
- **Volunteer Management** : Provide meaningful connection for community to participate in the arts and enable career pathways.
- **Financial accounting** : Manage financial resourcing efficiently and responsibly to ensure sustainable and manageable return on investment for the community.

In order to continue improvement of organisational performance – Council needs to ensure the NRCG is supported by a strong management framework which includes appropriate resourcing and effective systems and processes to enable staff to deliver against strategic objectives and key services and functions.

Immediate priorities for NRCG are to consolidate economic sustainability by securing increased concurrent local, state and federal funding, and ensure creative programming and gallery operations are sufficiently resourced. A key challenge being short term and inconsistent funding cycles impact on retaining skilled staff and forward planning to appropriately fulfil community demand for creative experiences within the Ballina Shire. Opportunities exist to expand participation based programming and strategically promote the Gallery to attract cultural tourism and maximise income generating activities.

Priority areas and actions to implement and resource the strategic objectives of this plan are as follows:

Improve Operational Sustainability

- Secure ongoing funding to:
 - ◊ Address resource limitations and ensure gallery staffing levels support desired levels of service;
 - ◊ secure and retain specialist skilled staff; and
 - ◊ support the NRCG core program.
- Identify and implement various non-government revenue streams to support operational sustainability.

- Capture and quantify gallery data and use results to inform future development of policy, programs, infrastructure and report on performance.
- Maintain a strong volunteer program to support operations, programming and opportunities for community.
- Ensure future Gallery Café Lease agreement renewals/amendments are mutually advantageous to NRCG operations, budgets, facility management and enable event revenue for the Gallery.
- Promote and educate the community on sustainability through projects and information sharing and the procurement process.

Communicate and Collaborate

- Collaborate and partner with a wide range of organisations nationally to build strong, formal partnerships, and a network of support for the future.

Act as Custodian

- Maintain the building infrastructure, ensuring any development or maintenance is undertaken in consideration of the heritage status of the properties.

Advocate

- Work with council and state and federal arts organisations to advocate for a coordinated and cost-effective investment in arts and cultural infrastructure (hard and soft) across the region.

APPENDIX 1: Where this plan fits?



NATIONAL & STATE POLICY CONTEXT

NSW GOVERNMENT CULTURAL INFRASTRUCTURE PLAN

NRCG's four strategic priorities outlined in this plan align with those identified in the NSW Government Cultural Infrastructure Plan 2025.

1. Cultural infrastructure supports strong communities and economies in NSW
2. Access to space for community participation in culture
3. Cultural infrastructure for a collaborative and thriving cultural sector
4. Creating impact through partnerships and capacity building

The NSW Government Cultural Infrastructure goals are to:

- Integrate cultural infrastructure planning with land use, infrastructure and transport planning
- Improve cultural infrastructure and precinct design to create better cultural spaces.
- Understand and maximise social and economic benefits of cultural infrastructure.

Specific State arts funding priorities for the North Coast include:

- Improve suitability of existing infrastructure
- Support consolidation and growth of regional creative industries
- Integrate cultural infrastructure planning within the North Coast Regional City Action Plans

Ambitions for NSW are also outlined in the *NSW State Infrastructure Strategy, 2018 – 2038 Restart NSW/ Rebuilding NSW Strategy* to deliver “world-class institutions to maintain strong cultural and sporting sectors and support the visitor economy”.

This plan is supported and informed by broad planning and research including:

- International Arts Tourism: Connecting Cultures (Australia Council 2018)
- Arts NSW Aboriginal Arts & Cultural protocols 2011
- NSW Arts and Cultural Policy Framework
- The Economic Value of Arts, Screen and Culture to NSW (KPMG for Create NSW 2018)
- Culture, Value and Place 2018: A Report for NSW Department of Planning and Environment

APPENDIX 1: Where this plan fits?

LOCAL POLICY CONTEXT

BALLINA SHIRE COMMUNITY STRATEGIC PLAN

At a local level, Councils in NSW are required to prepare and implement a Community Strategic Plan (CSP). These CSPs are developed to encourage councils, the community and other organisations to work together to plan for the future in an efficient and collaborative manner.

Ballina Shire Council's CSP was endorsed in 2017 and is called "Our Community: Our Future". It sets out the Council's overall plan for the development of the shire, and the communities within it. The NRCG Strategic Plan is intended to sit below our CSP and act as a blueprint for arts and cultural development through

NRCG in the shire. As the key Council-managed facility for the support of our creative sector, the NRCG and its Creative Action Plan provide a sound policy framework to support the vibrancy and diversity of our community, and the changing demographics and cultural landscape.

The CSP provides the strategic direction and projected needs of the Ballina Shire and establishes the broad objectives to direct operations within the NRCG over the next five years. The NRCG 'Creative Action Plan' is linked to the following objectives within the CSP.

BALLINA SHIRE COMMUNITY STRATEGIC PLAN (CSP) PRIORITIES

CONNECTED COMMUNITY

- CC2.1 Encourage community interaction, volunteering and wellbeing
- CC2.2 Create events and activities that promote interaction and education, as well as a sense of place

CC2.3 Assist disadvantaged groups within our community

CC3.1 Provide strategies for older residents to be part of our community

CC3.2 Provide young people with a range of leisure activities, along with opportunities for personal development

CC3.3 Support improved health outcomes by providing equitable access to sporting, recreational and community facilities

PROSPEROUS ECONOMY

PP1.1 Promote our area as an attractive place to visit and live

PP1.2 Provide opportunities for new business

PP1.3 Encourage diversification and enhance image of the local economy

ENGAGED LEADERSHIP

EL1.1 Facilitate and develop strong relationships and partnerships with the community

EL1.2 Involve our community in the planning and decision making processes of Council

EL1.3 Actively advocate community issues to other levels of government

EL2 Council's finances and assets are well managed

EL3 We are all valued customers

HEALTHY ENVIRONMENT

HE2 We use our resources wisely

HE3 Our built environment blends with the natural environment

APPENDIX 1: Where this plan fits?

BALLINA SHIRE CULTURAL PLAN

The Ballina Shire Cultural Plan is a flexible plan which lays out a foundation upon which to grow the cultural activity in our community over time. Importantly, it is a framework which identifies the key areas our community has said it values most to guide the future development of cultural activity in the Shire. It therefore contains the following elements to assist Council, and the community, in directing the growth of cultural activity throughout our Shire.

The plan identifies five cultural activity objectives which embrace the key areas the community value most, and wish to improve or develop:

1. **Sense of Place:** Foster cultural activity that promotes the heritage, stories and unique features that are the Ballina Shire.
2. **Aboriginal Culture:** With the Shire's Aboriginal community, promote understanding of local Aboriginal identity, culture and heritage.
3. **Great Outdoors:** Care for, or enhance, our natural and other outdoor environments which underpin our special lifestyle.
4. **Art Smart:** Encourage and support our creative industries to be sustainable and accessible. Cultural Spaces: Better utilise our existing cultural infrastructure, as well as respond to changing needs, to hold and encourage cultural activity.
5. **Family Fun:** Shape our cultural image and infrastructure to reflect a family friendly place for all of us to live and others to visit.

The Creative Action Plan is linked to a number of 'Opportunities' identified within the 5 cultural activity objectives as follows:

SENSE OF PLACE

- Encourage community based activities and events that engage with our history and local collections/museums, as well as artists and performers to tell these stories.
- Foster or strengthen community or regional partnerships to hold cultural activity reinforcing our sense of place.

ABORIGINAL CULTURE

- Continue to showcase local and regional Aboriginal artists at the Northern Rivers Community Gallery.

- Form ongoing partnerships with the Shire's Aboriginal groups to develop and fund new cultural activity to promote their identity, culture and heritage.

GREAT OUTDOORS

- Celebrate our environment through cultural activity held in the Shire – including through exhibitions, public art and family based events.

ART SMART

- 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.
- Continue to activate the Northern Rivers Community Gallery as a central hub for creative activity in the Shire and region.
- Utilise grant funds to complement regional-based programming at the Northern Rivers Community Gallery.
- Explore new ways to promote creative activity in the Shire including adopting creative activity to assist in achieving Council's Community Strategic Plan goals.

CULTURAL SPACES

- Support outdoor community events that are family friendly.
- 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.

FAMILY FUN

- 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.
- Encourage community events that are family friendly and integrate creative family activities into existing community events.
- Promote our environment and cultural activity to residents and visitors in age and culturally appropriate ways and to reflect the whole Shire community.

APPENDIX 2: Community Aspirations

In 2018 NRCG asked community members to share their vision for arts and culture in Ballina Shire. The results show an aspirational creative community who value the contribution of arts and culture in their lives, yet feel existing investment in arts and cultural infrastructure is below expectations.

Respondents agree or strongly agree

- 98%

It is important that arts and cultural activity happens in the Ballina Shire

- 92%

Arts and cultural activity helps me appreciate the shire's unique characteristics and its people

- 69%

Arts and cultural activity is an important factor in deciding where I will live

- 93%

Arts and culture contributes to my life and the social cohesion and wellbeing of our community

However only 18% agreed or strongly agreed

The range of arts and culture activities and events in the Ballina Shire is adequate and offers diversity.

Consultation with 22 Gallery stakeholders consisting of key arts and culture organisations, education providers – primary, secondary and tertiary, community art groups, Indigenous organisations, disability arts groups, aged care providers and independent artists reflected the wider community aspirations in addition to partnering with NRCG to strengthen arts and cultural activities in the Ballina Shire.

Respondents agree or strongly agree

- 95%

Co-locating Arts and Culture infrastructure to create a multi-disciplinary art centre facility is beneficial for community, tourism, access and participation

- 95% agree or strongly agree

Expansion of NRCG facilities to include dedicated workshop spaces, artist studios, creative project space and a visiting artist-in-residence space will benefit the artistic and social life of Ballina Shire

Both community and Stakeholder survey respondents identified a desire for a broader range of arts and cultural facilities to be available within the Ballina Shire. creative workshop and subsidised artist studios were the two top priorities within both respondent groups.



Image: (left) Picturing the Past - Creative Youth Heritage exhibition in the Gallery; (right) Monkey Monkey, Shake Shake live performance in Ignite Studios



nrcg | Northern Rivers Community Gallery
& Ignite Studios

Northern Rivers Community Gallery
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phone 02 6681 6167 | email nrcg@ballina.nsw.gov.au
www.nrcgballina.com.au

Northern Rivers Community Gallery is an initiative of Ballina Shire Council





NRCG - Planning Our Future
Arts & Culture Community Survey

TOTAL SURVEYED 279

18 - 66+ years old

mean age 56 - 66+

Female 222 :: Male 50 :: Undisclosed 7

nrcg Northern Rivers Community Gallery & Ignite Studios

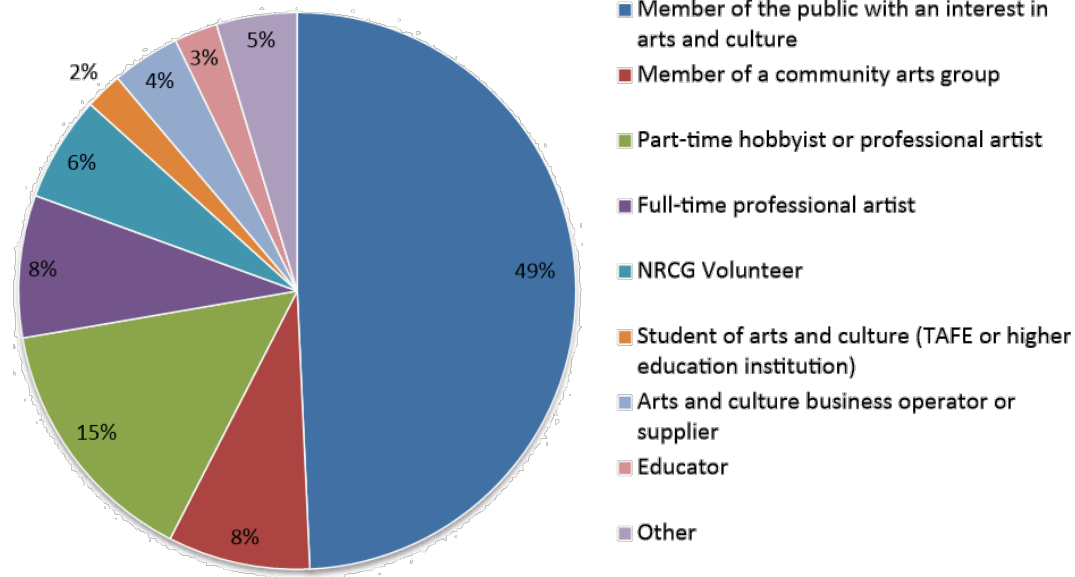
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NRCG - Planning Our Future

Arts & Culture Community Survey

GENERAL INFORMATION

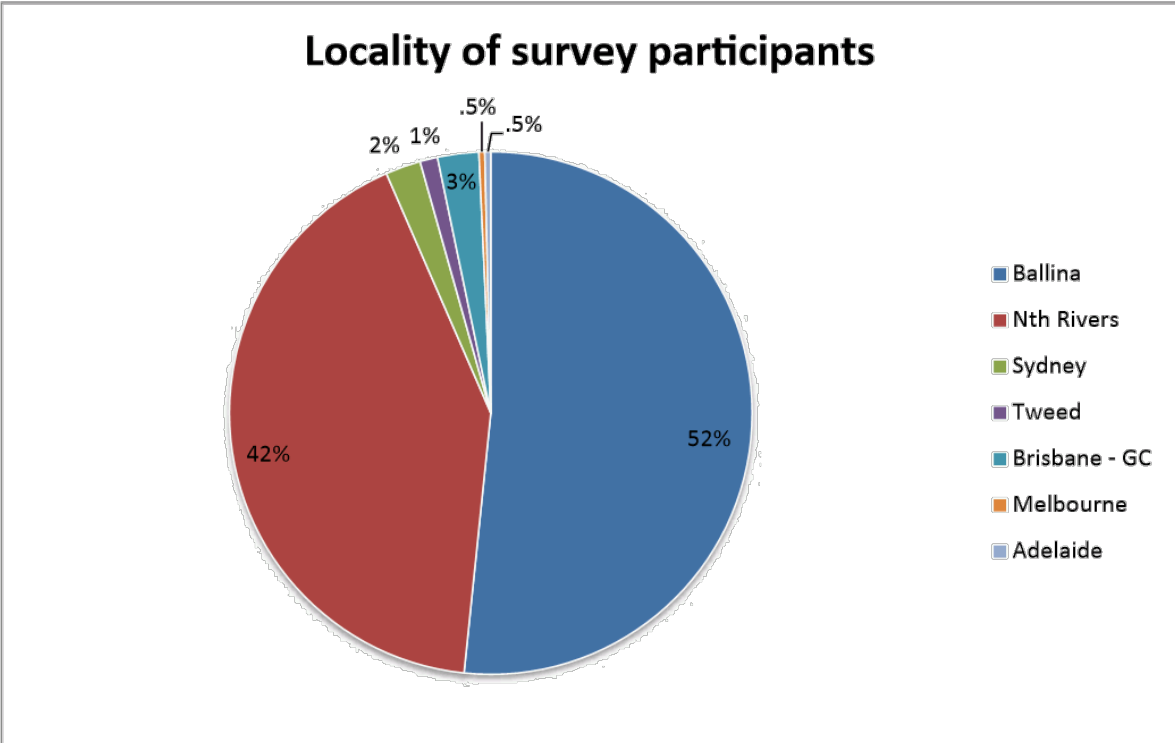
Participation in the NRCG



NRCG - Planning Our Future

Arts & Culture Community Survey

GENERAL INFORMATION

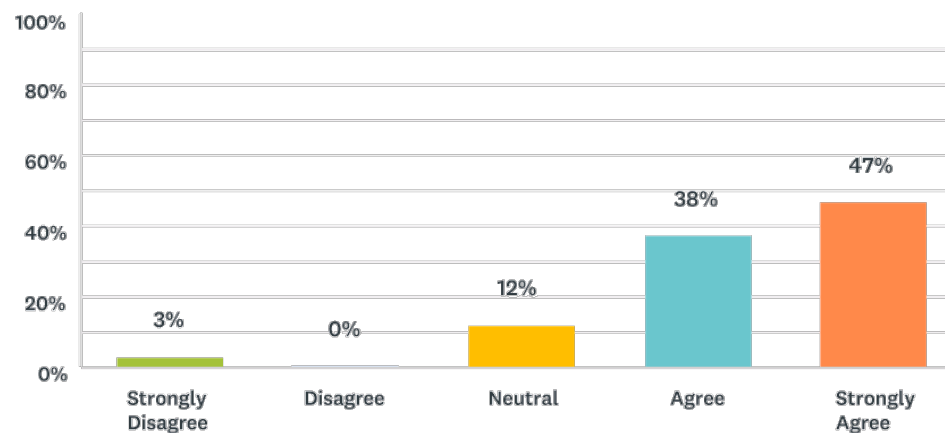


NRCG - Planning Our Future

Arts & Culture Community Survey

ARTS & CULTURAL FACILITIES

Q1 It's important for community infrastructure such as NRCG are fitted with sustainable energy saving lighting and equipment to support the long-term viability of the facility for the ongoing enjoyment of the community?

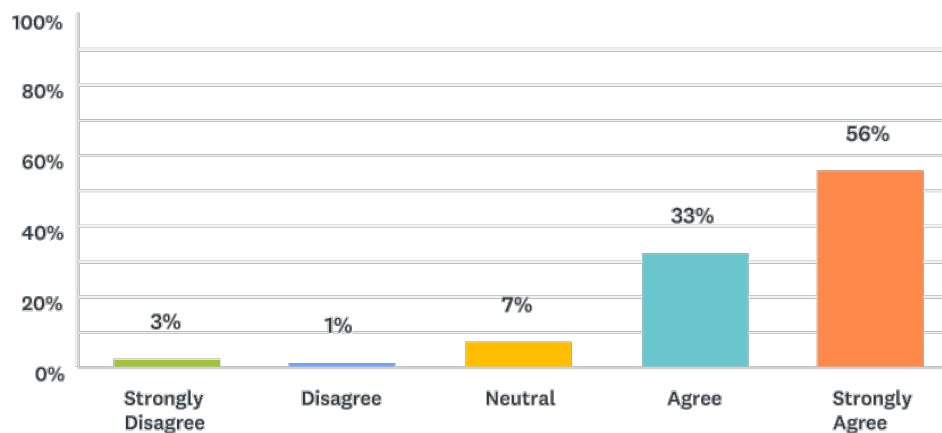


NRCG - Planning Our Future

Arts & Culture Community Survey

ARTS & CULTURAL FACILITIES

Q2 I believe co-locating Arts and Culture infrastructure (i.e. galleries, artist studios, rehearsal space, theatres etc.) to create an art centre type of facility is beneficial for community, tourism, access and participation in arts and cultural activity.

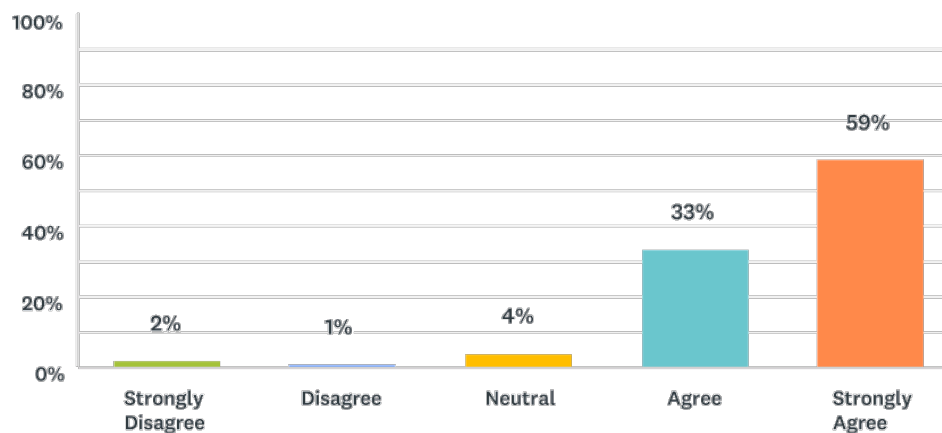


NRCG - Planning Our Future

Arts & Culture Community Survey

ARTS & CULTURAL FACILITIES

Q3 The expansion of the NRCG facilities to include Ignite Studios @ NRCG which will include: accessible dedicated workshop spaces, artist studios, creative project space and a visiting artist-in-residence space will benefit the artistic and social life of Ballina Shire.

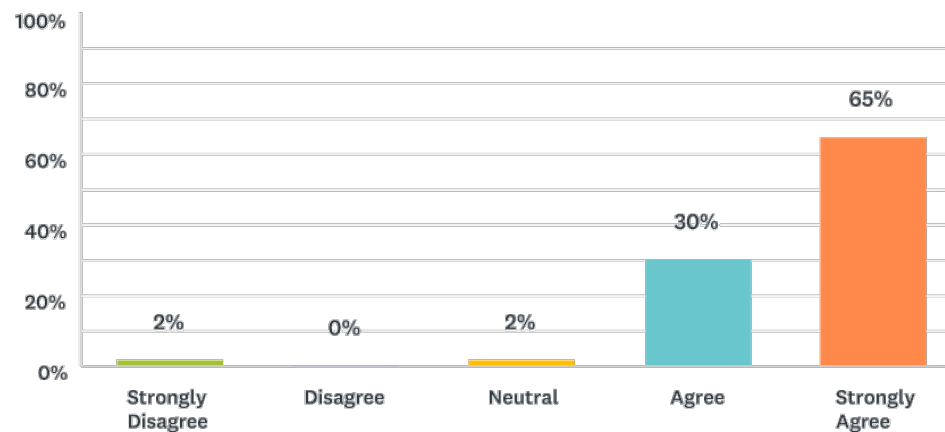


NRCG - Planning Our Future

Arts & Culture Community Survey

ARTS & CULTURAL FACILITIES

Q4 The adaptive re-use of our local heritage buildings, such as the former Ballina Municipal Council Chambers and former Ballina Fire Station, for arts and cultural uses provides a potent opportunity to promote the heritage values of the building while strengthening pride in our local history and connection to place

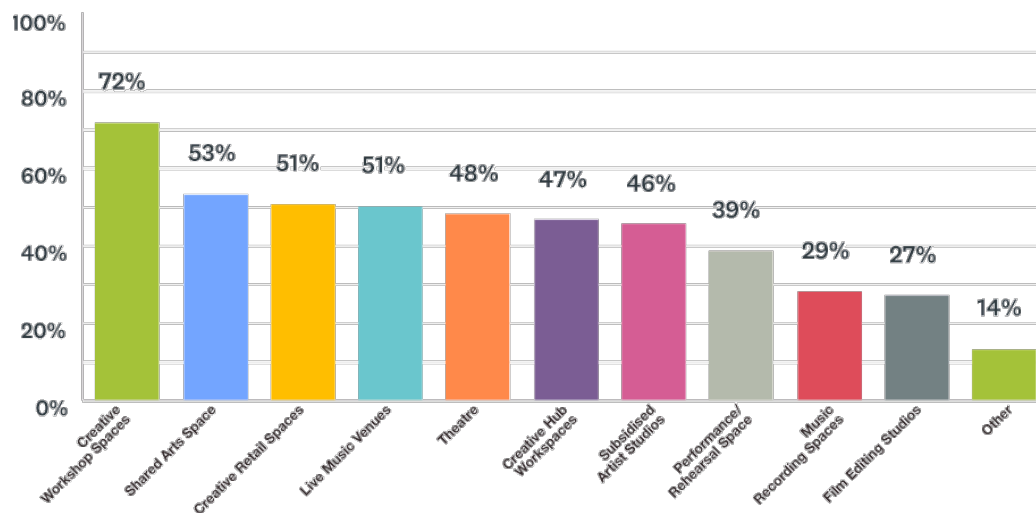


NRCG - Planning Our Future

Arts & Culture Community Survey

ARTS & CULTURAL FACILITIES

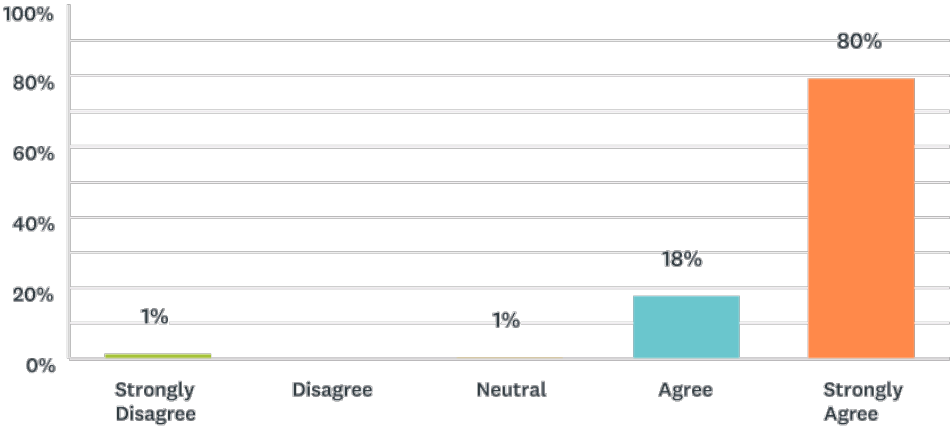
Q5 In addition to Gallery exhibition space what types of arts and cultural facilities/activities would you like to be available in the Ballina Shire?



NRCG - Planning Our Future

Arts & Culture Community Survey
ARTS & CULTURE & YOUR SHIRE

Q6 It's important that arts and cultural activity happens in the Ballina Shire

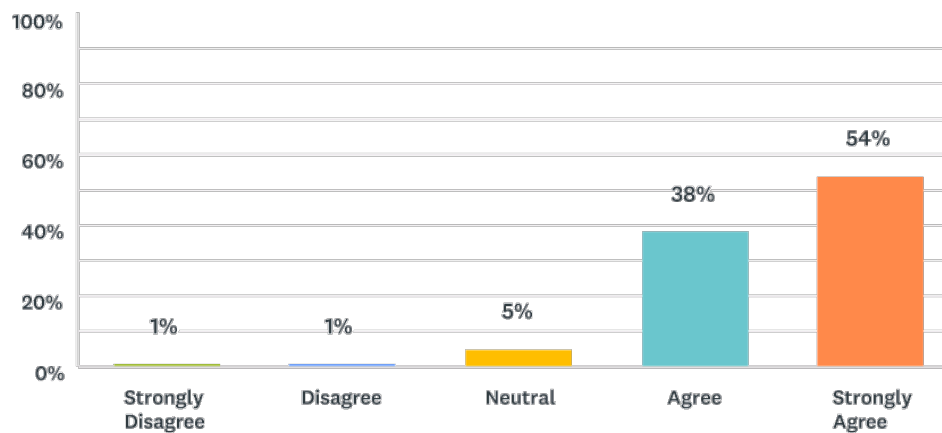


NRCG - Planning Our Future

Arts & Culture Community Survey

ARTS & CULTURE & YOUR SHIRE

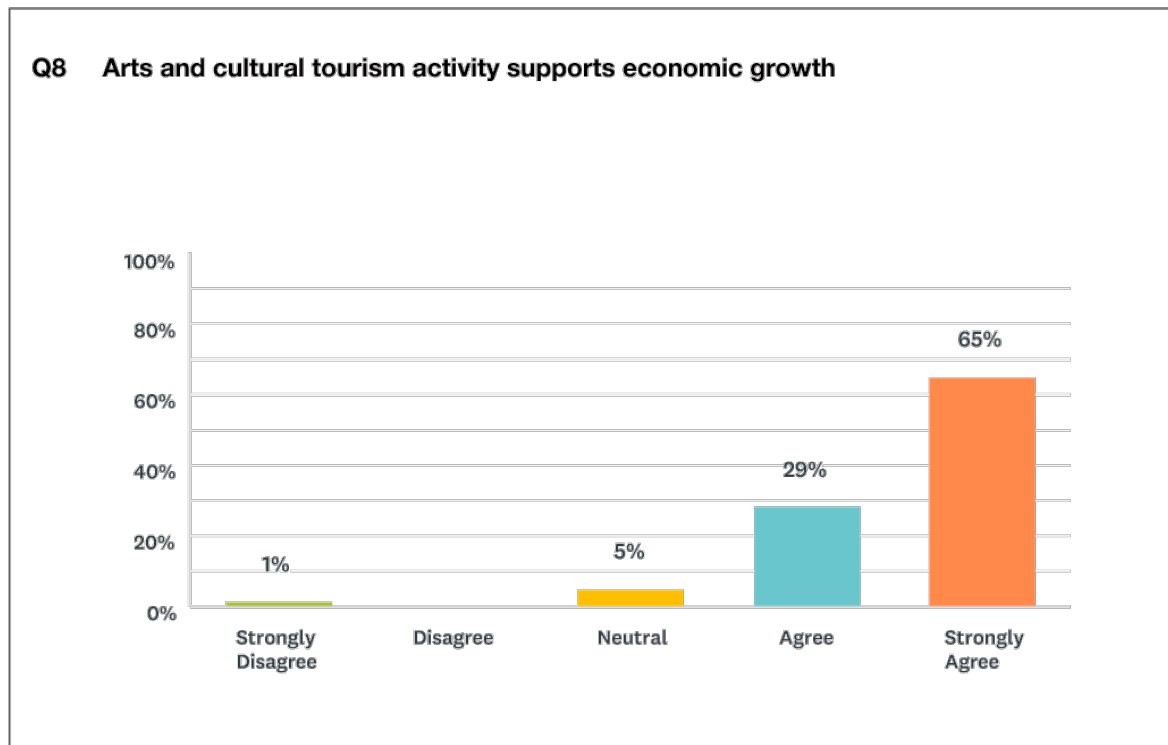
Q7 Arts and cultural activity helps me appreciate the shire's unique characteristics and its people



NRCG - Planning Our Future

Arts & Culture Community Survey

ARTS & CULTURE & YOUR SHIRE

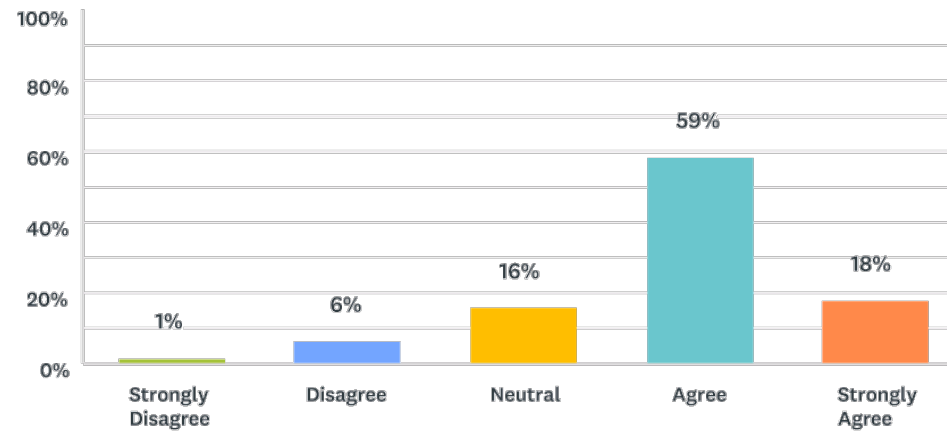


NRCG - Planning Our Future

Arts & Culture Community Survey

QUALITY & ACCESS

Q9 I have the opportunity to access arts and cultural activity in the Ballina Shire

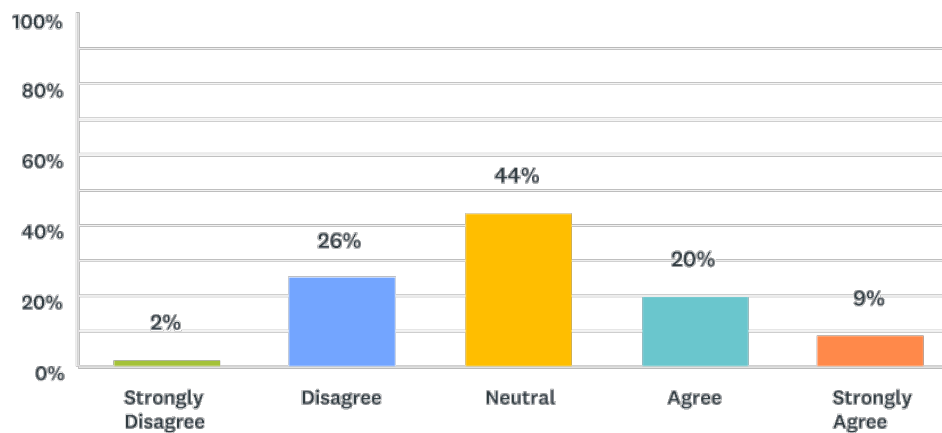


NRCG - Planning Our Future

Arts & Culture Community Survey

QUALITY & ACCESS

Q10 The Ballina Shire has an arts and cultural experience for every age group

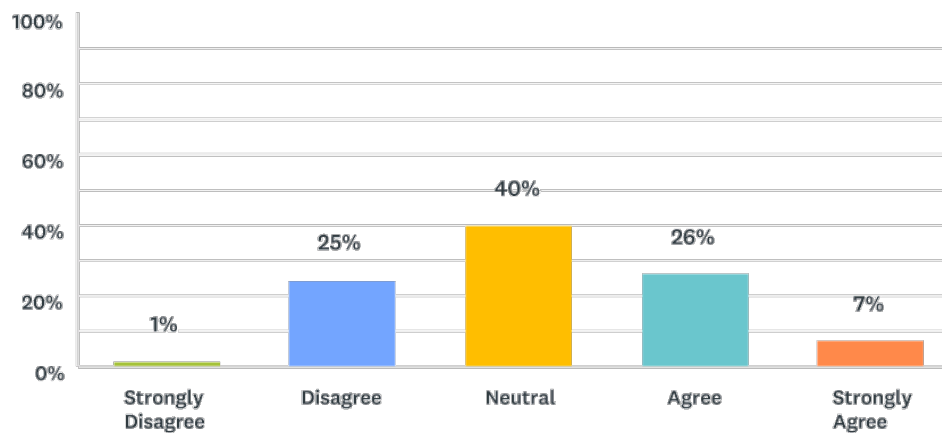


NRCG - Planning Our Future

Arts & Culture Community Survey

QUALITY & ACCESS

Q11 The Ballina Shire has an arts and culture experience for a range of interests and/or groups

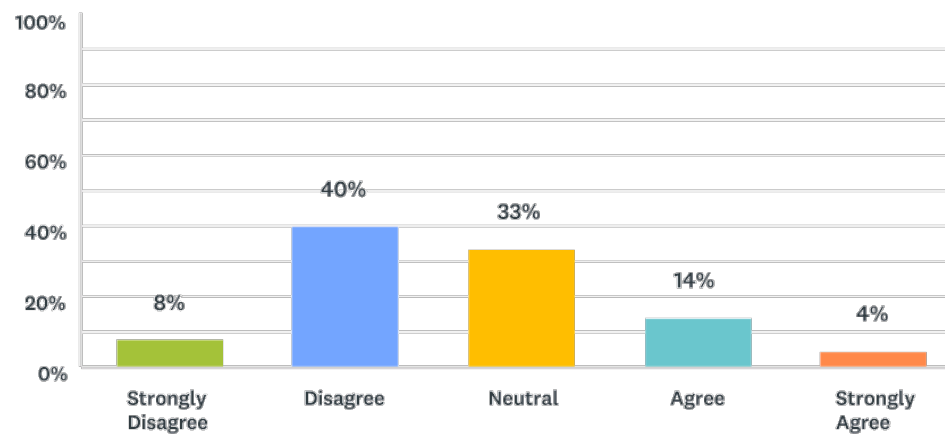


NRCG - Planning Our Future

Arts & Culture Community Survey

QUALITY & ACCESS

Q12 The range of arts and culture activities and events in the Ballina Shire is adequate and offers diversity

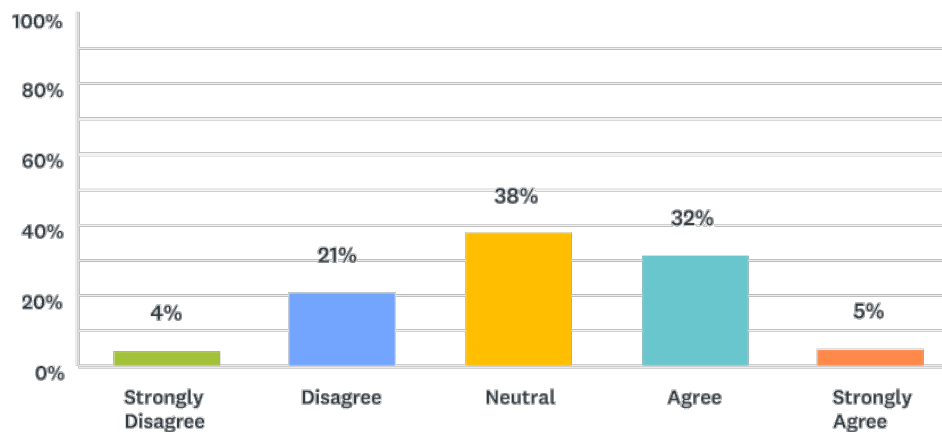


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Arts & Culture Community Survey

QUALITY & ACCESS

Q13 I feel positive about the current state of arts and culture in the Ballina Shire

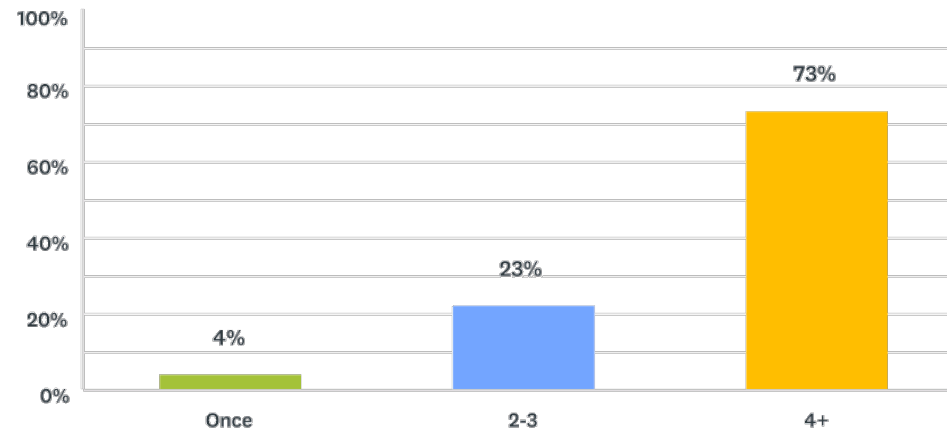


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Arts & Culture Community Survey

QUALITY & ACCESS

Q14 How many arts and cultural events or activities do you attend in a year?



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Arts & Culture Community Survey

QUALITY & ACCESS

Q15 Would you like to include any other feedback on quality and access of arts and culture in the Ballina Shire?

I'm not a resident but I visit often. I love visiting the Gallery.
I enjoy the gallery exhibitions and also the proximity of the excellent cafe. It's a great space. Until two months ago I was living in Sydney and every time I visited my Mum in Ballina it was a priority to visit the Gallery in Cherry St. Now I'm living in Ballina we visit every exhibition.
This survey is a wonderful indication of the positive progress you wish to make in the arts and cultural activities of the Shire. Arts and creative fun should also be targeted to teenagers-35 year olds : this is the age bracket that seems to be ignored in the Shire. Put on a great show and they will come.
I would like the gallery to provide opportunity for curators as well as artists.
Essential for tourism. needs very positive support of any initiatives to get artists works in front of visitors/tourists
Definitely need a kids art class after school, or atleast on the school holidays to keep the younger generation interested.
Ballina needs a community centre where live theatre, quality cinema, live music etc similar to the Byron Theatre.
The space is always very well maintained, but the last exhibit I saw looked a little "tired" and not the caliber of what I have seen in the last 10 years. I don't know why it looked tired. Maybe it was the lighting? or needs another paint? Somehow needs a "pep up" of the space.
I feel that any effort to promote and support the arts in Ballina Shire would great for the area.
We do really well with the gallery but more could be done providing access and attracting exhibitors from further afield.
It would great if the art gallery could be open over public holidays such as easter and christmas when there are many visitors in the region. I know that the gallery is staffed by volunteers but surely this be trialed.
I think more artistic opportunities could be afforded younger people, to balance the current preoccupation with STEM.
I think the NRCG is a great venue for art events. I have watched it grow and develop and support the gallery both as an exhibiting artist and a member of the community. I look forward to it's continuous growth and would like to see it become a Regional Gallery one day.
As a newcomer to the area it is apparent that there is movement towards increasing art and culture in the area which is important, because it's clear that much more could be done to reflect the character of the area to support the community and its visitors.
Fantastic job with the refurbished building it's brings a real sense of culture to Ballina
Ive just arrived to Ballina to start a new life, i look forward to start going to the gallery
Access is difficult with considerable distances to travel in the country - so perhaps buses running to and between cultural events would facilitate and increase attendance, particularly for very young and old. As stated any or more art activities would be appreciated and supported .. there are many & varied artists living & working in the area
Workshops on various art forms for all ages not just youth or people already connected to Art groups. e.g. small sculpture workshop/ textile arts/ botanical drawing arts workshops.
There is so much scope for increasing arts and cultural experiences in Ballina Shire. I am particularly interested in fostering a writers community, and would be interested in exploring how NRCG could help to facilitate this.
The NRCG has impressed me with its development over the last 5 years and particularly with its recent foray in to providing artists studios and a residency
Ignite studios is a great stepping stone for expanding the arts in the ballina shire. It would be helpful to have access to professional artist talks regarding their practice. Also, events that support the business side of an arts practice, such as how to use social media effectively, how to price your works, how to write gallery/grant proposals etc
Whilst using heritage buildings is good a purpose built facility would be more beneficial as the spaces are specific to the use and not just trying to fit things into an existing space/building.

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Arts & Culture Community Survey

QUALITY & ACCESS

Q15 Would you like to include any other feedback on quality and access of arts and culture in the Ballina Shire? cont.

The community has many folks who are both interested in supporting the Arts as well as being involved in those Arts.
More to do and at the higher quality, more contemporary
The new Ignite Studios will be such a valuable asset for Ballina. This space will provide an opportunity for community connection and engagement. Art is such an important social tool for the well being of a community. Towns that have a strong culture in the arts also become a tourist hub.
The red wine for the opening of pur Group exhibition was horrible. I would stay longer and bought more if the wine wasn't bloody awful.
"I would like to see council and the arts community come together in a festival focussing on the river - our greatest asset - and encouraging locals to participate in workshops. Perhaps a welcome to spring - a floral festival with projections/laser light show on a flotilla of boats with music and handmade markets on the riverbank.I believe a long term commitment from council is vital to provide leadership and support from the business and art communities and also to provide a framework for broader community participation; Lismore lantern is a great example of a nurtured idea growing into a major event. This is just of the top of my head and I have no affiliations with any group"
I am grateful for what we have but we could have so much more.. and a lot more diversity.
The NRCG is fantastic but I don't see much happening for arts and culture in the Ballina shire outside of this. There are opportunities to use community halls more for cultural events but from my experience in Wardell, these are possibly being held and managed tightly by small groups of 'progress associations' who are fearful of change.
"As someone who has emigrated here and to this region of Australia, I believe the Ballina shire has a unique opportunity to exploit the regions arts industry and young talents to bring in more awareness of the local culture/history and tourism to the area. It's a missing industry here that can really expand at the moment. With the increasing local population I believe the area can provide alternative future job prospects within the Art and cultural industries and offer alternative job options than just trade/farm work. Technology and arts are linked in many ways and this has to become into fruition as an industry to give the area good future. Ballina seems to welcome tourism but doesn't the area doesn't have a lot do, you can visit the beaches, the river and outdoor activities, but the expression of local culture is missing... it needs to attract more wealth and Arts sector is one way where it can help create that attraction and culture.
We are tourist to the area a couple of times a year and always find artistic and cultural events in Ballina are well organised but having a hub would be wonderful.
Well staffed opening hours good maybe more children's workshops in school hols.
"Not living in Ballina I am not sure , however I tend to suspect that your gallery offers mis. Having exhibited there in a group a year ago and visited previous to that to view or attend openings I have had very positive experiences.
Workshop spaces I feel if used to help connect the dots between creative groups would be of great benefit . "
Professional theatre would be enticing. Artistic workshops for the uninitiated would be beneficial
More music
What we have is excellent. I am an artist and would love to be able to share my work or work in a communal space
There needs to be a stronger commitment by Council towards embracing and supporting arts and culture, as it ties community together and enhances tourism and economic growth.
Could definitely do with better spaces.
Doing well. Delightful gallery
I feel that the current gallery is an asset to our shire.
Cultural events sometimes have age restrictions. Transportation issues.Culture & arts functions & events are not promoted or encouraged enough in this region. Lack the representation of potential local musician & artists and no renowned performances & performers, workshops etc

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Arts & Culture Community Survey

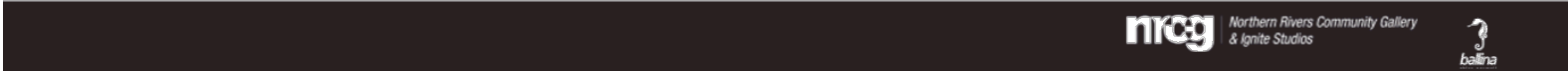
QUALITY & ACCESS

Q15 Would you like to include any other feedback on quality and access of arts and culture in the Ballina Shire? cont.

As a community I feel art and cultural experiences are available for people to experience if they wish to do do.
Thank you for the wonderful programs that are up and running. There is always room for more programs of interest run!
For me it's important to meet other arts peoplepeople"
"Keep linking the general public with art, invade the space with art plus build the structures to enjoy the indoor spaces too. Great work "
Ballina needs a higher presence of cultural activities however we have a good start with the gallery and Lennox Head Park Lane Theatre (which needs a better email title so people notice it!!) We do not cater much for youngsters and minimal sculpture. Also, solar panels should definitely NOT be put on those heritage buildings!
it can only get better
"Arts and culture in Ballina is essential for community engagement and will benefit all age groups particularly our youth."
We are well catered for, but don't have a community orchestra or even chamber group, which is a pity. It would also be good to promote the choirs and a capella groups we do have, and give them more exposure in the community.
Earlier question only gave four options but no "none of these". I did not identify with Aboriginal, disability or LBGXYZ and can speak English. I'm glad to be surveyed about art in our area - any growth is good!
More comprehensive program for workshop activities across varying disciplines within art for adults and children
Quality and access are limited but need to complement opportunities available in Lismore and in the Byron Shire. Improving public transprot, particularly in the evenings will make those nearby opportunities, and those at the Lennox performing arts centre, more accessible for the elderly and others who do not drive.
the efforts of NRCG are inspiring I wish Council and business groups would do more to support the gallery as well as other artistic groups/individuals to expand access to arts/culture for all groups in Ballina
Ballina could attract many creative industries by offering subsidised or cheap spaces to artists with access to a market for the artwork. I think this would be a wonderful development for the town as it matures into a regional centre.
When more infrastructure is incorporated PLEASE have input from a wide diverse group of locals and not just a few ?experts -- eg Kentwell Centre and Lennox Head Community centre -- same monet could have INCLUDED soo much more useful space -- eg mofre seating an thatre and Basketball courts at Lennox and a complex tat is only starting to be used in Ballina. Still NO SIGNAGE to FIND the bloody Kentwell centre doe inter town visitors -- get with it -- With Ballina Bypassed its imperative to give visitors a REASON to come into the centre and STAY ... not just drive past -- NOTHING YET to get people to pull in --Not like regions further south now also bypassed..
offering creative work placement for school kids or tafe students ,have more diverse work shops for everyone & more shows that pull in tourists . It could be the feature of the town, if pulled in the right direction. The gallery has so much potential , please do something better with it like we deserve .
Unhappy re the cancelled festival events. Think council had made big mistake as these events bring jn tourists to our area.
The Shire Council supports the arts and culture in the Ballina Shire enough.
Community art groups need government funding to build art workshop spaces that are then allocated to community groups to manage. Art groups cannot afford to pay hire rates as currently set by council. Ballina has no Town Hall or old commercial area, or Showgrounds with pavillions that are cheap enough for groups to hire. There has to be some community infrastructure that is cheap enough for clubs to hire on a long term basis.
I would like to see more opportunity for sculpture and pottery workshops and exhibitions, the Ballina shire seems to focus primarily on paintings
More public and non professional or hobbies inclusion, more varied ability inclusion, and public advertising

Q15 Would you like to include any other feedback on quality and access of arts and culture in the Ballina Shire? cont.

Yes your Gallery is too expensive for local Professional artists to pay. I paid \$1,000 for my exhibition a few years ago and it was not worth the money. Artist should have more funding especially if they are bringing in hundreds of visitors to the gallery.
"There is limited access for wheelchair people when there is inclement weather. eg at Gallery
Would like to see more public art in Ballina streets i e sculptures relating to Ballina.
Would like to see more 'young artists' work around Ballina to encourage participation instead of vandalism.
Love the waterfront and roundabout sculptures."
More can be done to provide more opportunities for developing & young artists to access workshops in a wide verity of media & techniques. We have a wonderfully picturesque environmental location that could support permanent and annual sculptural exhibitions and collective artistic installation events.
You seem unable to hold on to festivals of any sort! Very poor !
Included in future arts planning could be the space for hosting/facilitating VADEA meetings to further the relationship between educators and the gallery
There is plenty of room for improvement for arts spaces in Ballina shire. Although the community gallery is a start, it's only one venue and the variety of artists displayed is very limited.
Someone needs to sort out the whole 'festival fiasco' thing: find one (or a few co-'located') that works, or give up. The shire's 'capital', Ballina, is Blandville. It has no identity. At its center are 2 parking lots framed by shopping malls. It's a dormitory for retirees and young families. It has no buzz. Arts and cultural activities need to synch in with some vision and energy for the place, with specific roles for the smaller towns in the shire (e.g. Lennox Heads -- but that town is always going to benefit from the money (rich people) who live there). Ballina is never going to be a glittering Byron Bay; it doesn't have the demographic diversity that gives Lismore its grungy vitality. What can you do with a low-rise low-density town whose dominant architectural type is villas (Yuk!). I don't know. Good luck!
open air exhibitions at appropriate time and place, eg.,River Street
Anything that promotes arts and culture in any shire is valuable to the public, hopefully inspiring others to use their creativity to whatever level or genre they can embrace. The current government cutbacks on art, science and anything that might help a punter use their creative brain either for themselves or for the betterment of others has got to be worthwhile. More emphasis on people and their creative pursuits would mean less depression or 'where do I belong' mentality, also showing the upcoming generation that there is, indeed, a place for them, too. It is not just about economics or tourism: without art or music or theatre, there is only work - and we all know there are not that many jobs out there. Hope springs eternal in the mind of the creative - let's feed our children hope, not economics, sugar and bullshit.....
Having the facilities is one thing but there us also a need for wider local promotion - into the Gold Coast, to Armidale and down as far as Newcastle.
No, I will wait and see what Ballina Shire will do to make it more interesting for budding artists.
Advertising is often lacking so it is easy to miss an event
As mentioned before, I think writers and poets should feel included and not just artists/musicians etc - perhaps there could be a mini writers festival (one day?) that just included local authors and poets
It would be great to see history and heritage valued and portrayed artistically, as well as current and innovative art being fostered
Great opportunity to bring more diverse arts and culture to Ballina shire
I really enjoy the gallery exhibitions in Ballina.
I would really like to see professional theatre in the shire
I feel the Northern Rivers Community Gallery should encourage more variety of arts such as crafts and film and subsidise non professional artists to participate on the Gallery.



Q15 Would you like to include any other feedback on quality and access of arts and culture in the Ballina Shire? cont.

I think the art gallery is unusual (unique?) that it presents and supports local artists. Bravo!
needs more environmental awareness, activities and opportunities for women, the town needs better architecture, better retail in the town centre and better open space design. The landscaping and landscape design is declining and recently the removal of a trees and other vegetation is causing a decline in visual quality. The new sculpture in the round about is a joke and bad taste. Need for much better landscape architecture and architecture to make the towns more attractive.
we have to broaden our thinking
Maybe a Sculpture by the Sea would be great.
*Enlarged gallery spaces
Current gallery needs to be expanded
There are few opportunities for creative writing at a basic level.
Accessibility to buildings is very important. Recycling buildings (particularly heritage buildings) is also important.
The display of art should be provocative but not one eyed. Remember the rate payers are being asked to pay for a lot so they should be able to enjoy the fruit of their labour, most of us can't even look at the "art" let alone enjoy it. We would be willing to pay more if we enjoyed the results but not if we are being indoctrinated by what we are paying for. Little clay pigs faces are not art and at worst are a display of idols worshipped in the dark, i don't agree with my rates paying for these.
I think the current management of and vision for the Ballina gallery is excellent, and deserves the opportunity to grow and diversify.
I would like to see more quilting and fabric art exhibitions from local artists
Given the number of people applying to exhibit at NRCAG, more gallery space would take advantage of tourists want to see more art.
Needs more of all arts and cultural activities right across the board.
We lack a performance space other than the Players Theatre. It would be wonderful to an auditorium (NOT the RSL: the acoustics are woeful) with which to attract local and international artists / theatre groups
The local gallery hangs their exhibitions brilliantly so often galleries seem to miss the mark when displaying their offerings.
More, more, more!
The partnership between schools and the NRCG is excellent.
"I have been trying to access activities for my girls who are very creative. For many years I was a full-time working single mum and it was important the services were local. It would be nice if arts workshops were expanded for interested students especially with the so called
"super" school opening next year. Maybe local artists could get onboard for a mentoring program and really make our region stand out for collaboration in arts. Not to mention giving our kids something worth while to do with their spare time that doesn't necessarily involve screens."
As a growing community Ballina is in an opportune position to excel as an arts centre and creative hub for regional Australia. Forward thinking and securing of space, buildings, infrastructure and support from local council and businesses is crucial now. I envision Ballina as a superb destination for artistic and cultural experiences, creative events and a centre for artistic expression.
"Nothing for young kids - toddler up
I am only aware of rare primary school aged activities"
More art is better for everyone. Workshops that are affordable and inclusive are needed. We have so much talent here who could use nurturing and the ability to continue their art.

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Arts & Culture Community Survey

QUALITY & ACCESS

Q15 Would you like to include any other feedback on quality and access of arts and culture in the Ballina Shire? cont.

Artists can transform the perception of places that were once seen as derelict or un-usable. The access for local artists to work spaces is vital to grow their businesses. A lot of artist work from home or home studios, this makes the artists disparate in locality to each other. Specialist spaces for artist's to collaborate is vital to the sector locally to expand. Including regional (and local) screen body SCREENWORKS in the conversation will be important to understand what is needed to expand the screen production sector locally, and what local screen practitioners need to be able to create those jobs and employment opportunities. Growth for the sector will result in more jobs locally.

I travel to Byron to see performances at their community centre and I sometimes go to Lismore. I would love to have more available here. I enjoy a wide range of diverse performers.

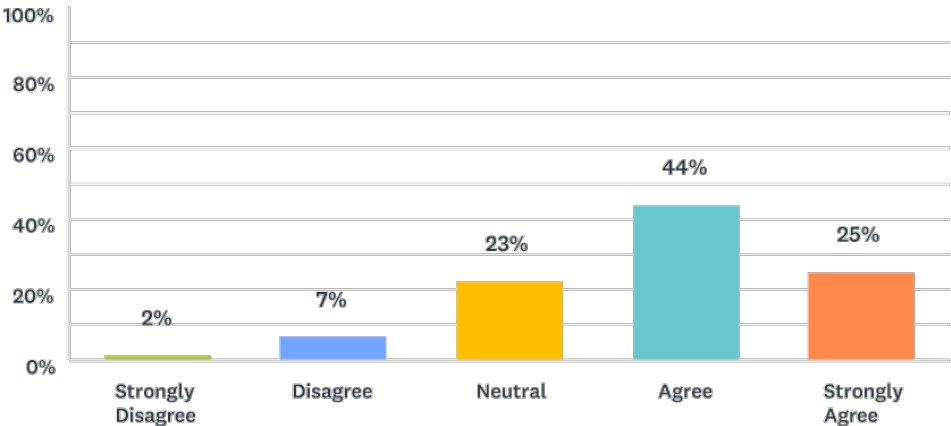


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Arts & Culture Community Survey

VALUE OF ARTS & CULTURE

Q16 Arts and cultural activity is an important factor in deciding where I will live

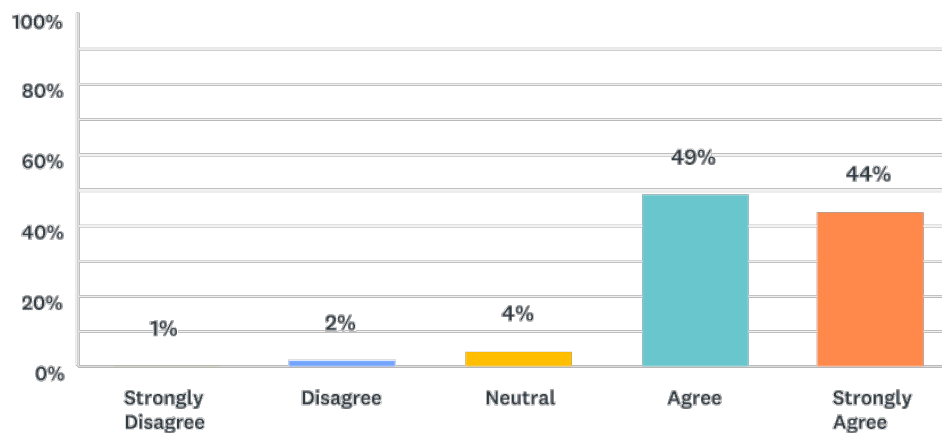


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Arts & Culture Community Survey

VALUE OF ARTS & CULTURE

Q17 Arts and culture plays an important factor in my life along with the social cohesion and wellbeing of our community

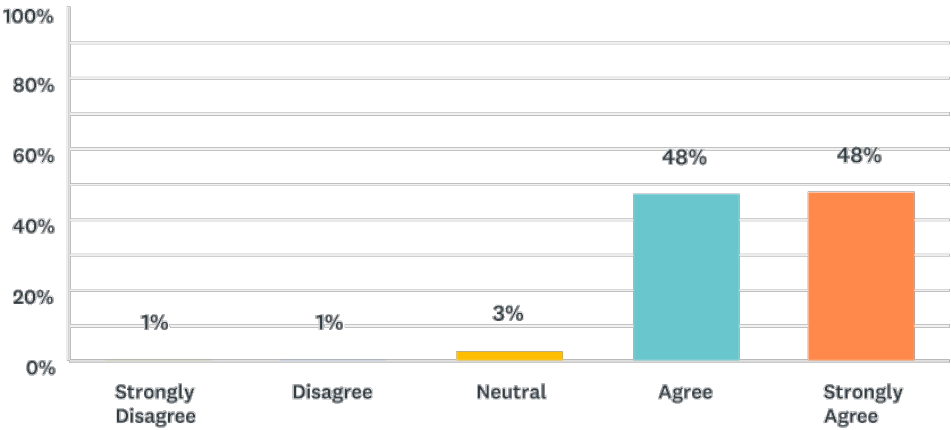


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Arts & Culture Community Survey

VALUE OF ARTS & CULTURE

Q18 Arts and cultural activity is important for the economic and social growth of our Shire

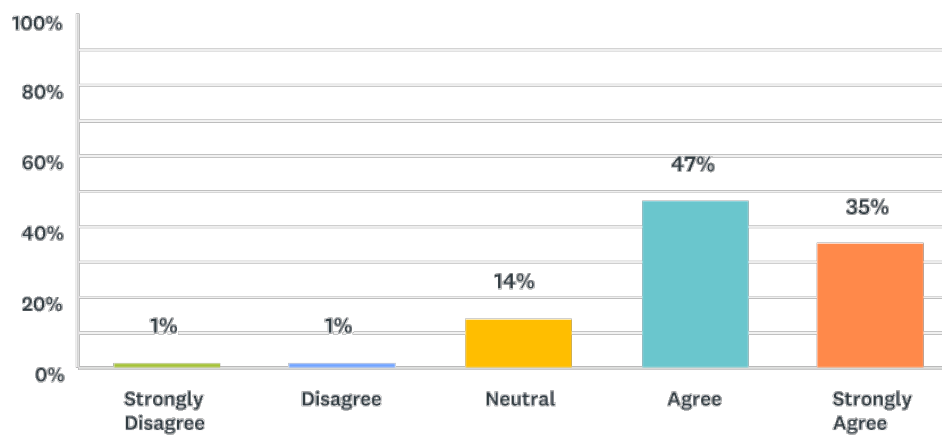


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Arts & Culture Community Survey

OUR COMMUNITY

Q19 Arts and cultural activity makes me feel connected to our shared history/culture

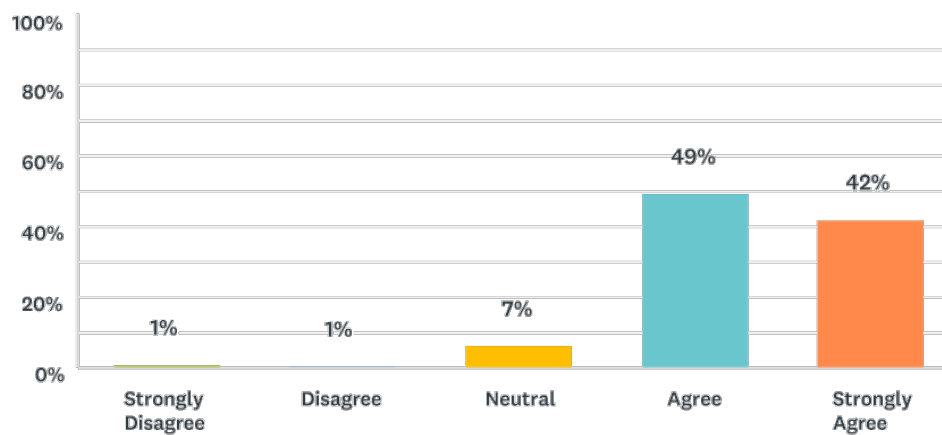


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Arts & Culture Community Survey

OUR COMMUNITY

Q20 Arts and cultural activity helps me to understand and value different cultures

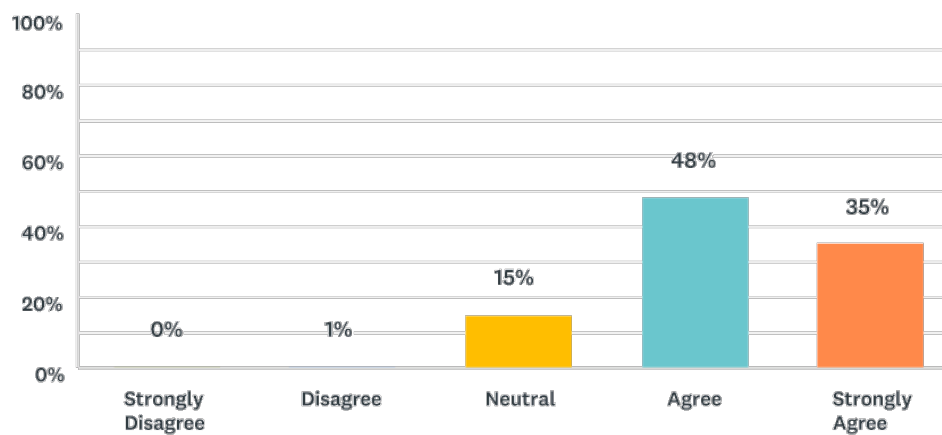


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Arts & Culture Community Survey

OUR COMMUNITY

Q21 Arts and cultural activity encourages me to participate in community activities

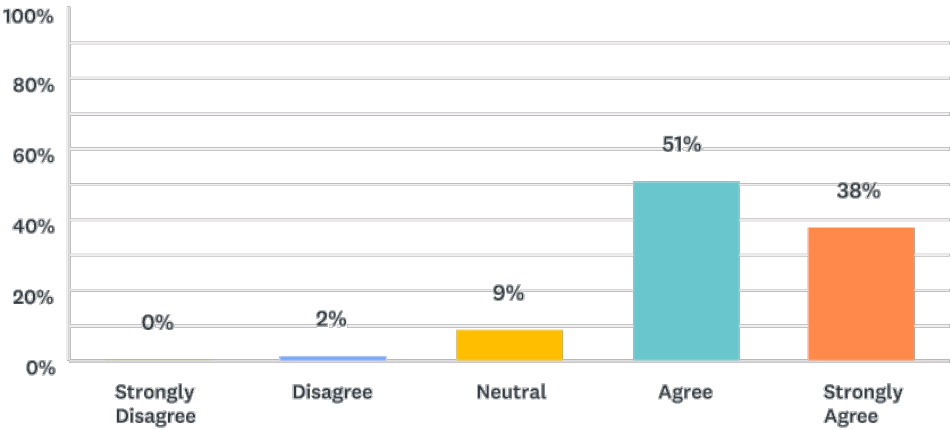


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Arts & Culture Community Survey

ARTS & CULTURE & YOU

Q22 Arts and cultural activity helps me to feel part of the community

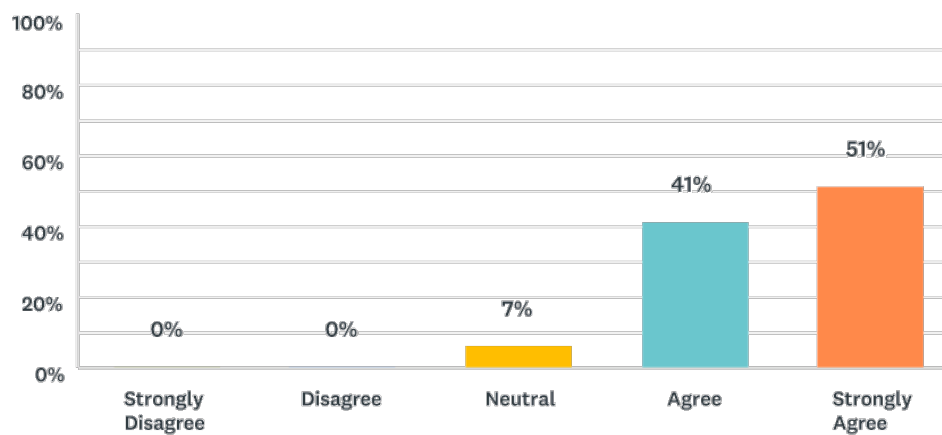


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Arts & Culture Community Survey

ARTS & CULTURE & YOU

Q23 Arts and cultural activity helps me to enjoy a greater quality of life

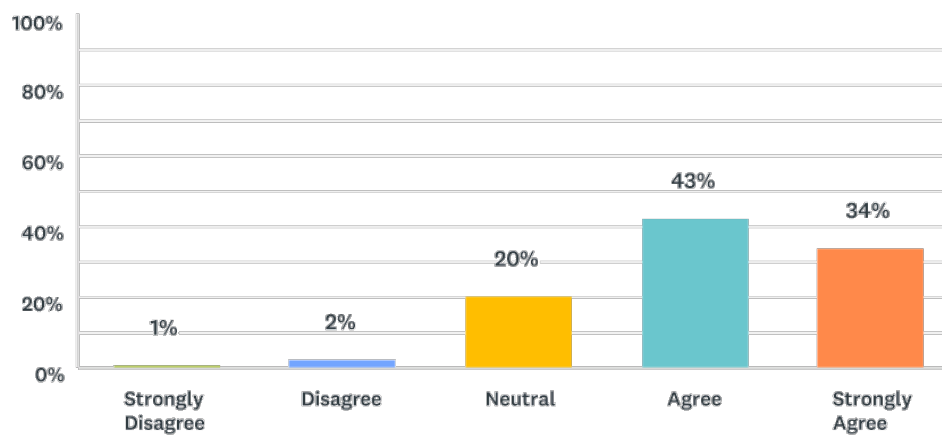


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Arts & Culture Community Survey

ARTS & CULTURE & YOU

Q24 Arts and cultural activity opens up new opportunities for me



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Arts & Culture Community Survey

ARTS & CULTURE & YOU

Q25 What do you think major priorities for the Ballina Shire from an Arts and Culture perspective should be?

"Ensuring equitable access to arts and cultural events
Aboriginal culture and history in the region"
more gallery space and open creative spaces for workshops etc
I'm still exploring all the offerings in Ballina Shire
Providing a creative outlet for people of all ages and from various cultural, social and economic backgrounds.
Employ me on your board and I will tell you :) Who is the Arts & Cultural councillor in the shire? I'd like to apply after speaking with Fiona from Strategic Services just now!!
Film Studios
theatre performance space
continue to develop good exhibition and retailing outlets etc
Kids art
Encouraging creativity in the community, bringing diverse groups of people together including ages, supporting artists of all types and encouraging the arts as expression of our shared and individual issues.
The Community Centre next to Ballina Central seems to be very underused. Perhaps it should be used for wonderful music & theatre events, dynamic guest writers and artists, dance productions etc Then we won't have to drive to Lennox Head and Byron Bay to experience culture. Ballina lacks soul and only more Arts & Culture (not just Aboriginal) can provide that.
Exhibition spaces for all different types of artists, arts festival, community arts projects, public art, more live music and community type events
Make it easier for Artists to work from home. For example, if an Artist has a property that can easily be converted into a gallery, working studio and residence, encourage it and not put up obstacles for it not to happen
Supporting the Arts, and in particular contemporary arts in the region will promote new audiences/ tourism etc.
More Public Art and more access for community art groups to exhibition space
community arts
I think you have the right set of priorities.
Engaging with and supporting local artists to bring arts an culture more into the public arena.
Support the gallery and embrace expansion and diversity
To have a venue designed for a range of activities/events/performances.
continued promotion and support of our local art, craft and culture
"More artistic events/workshops directed at younger adults and school-aged students.
Diversity in the arts events offered to reflect multiculturalism."
"Support the growth of the gallery. Encourage artists, musicians and crafts people by creating opportunities to exhibit teach and sell."
Access to everyone

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Arts & Culture Community Survey

ARTS & CULTURE & YOU

Q25 What do you think major priorities for the Ballina Shire from an Arts and Culture perspective should be? cont.

Expansion and extensive support for the arts.
As a newcomer only aware so far of visual arts in the area, feel there's much more that could be done to support performing arts here.
Diversal cultural range and projects
fiance
"More live theatre and music
More opportunities for students to show their art and be involved in the artistic community
Spaces for young artists
Exhibition spaces for students and their art"
We are an ocean community living on its fringe and it is polluted and dying. I believe the arts must play a key role in both enhancing appreciation of the ocean we live on and also questioning, provoking, challenging the community to take responsibility and find responsible solutions. Site specific, community involved art works can play a key role in changing social consciousness on this vital issue.
more art
2yr plans of workshops of various activities. advertise outside normal art world connections of new groups/workshops. (northern Star, Libraries),then re evaluate .Have expressions of interest in Libraries etc of short courses or interest in a particular field. or ability to have a contact source of interest in a field of art.
"Offering greater diversity in the arts that is represented
More effective marketing for the events to reach a broader cross section of the community
There is a huge need for artist studio spaces. To have a art hub that is open to the public, where people can engage with artists and purchase art works directly from the artist. Where the public can engage with the artist and see how works are made before they are hung in a gallery.
To diversify arts and cultural events and activities to include cross arts disciplinary events
"Regular workshops in different modalities - to encourage the community to explore their creativity.
Engagement with artists/creatives - encourage their input into more than just the arts, as creative people often think more laterally, seeing beauty and possibility where others don't, and we need more lateral thinking."
Theatre
A significant investment in a purpose build facility to fully capture the diversity of the Shire. Use the existing building as an addition to, not just be the existing arts cultural hub.
Be sure to Budget for supporting cultural activities and supporting the Arts
More venues, more activities,
Have no opinion
To connect and engage the wider community in the arts.
Keeping perspective and catering to all ages and styles where possible.

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Arts & Culture Community Survey

ARTS & CULTURE & YOU

Q25 What do you think major priorities for the Ballina Shire from an Arts and Culture perspective should be? cont.

More gallery space; support and encouragement for developing and mid career artists; creative hubs; more creative workshops at the gallery; a fun arty river festival; a sponsored sculpture prize along the river would be amazing!
To obtain/ provide 'a greater space' for some of these activities to expand into... perhaps purchase a disused pub for instance .
Broaden the perspective and definition of 'arts and culture' from visual arts, theatre and the occasional public sculpture towards a multi-disciplinary platform for creative and experimental exchange eg. public forums, debates and conversations, festivals with cultural focuses that question the status quo. Empower artists and creatives with subsidised studio, retail space and commission opportunities.
"- Increase art gallery options in the area
- provide more affordable studios and liveable spaces for creatives - e.g. spaces for creative practitioners to expand on their craft and work with local businesses as well as internationally.
- There's no theatre or place for performers, RSL doesn't count as it represents a gone-by-past of cultural habits of drinking/gambling, there needs to be a place/building to cater specifically for performance based arts e.g. an arena for music and plays, stand-ups etc (it could even be an outdoor arena as a point of difference to attract tourists). "
Highlighting local artists
Maybe the inauguration of an Art extravaganza painting of murals in public spaces.
Include all communities to showcase diversity school excursions for some exhibitions more talks by artists
support young artists
"Making people feel included
Encouraging a passion in the art for the youth of the area
Providing a place where people can meet communicate and be exposed to a wide range of creativity"
Theatre and bigger art gallery
Involvement of those wanting to develop artistic skills and experiences as well as opportunities to view and experience professional art. Opportunity to purchase good quality art from local artists.
Providing space & funding for artists to work.
aboriginal belonging and identity and public sculpture and fine mural art
More funding for arts and cultural activities
Diverse art and music
With our environment and accessibility to materials for arts, this area should try to grab the artist enclave moniker. Art everywhere. E.V.E.R.Y.W.H.E.R.E.
Have only recently moved to this area from Sydney so I am used to having a lot of arts & culture available not that I am expecting the same as Sydney.
Supporting local festivals, new tourism initiatives and promoting community cohesion, which is sadly lacking in Ballina.
Better Theatre/movies choices. Access to different dance classes and venues. Regular Outdoor music venues.
creative art workshops for young people"
Continued exhibitions and active participation free to community
Proper venue for live performances for professional musicians especially of the classical genre.

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Arts & Culture Community Survey

ARTS & CULTURE & YOU

Q25 What do you think major priorities for the Ballina Shire from an Arts and Culture perspective should be? cont.

"Strong support and encouragement for arts
Creative studios with supportive funding
The shire needs a large entertainment centre for theatre performance, musicals and invited musicians or travelling shows.
more art
quality not quantity
I think most of them are being met at the moment
Community contact/participation
To preserve the heritage buildings we have; to provide an opportunity for inclusion of all members of the community to participate in events and activities and to encourage artists to continue to highlight the amazing diversity of the natural landscape that makes up the Ballina Shire. This will help the community to appreciate the beauty of the area.
Supporting individual and group artists to be in town, perform or show in town and maybe then live in the shire. You can assist by creating spaces (on River street) that are free or for a small cost that will support these activities.
As above. Sculpture, programming for children and teens. Way better promotion of what we do offer.
theatre and shows
Opportunity for artists and youth
access to indigenous arts and crafts workshops; including celebrations of the performing art for young people to be actively involved in; a range of arts and live performance activities; more access to artists' workshops and courses. arts into our shire festivals
Affordable courses in art appreciation, art classes and workshops
"Does the council have an Arts Officer?
have a ballina Shire Arts Prize, open to all Australia
Keep funding the gallery"
More events and a stronger focus on Arts and Culture
Need to create a regional cultural/performing arts centre. The gallery also needs to have a standign collection focusing on one popular genre or school of artists, as do other regioanl galleries (eg Wagga - glassware).
nurture as well as support local artists - perhaps workshops for our budding artists by established talents in all areas (painting/ceramic/photography/theatre etc)
subsidised art spaces, more organised public art events eg. sculpture by the sea
Keep encouraging local artists
Development and encouragement of participation
Second behind SAFE roads ..
Theatre, performance, music

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Arts & Culture Community Survey

ARTS & CULTURE & YOU

Q25 What do you think major priorities for the Ballina Shire from an Arts and Culture perspective should be? cont.

More opportunities within the gallery for young people , internships, more variety of shows (interactive shows during school holidays) shows that bring in tourists , more workshops(diverse range—have a look at Byron art school they have so much variety) competitions , shows and workshops that co-inside with Ballinas community celebrations , getting a bigger range of activities for all age groups . Including high school students . More studios with subsidised rent. Having a quarterly artist market in / around the gallery. The gallery and art community has so much potential to grow and expand . At the moment most people think the gallery is for old people or don't know it exists ,which is incredibly sad . It could be the highlight of our town .
Inclusive of people telling their personal and cultural stories.
Subsidizing artists in workshops.
Funding
Keep supporting our galleries and theatres etc.
providing facilities that are within financial reach of community art groups.
encouraging a range of exhibitions
Inclusion of studio spaces/Pop up exhibitions in unused spaces. Encouraging more artist to be involved in group exhibitions. Having a space or quad where artists/performers can occupy in an informal manner in order to perform, and showcase their talents.
Perhaps to have a venue to show foreign films, rather than mainstream ones at the cinema
Priorities is to look after your Aboriginal community more and exhibit more of the work from the Cabbage Tree a Island mob and all Bundjalung areas. I'm doing my Masters of Indigenous Education and I am happy to come on board with any projects if you would like to employ me. Deborah.Mary.Tinker@gmail.com
Local Aboriginal Art and Community development through Art, fostering reconciliatory objectives and cross Cultural connections, appreciation and socio-cultural hramony
"Need to foster local artists. Need to encourage younger members of Ballina shire to become more active in the arts. Ie have young artists workshops which could be advertised via the schools. I have enjoyed the young artists exhibits in gallery. Greater diversity in young artists ie sculpture, woodwork, weaving, photography etc etc.
Free entry
Accessibility to workshops run by recognised local artists and art educators at minimal cost to participants. More exhibition for young & developing artists. More representation of artists who work in mixed media and unusual mediums. Collaborative art creation events in site specific locations. Site specific sculptural exhibition competitions.
Festivals of music and arts. Maybe a river festival.
Creation of an Arts and Culture precinct for the visual, performing and indigenous arts and community events
Increase tafe arts and cultural activity courses
support for all artistic genres
promoting and supporting emerging and young artists
"Having a high standard of work.
Mediocre is not ok.
The arts should be conducted as an extremely serious business.
Is there a 5-10 year plan in place with above expectations forecast?

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Arts & Culture Community Survey

ARTS & CULTURE & YOU

Q25 What do you think major priorities for the Ballina Shire from an Arts and Culture perspective should be? cont.

Events such as sculptures by the sea/river which also embrace the landscape could be looked at.....council needs to be proactive and hire persons with experience and drive to deliver a more interesting area."
Establish an institutional base of some sort, e.g. a pottery/ceramic center, or an arts school at the TAFE, or a design school linked to Southern Cross University (a physical presence of that University in Ballina CBD (not the fringe like where the TAFE is)) -- things that generate the presence of people (young people) in the street -- Ballina CBD is a ghost town at any time of day. You also need to think of where the 'People's Square' is; the big shopping malls have wrecked Ballina; Lismore has created the Quadrangle -- where is Ballina's piazza/Markt/square/civic and social center?
Maintain and develop Cherry Street Gallery to a high standard. Make it affordable for artists to exhibit.
Inclusion; affordability to exhibit (not only rich people should be able to exhibit - it should be works based); promotion of the arts with lessons from other artists; support groups; diversity and on-going tutorials etc; opportunity to exhibit, not only in galleries, but pop-up exhibits to include fledgling artists. So many chances to promote artistic pursuits and music - not just clubs and pokies, with a side-line of art/music/comedy etc.
Bringing in performances from around the world. Integrating facilities at the new high school for this purpose, joint productions with conjoint shires
No information on this question from me as I really don't know.
Developing a unique local arts/culture footprint, with the tourist mecca of Byron Bay so close
Make Arts and Culture more appreciated by valorising it
I would love to see murals that depict the environment and culture. Also the use of projected photographic and other media to highlight the beauty of architecture
Innovative ideas bringing young and old together
An Arts hub, Development and support of annual community festivals: Alstonville Show (Celebrating our agricultural heritage) The Prawn Fest, River Fest Sculpture by the sea or something like these in Ballina . The Gromfest in Lennox. Like the Lismore Lantern Parade for Lismore, these festivals have far reaching social and economic benefits if treated as a voice and space for the community to come together.
theatre, art exhibition opportunities
To make the community and cultural centre more accessible financially for groups to use
develop a five year plan and start working towards it.
Allowing emerging artists venues to share creativity then venues for them to develop skills with likeminded souls
Inexpensive access for semi and non professional artists to display their work and more diverse arts and crafts to be encouraged. An arts and crafts festival might be more popular than a prawn festival.
Continue supporting artists of all genres
better urban development, better streetscapes, better integration of Kerr Street shopping centres, more appreciation of the river and coastal environment, need for more educated and culturally literate Council staff and Councillors,
more versatility
Open to all art forms.
"More extensive international exhibitions
More artist interview opportunities

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Arts & Culture Community Survey

ARTS & CULTURE & YOU

Q25 What do you think major priorities for the Ballina Shire from an Arts and Culture perspective should be? cont.

Greater use of gallery for art rather than cafe "
Engaging more people with arts
enlarge exhibition spaces
Diverse range of activities
"A greater focus on children's participation.
Some basic creative workshops."
Local art workers sharing stories and perspectives
Getting travelling exhibitions and broadening the type of exhibitions
More public musical shows, the Carols by candlelight could be developed to be an arts festival instead of wasting money on fireworks. New Years eave in alstonville is another opportunity to do something arty.
Quality as a priority for all Arts/Crafts
As the gallery and firestation facility grow, I think there's potential here for the gallery to facilitate more large-scale collaborative projects, perhaps via engagement with Arts Northern Rivers. So a priority here, I think, would be sufficient resourcing to allow the gallery and its programs to expand and develop bespoke programs and opportunities that utilize creative resources in the shire.
Expanding Ballina Gallery; more opportunities to exhibit and sell art/ craft work locally ; showing local films
Creating another space for creative activities, including rehearsal space,and performance space
More art spaces for visual and performing artists
More spaces dedicated to artistic activity.
Larger, council-run performance space
Inclusion not exclusion. Easily accessible sites. Free Artists talks. Free Accessible parking.
More visible LGBTI Inclusion
Activities for children and adolescents, including advanced design workshops, equipped with computers.
More art spaces and community workshops, theatre experience in line with NORPA
Film society, street art, arts based local magazine.
Collaboration with other towns/cities/regions
Panning of infrastructure, eat the streets type of mall along cherry street as a permanent walk only place, inviting music and artisan markets etc
"Local Indigenous art and culture
Promoting local established and emerging artists of all genre"
Encouraging more exhibitions and workshops from the indigenous communities

NRCG - Planning Our Future

Arts & Culture Community Survey

ARTS & CULTURE & YOU

Q25 What do you think major priorities for the Ballina Shire from an Arts and Culture perspective should be? cont.

Weekend events / programs that are Accessible to families as that's who is moving to the shire - combine music and visual arts if that makes it more accessible - council should fund the events and councillors should use the events to bring community together and introduce themselves to their community and make themselves accessible to us and use opportunity to chat briefly about what is happening for our region etc ... bring Community together and build stronger sense of belonging. Look at the Gold Coast art and music in the parks - funded by council -- councillors introduce events and chat with the people and families they're representing, and they get everyone to turn to the person/family next to them and introduce themselves, then provide a lovely day of entertainment and activities to the hardworking rate paying locals. Builds a huge sense of community pride and belonging, no reason why the shire can't be doing the same thing.
A youth/artist mentoring program incorporating the new workshop space next to the gallery.
Maintaining, upgrading and expanding the current gallery, fire station and land surrounding these buildings
Interactive art
Working hard to attract more well known Australian bands, recording studios, creative workspaces but ultimately, engaging young people, e.g. like future dreamers in Byron Bay, short film competitions, young writing competitions, more of a nightlife - restaurants, drama/theatre/circus arts, battle of the bands at the amphitheatre, arts grants for youth.
Creating opportunities for artists dancers creative people to have somewhere to display and grow their talents and for the public to enjoy art
Currently- it feels like engineers get the final say on aesthetics
Inclusion of disabilities, and new and upcoming artists
Making art workshops available to people of low income. Making space available for people of low income to show their work. Making workshops available for artists to teach their craft.
Supporting artists with a greater opportunity to access spaces to create & share art around the whole shire not just within Ballina
Supporting the small buisness sector to grow. Byron Bay is now unaffordable for most start ups and artists, so Ballina should be taking up this opportunity locally to expand and attract growth in the sector.
Larger investment in arts and cultural facilities - strategic planning, resourcing and facilities

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Arts & Culture Community Survey

ARTS & CULTURE & YOU

Q26 What would assist in creating a more vibrant arts and culture scene in the Ballina Shire?

Exhibitions/ arts markets/ "Touring exhibitions Diverse program offerings e.g. opening gallery at night in Summer, pop up live music events in gallery spaces Marketing and promotions" More public awareness of cultural events and activities and also events that appeal to a greater sector of the community (ie families with young children). Vibrant, open-minded people with international experience who love the area. Bold, visionaries with no ego who think of the betterment of our brother and sisters rather than their own gain. And FUN. Put some FUN into things. Get a DJ to play with an art exhibition or a string quartet. Mix things up. Get cross-cultural with different mediums. I will go on Saturday 5 May to the new art studio in the old Fire Station (brilliant! well done) and look forward to meeting with Leigh. Best wishes, Caroline scene inclusive of working people- at times other than through the day Low rents more use of community centers for film and theater More school holidays activities. Communal arts spaces - for events and workshops "Public spaces to experience cultural life, picnic and listen to music. Public art including mural works. A big arts festival that catered to all different people. Take some tips from Lismore!" More opportunities for artists, funds to support artists, make art a priority in the region. a creative arts hub A major Ballina Art Prize like Coraki, Bently, Border Art Prize I am not sure about this answer. There is a lot of outdoor activities in Ballina, esp. at the silly season, which limits how much time people spend in art galleries and even art activities. Also a lot of competing workshops and cultural events which makes scheduling difficult and creates conflicts of interest? amongst the various groups. Perhaps a group bus from Lismore, to attend ABBA at the RSL could have an art tie-in? Not sure! I think the gallery and studios initiative is a good start, but more public art projects and an arts festival would be good. unlimited funds... which, of, course are not available. Ballina Shire could obtain some feedback from the Murwillumbah Art Gallery, who have an excellent facility, which is New, Bright and Light To have a venue. To have more events e.g. more art workshops, cultural events that cater for a variety of ages and people. To have a dynamic person to drive such activities. "A dedicated space, in the heart of the shire. Funding." "Festivals Art markets/ makers markets Art prizes
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Arts & Culture Community Survey

ARTS & CULTURE & YOU

Q26 What would assist in creating a more vibrant arts and culture scene in the Ballina Shire? cont.

Concerts and musical performances
Involve art in the community
Ballina art Prize.
Performance venue; regional gallery capable of supporting touring as well as local exhibitions which it seems current one may not be
Inviting artists from around the world
public input
Community involvement. Site specific work on a large, community scale that harnesses all ages and energises and inspires the whole community.
more street art, e.g sculptures, 1 day workshops in the park of various mediums. with teachers there to assist. include food
Having more and varied events. using Lennox community theatre for these events. Previous events I have attended at this venue have been well attended
People with the right ideas and get Up and go
Greater amount of funds directed to the arts to create these important art and cultural events that help build a healthy and open minded community. Having a strong arts community brings greater tourism to our shire
More art galleries and museums
Involve arts and culture in more than just the 'arts & culture' sector. e.g. Sydney's 'Vivid' which is a collaboration of many art forms, and in many areas of the city. It brings happiness, positivity, and inspiration."
Funding
As above and a dedicated arts cultural team as part of Ballina Council's corporate/management structure.
Funding is a good beginning but people are a necessary element too
Good long term cultural and art policy. Inviting real artists to decision making processes. Not relying on council bureaucrats in shaping art and culture future in the shire
More public and community arts events backed by the Ballina council.
more musical opportunities
Engage young people and community art projects, public art and public art exhibitions for tourism and geo tagging.
"Money!! New gallery space and more events; live music, advertising events more widely; (and see previous answer)
In my dreams a beautiful new space for the maritime museum with big windows overlooking the river, (see money)"
Back to space... is there a disused aircraft hanger that could be divided up for resident artists of many different specialties to display their craft as working exhibitions.
Broaden the perspective and definition of 'arts and culture' from visual arts, theatre and the occasional public sculpture towards a multi-disciplinary platform for creative and experimental exchange eg. public forums, debates and conversations, festivals with cultural focuses that question the status quo. Empower artists and creatives with subsidised studio, retail space and commission opportunities.

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Arts & Culture Community Survey

ARTS & CULTURE & YOU

Q26 What would assist in creating a more vibrant arts and culture scene in the Ballina Shire? cont.

"- Maybe making the Ballina prawn festival more of an actual festival as an annual event :) - I was a bit disappointed to find it was just this little market on the river, the skate event was awesome. Imagine if it was actually a parade in the town that gathered the community, schools and businesses, a day of events - it would attract the use of arts and showcase the talents of the area. Tourists would come specifically to attend this.
- Have an area where big shows and events can be organised and take place.
- Create and art school
Include schools and the elderly in joint programs
Outdoor theatre workshops traveling exhibits
participation of young people
Focusing on the wealth it brings to people's lives as opposed to the money it may possibly bring business
"More opportunities for the inexperienced to develop art skills.
Opportunities to experience professional theatre (there are opportunities for amateur theatre).
Opportunities to purchase professional art by local artists / artisans.
Opportunities to see a range of art eg wood working, needlecraft, pottery, drawings, paintings, sculpture, jewellery, metalwork, paperwork, crafts etc"
Community funded art spaces.
Good PR for an arts and cultural centre and beautification of the township
Performances, plays and theatre performance nights. A creative hub of some sort
More diversity among ages and cultures
advertising, shows, workshops, visiting masters
Not my skill set, already involved with Birdlife Australia
Good theatre & art gallery
Council applying for high-level funding in this sector to support different projects.
Look at what's happening in lismore and byron shire...
Perhaps access to additional space?
More cultural events at affordable cost and better promotion of them.
Creative arts precinct which supports many different creative aspects including art, music and theatre
Entertainment centre, travelling artist to perform. And fix the Ballina Bar.
art
more venues
Possibly more workshops and networking

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Arts & Culture Community Survey

ARTS & CULTURE & YOU

Q26 What would assist in creating a more vibrant arts and culture scene in the Ballina Shire? cont.

Being welcomed
It is difficult to involve more people to events when everyone is so busy.Maybe a bring a friend who has never been to an event, program would help.
"Diversity in programs
Inviting state, national and international cultural/art events to the town"
Better support from State/Federal Governments ie, \$\$ but also touring programs in visual and active arts like dance, music, performance. Can we request these??
more opportunities for people to get creative and gain skills and most of all self esteem
people will
Pop up gallery's and studio trails
More public promotion of what the shire has to offer.
Consistent funding so forward programming can be maintained and new initiatives developed.
All of the above.
To promote hands on activities and workshops on a regular basis
A performing arts centre
a cultural festival encompassing all disciplines which could begin low key & develop along with community interest
investment in the arts community, someone to drive greater participation
More space for exhibits
Subsidised support, clear networks of support
change who your EXPERTs are Give Roberto Klenko more say -- He nedds to be cloned..
An educational facility, more marketing budget for arts activities, funding for local arts groups, provision of space for arts activities.
See last comment
Spaces and groups for people to work out their choices of expression and putting together their performance/artistic creations.
More areas where artists, musicians can show their talents
greater diversity of cultural product and community input
Advertising what we already have.
An improved attitude from government. Not every community activity should be seen as a source of income by government.
Government support towards arts industries. Without creative people many industries would not exist.
An Arthouse movie theatre
Street parades lantern parades Aboriginal markets.
Sustainable funding and supported Cultural and social inclusion

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Arts & Culture Community Survey

ARTS & CULTURE & YOU

Q26 What would assist in creating a more vibrant arts and culture scene in the Ballina Shire? cont.

Maybe some local sponsorship of artists especially young artists. Workshops held in public spaces I e gallery to expose locals to the creativity of local residents.
Creation of an inclusive, collaborative artistic community where artistic and social events are shared and enjoyed. Create a connected artistic community where communication between artists share artistic ideas, artistic techniques in a supportive environment.
Decent festivals not 'ripp offs' like last years Prawn Festival. I took friends from Qld. How embarrassing!
"Hosting exhibitions and performances of local, Australian and international artists on a regular basis.
The promotion of an annual festival "
Subsidises for courses
"promotion of arts trail (which is happening soon)
establishment of an art in the park or gallery grounds market .
Perhaps artists could use the(mostly unused) picnic shelter over at Missingham bridge/ shaws bay area? for displays of artwork on weekends or school holidays ?
Empty council owned shops used as popup galleries !
promoting contemporary, emerging and young artists. Linking with local educators to further promote learning through education
A much larger gallery space.
"youth programs.
In general a younger and more multicultural demographic "
Liaison with, and consultation with existing groups on a regular basis.
If we had more ficial we could create more opportunities for the less fortunate
More interaction starting from school level onwards. Become an 'art' society with something for everyone, from craft/art to music/lessons and teaching others skills. Employ artists to help others who might want to learn a skill or join an arty community. Life drawing classes; mosaic; printing; bookmaking - whatever - just engage an audience from school to retirement homes and everyone can have a place in the creative world and feel part of the bigger picture. More hands on and interaction with social and community groups. Build it and they will come.....
Another full time person in council to co-ordinate activities.
A large facility where artists of any standard can attend and feel comfortable and accepted
"More regular local concerts/exhibitions in a dedicated space (the Lennox Head community centre springs to mind)
Businesses support
an arts/writers festival of some kind
More funding for the local arts, and more opportunities for a greater representation from community members
A great space. Variety.

Q26 What would assist in creating a more vibrant arts and culture scene in the Ballina Shire? cont.

A community performance space. Look to local examples like Lismore City Hall, The Quad at Lismore, Byron Community Centre and local country halls. Ballina does not have one communal hall or hub, it has bits and pieces scattered across the town/s that are costly and do not serve the community well. If you want to draw in tourist dollars, then there has to be a much more cohesive, long term, professional approach and the resolve to follow through. Residential development after residential development are squeezing more and more people into our shire. We are losing open spaces. We have now lost The Prawn Festival. We need the associated infrastructure, physical and social, to be prioritised instead of being treated as an afterthought, resulting in a disjointed, ineffective and wasteful delivery of services.
Non expensive workshops to learn art.
The introduction of quality theatre
form a committee to start getting things done
Financial assistance
Opportunities to exhibit in a wide variety of venues and spaces. Public art is important to me as it allows local artist to work with school groups to develop artworks
more live music venues at earlier times of the weekend to account for an ageing population
An anual arts and crafts festival in the shire.
More support for local artists of all genres
a more vibrant town centre and better public spaces where people can meet and be outside seeing the community
More art and culture events per year.
"Funding
Comprehensive use of international exhibitions on tour"
Knowing your demographic and how to improve your engagement with them
affordable housing and studio spaces for artists
More facilities
Helping artists put on professional exhibitions, develop skills, and build resources
Larger exhibition space and different exhibitions, particularly travelling exhibitions from regional and city galleries
A more conservative approach would interest more ratepayers into paying.
An emphasis on Bio-regionalism as a catalyst for making the region known for quality Arts/Crafts
Funding, obviously. And perhaps programs that involve liaison between creatives in the Ballina Shire and decision makers in other arts and cultural institutions
"Festivals; art/ craft shows with prizes such as Bentley Art Show;
Council support of these in terms of provision of venue as rental of venue costs can be prohibitive "
ability to present alternative theatre experiences
An annual festival of arts and crafts with street food and performances in the precinct of the river.
Theatre and cultural performances.

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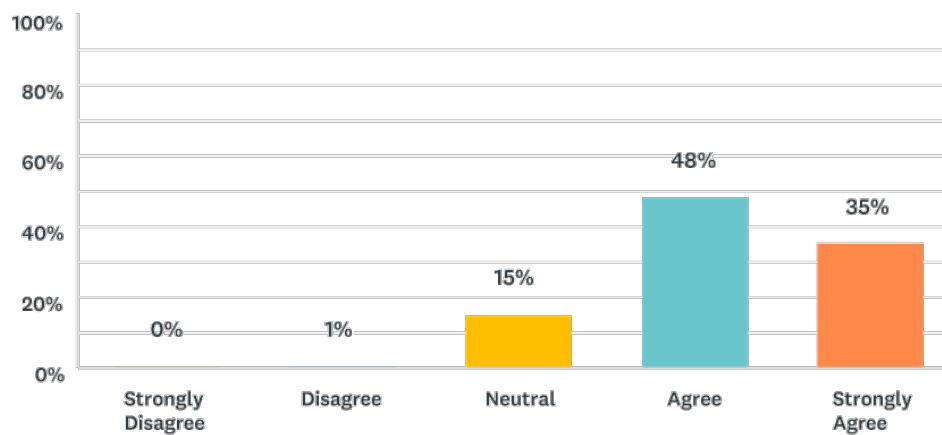
Arts & Culture Community Survey

ARTS & CULTURE & YOU

Q26 What would assist in creating a more vibrant arts and culture scene in the Ballina Shire? cont.

See above: the space could then be used for workshops for all ages
Exhibitions from NSW State Galleries and ACT. Archibald exhibition. Other major works.
More street art and design including well designed sculptures, creative landscape design, community focussed arts events for students of all ages. More use of yearly calendar festivals combined with artistic expression through the streets to inspire and celebrate. More art spaces and workshops
Communication . Arts based magazine. International film festivals. Street art. Competitions, art focused.
Funding!
Artisan markets, more live music, more art workshops
More community art and creative activities - especially for children and adolescents
Including indigenous art and craft displays and workshops
Funding - council has \$\$ -- screen the people / ideas they are funding to make sure they're experienced in events / arts management so projects succeed. Bring in / partner with consultants from Brisbane & Gold Coast if we need to, to mentor initiatives to ensure success.
More community awareness. The scene is only as big as the people who know about it. Perhaps holding art exhibitions outside of the gallery - eg an open air exhibition under marquees by the river. Make an event of it. Attract artists from outside the area and hold demonstrations in the park. Make the art world friendlier and less "exclusive".
More funding, of course! And an expansion of the gallery site so more activities and experiences can be offered.
Having a dedicated area/space
Public art
Attracting more leaders in the arts - residency programs, better markets, building a sense of community with young people, e.g. future dreamers in Byron, a place where kids can take risks like riverhawk ranch or programs at lake ainsworth
Funding artists, emerging and established.
More creative spaces & encourage community participation
More friendly as oppose to superior to those who aren't in art
More for the youth with regard to support up and coming artists
A larger presence. I am looking forward to seeing the Fire Station refurbished. It's like a magnet drawing interested art lovers to the heart of Ballina.
Plus some more visual arts festival similar to the previous very popular Southern Cross Arts & Crafts Exhibition "
Co-working space for start ups. Opportunity for reduced rental space rates for arts businesses looking to grow to be able to take the leap. It would be useful for the council to identify these businesses that have the potential to scale up or grow, and support them to do so in order to create jobs and growth within the sector.
Bigger investment, more diversity in multi-arts activities/events, commitment from Council in acknowledging value of arts and culture to communities.

Q21 Arts and cultural activity encourages me to participate in community activities





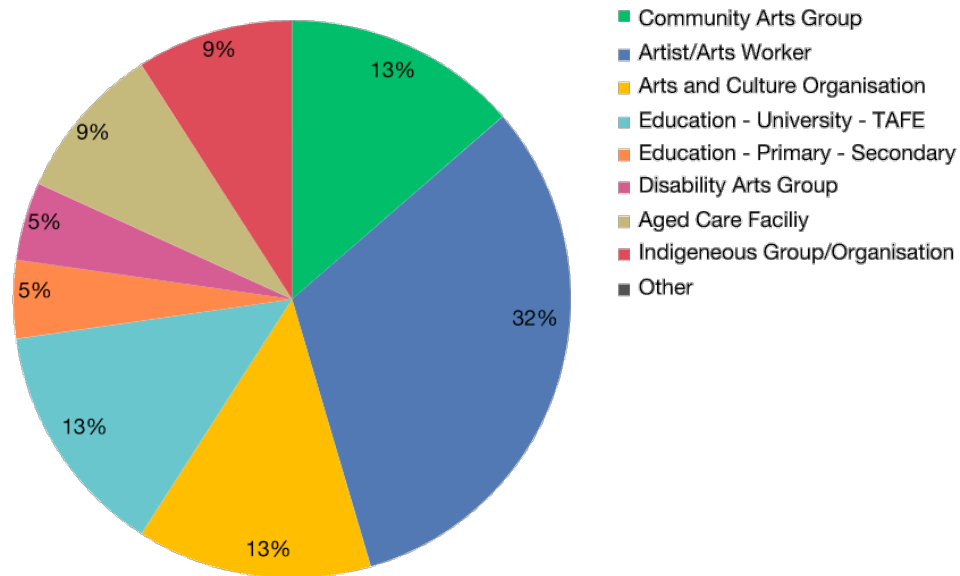
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Stakeholder Survey

GENERAL INFORMATION

Stakeholder Group / Industry

Answered: 22 Skipped: 0



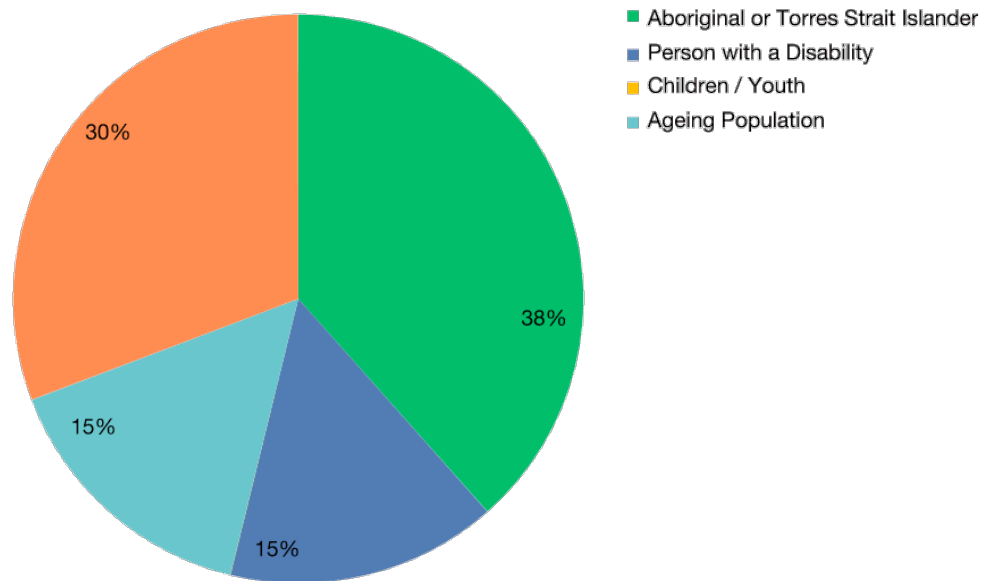
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Stakeholder Survey

GENERAL INFORMATION

Identify with or provide services to:

Answered: 13 Skipped: 9



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Stakeholder Survey

ARTS & CULTURE & YOU

Answered: 20 Skipped: 2

Q3 In 2025, I would like 'Creative Ballina' to be a place where ...

To strengthen partnerships with the art gallery and other cultural groups within the region between stakeholders such as St Andrews and other facilities, schools etc.
Ideally over the coming years, the MOU between NRCG and SCU Art and Design will grow to incorporate a flexible space for visiting artists to both organisations to share resources and opportunities for the community. The gallery already provides exhibition space through graduate prizes, and the university will provide workshop space to visiting artists through NRCG Fire Station program. In the future having joint seminars around regional arts and engagement, performing and mentoring programs and internships for students.
In 2025, I would like 'Creative Ballina' to be a place where some of the following things could be happening – creative start-up initiatives; spaces for performance, mentoring programs and artist workshops, facilities and space for artists and performers, opportunities for creative people to meet, public art, heritage trails, art walks and so on.
In the future we see Ballina as a creative hub with support for local arts, performances, festivals, studios, community activities in the arts, mentoring programs. As a growing Shire the potential for groups such as ours to liaise with Council and create multi leveled partnerships is crucial to the cultural development of this area.
Willowbank Studio art workshops (Alstonvale NSW) have been regularly utilised by survivors of Acquired Brain Injuries for the past eleven years. Access to a community space like the Northern Rivers Community Gallery, allows Willowbank Studio participants the opportunity to showcase their artistic talents in a professional venue.
Art and Culture in Ballina can be strengthened by regular opportunities for consultation and engagement with Aboriginal Organisations to ensure valid recognition of the needs of local Aboriginal Artists and Community around representation of our local cultural and heritage in art mediums/forms and this can be achieved by developing a local Cultural protocol document to ensure Aboriginal artists are included and supported in the local council and not just in NAIDOC Week but as citizens and first Nation People of the Shire and cultural representation through Shire's LGAs. This must be reflected in the BSC Strategic Plan as part of the consultations. We will offer a creative partnership reflective of strengthening an Aboriginal Culture & Heritage with opportunities of small business incubators in elements of creative arts/tourism field.
"I think that things are rapidly improving in Ballina with the new programs and initiatives that have been implemented over recent years. The new residency program is a great example of this. I guess future improvements would be for the relevant government bodies to allocate more funding for public art projects and education that would foster greater community engagement with the arts. A performance space/ theatre would be a great addition as well as spaces that can be used for workshops etc.
"I would Ballina to have a performing arts space. A place where students and young people can participate in mentoring programs and have a dedicated space for exhibiting their works.
That schools have a strong connection to the local gallery and arts providers."
from the point of view of our organisation, Articulate project space - because our aims are to support spatial art practices such as installation and performance, we see partnerships with locations out of Sydney as another opportunity for artists to develop spatial practices that cross wider physical distances (and the other differences that may bring with it) than the immediate locale. It also provides the opportunity to broaden our artist and audience base.
c.a.s.e. inc would support 'Creative Ballina' to be a place where creative arts in the region is encouraged and facilitated in a wide range of ways. We can participate through networking and sharing opportunities in the region with our contact list and through our particular initiatives. As a community arts organisation working with all sectors of the community we would be particularly interested in initiatives such as support for local arts and culture groups and businesses; exhibition opportunities in a space with built-in flexibility for 2D, projection, installation and performance use; local government arts grants; mentoring and arts education programs; opportunities for creative people to meet; online creative technologies access. Our vision of the widespread benefit coming out of a creative community would go on to support broader initiatives such as creative start-up incubators; performing arts; public art; heritage and art trails; and festivals, all of which we see as being beneficial to supporting and nurturing creativity in the region.
I would like to see Ballina Shire become known as a Creative Hub which promotes health and happiness for the community. Mentoring programs, creative start ups, flexible spaces and many visiting artist programs.
I would like to see Ballina become a CREATIVE hub for this quickly growing region. Ballina is in a unique position with a designated gallery and artists studio space. Activities/space can include a performance space; local government arts grants; mentoring programs; performing arts; support for local arts and culture groups and businesses; flexible spaces and facilities; opportunities for creative people to meet; public art; heritage trails; festivals; online technologies and facilities that bring in outside ideas while utilizing the pool of creative knowledge here in our district.
"we hope the future of arts in the ballina shire continues to grow and engage community and tourists by:

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Stakeholder Survey

ARTS & CULTURE & YOU

Q3 cont.

*associating the shire with a big name draw card - for example, Tweed has the Margaret Ollie Centre
workshop spaces that are not too expensive for community groups to use and also community groups are trusted to manage without tight council control
I think Ballina shire would definitely benefit from greater performance spaces dedicated to artistic pursuits, audio-visual performance etc. Perhaps even a permanent projection mapping facility that could be programmed over time with local and non-local content? The university would be very keen to engage students with ongoing opportunities, either through professional placements or special projects, if there were facilities or programs with ongoing requirements.
Arts Northern Rivers will continue to support Ballina Shire Council's arts and cultural development initiatives and policies. Arts Northern Rivers looks forward to aligning our activity and services with those offered throughout the Ballina Shire to ensure effective provision of cultural development activity. In 2019 Arts Northern rivers will be developing our next strategic plan for the region - as part of this process we will engage in stakeholder consultations in each of the LGAs that we service (including Ballina)
In 2025 I would like Creative Ballina to be a place where arts, screen and cultural practitioners have full-time job opportunities so that they don't have to leave the region to get paid work. There is a strong networked creative community that work collaboratively to create professional and thought-provoking work. In 2025 Creative Ballina is an integral part of the creative community in regional Australia and is strongly connected as it provides access and diversity in the local community.
I would hope that when people think of Ballina they automatically think of the arts, with a dedicated annual arts festival, sculpture walks and a community gallery, all being openly recognised aspects of Ballina
"Support for local arts, involvement of schools, become part of curriculum, providing excursions and workshops.
Develop local art collections, develop a local art prize, etc"
Dementia friendly community. A place for people with dementia to be able to be creative and socialise and support one another, for people living with dementia and their carers.

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ARTS & CULTURE & YOU

Answered: 20 Skipped: 2

Q4 The NRCG aims to provide a range of services and facilities that is innovative, accessible and artistically diverse. What aspects of NRCG facilities/services can assist your organisation/group in this way and how could we improve on this in the future?

To be able to access innovative programs that stimulate ideas and build local knowledge, Indigenous cultural programming, travelling exhibitions, program participation for our residents and other local stakeholders.
Rigorous contemporary art exhibitions, which reach out beyond the borders of Ballina, Indigenous programs, visiting Artists talks, potential for creative spaces in the Ballina Shire for graduate students at subsidised rent in disused buildings.
I spend much of my time working on collaborations between regional (Northern Rivers) and city artists and spaces. Increasing collaboration in this way creates new partnerships and benefits for NR artists. Such collaborative work could be enhanced by innovative programs that stimulate new ideas and build local knowledge, Indigenous cultural programming, travelling exhibitions both to and from the NRCG, visiting artist programs, experiential exhibitions, events and workshops, the export of distinctly local programs that tell important local stories, creative programs that activate open spaces within the Ballina Shire and CBD, subsidised creative spaces, multi-use creative spaces and so on.
We want to continue our relationship with the NRCG collaborating on performances, interactive participation between audience and artists, using gallery provided spaces to activate a diverse range of artistic endeavors.
Willowbank Studio is a registered 'Not for Profit' enterprise that has allowed ABI survivors (whose only form of income is often only a meagre Disability Support Pension) to participate in art classes free of charge since 2002. Access to showcase artistic talents at Northern Rivers Community Gallery has been and still is greatly hampered by cost of hiring the exhibition space.
We value the opportunity to be inclusive of the vision of NRCG from an Aboriginal Cultural Len/Framework within the Ballina LGA and across the Bundjalung Nation and our vision would be to have a partnership with NRCG and examples of creative are programs from an Aboriginal Lens such as quarterly pop-up shops to enable Aboriginal Artists and Organisation to provide interactive workshops and exhibition through the shire plus outdoor Cultural performance venue within country and linkage to cultural environment that enables celebrations of music/dance from traditions to contemporary in venues and then long term goal of a parallel Aboriginal section in a multi-use creative space in a purposed built Creative Arts Centre is the optical goal.
"As a director of a the Byron School of Art, I greatly value the partnership that already exists between our school and NRCG. Such partnerships are beneficial on many levels.
It would be great for NRCG to be able to operate and collaborate within the regional Gallery system, to be able to be a part of the touring exhibition circuit (eg The Archibald etc).
Visiting artist programs/ guest lectures etc would be great to see more of. "
Building artist mentoring programs for schools. To further develop the 1000 Words program to provide opportunities for students to appreciate and respond to artworks, work within creative spaces such as workshops and galleries alongside artists.
<ul style="list-style-type: none"> • The potential to interact with artists and audiences that are different from our (mostly) Sydney-based artists and audiences (to the extent that people are formed/influenced by their locations). This interaction is likely to prompt wider reflection on both parts. • The potential to use physical and related cultural distance (where latter exists) as art materials - as in response to earlier question, this can be used to structure artworks that could be collaborations between artists in Ballina and Sydney, for example."
Our organisation is about bringing artists together through networking and sharing contemporary arts information. Any programmes that stimulate ideas such as exhibition programmes (both local and travelling) cultural programmes, visiting artist programmes, contemporary experiential and experimental exhibition and workshop programmes, space for networking, affordable studio space, and collaborative initiatives would be something we can share and promote through our group.
"The Gallery space allows me to show my work and have openings, which is a great opportunity to engage with the audience and sell works.
I believe the NRCG should have a reputation for creativity. Spaces for young entrepreneurs from University and High School to make their dreams come true, and be monitored and given advice. The visiting artist programs are extremely important, bringing new talent to the area, giving the opportunity to exchange ideas, and stimulate imagination and inventiveness."

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ARTS & CULTURE & YOU

Q4 Cont. Comments

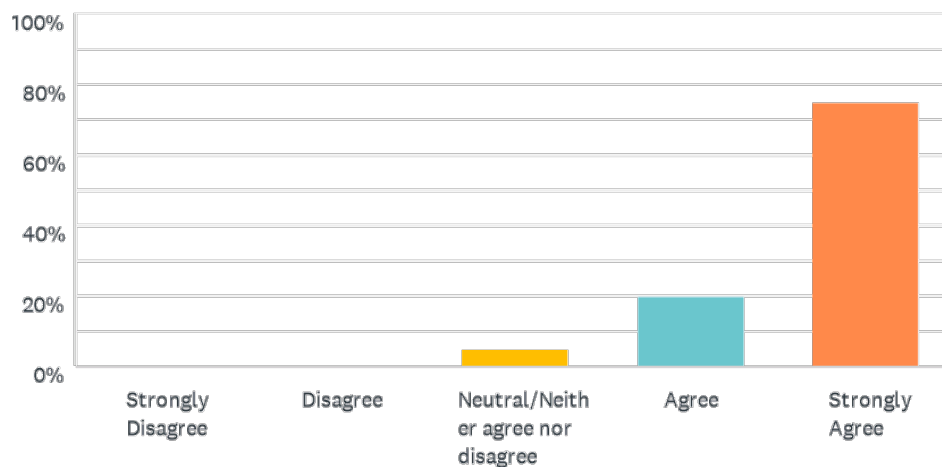
IGNITE Studios is a great starting platform with artists working within the space, interacting and sharing experience and knowledge. This space and the gallery offer enormous opportunities for myself, local, regional, national, worldwide individuals and groups, Indigenous peoples-to hold workshops, share stories, create experiences for this community. The events and programs can easily incorporate sites throughout Ballina with performances, workshops outside the gallery spaces and site specific events. This gives me more opportunities to express and share my own visions and garner experience from others
Paul Button is initiating an Open Studio's for Ballina, Byron and Beyond (similar to the North Coast Mud Trail)...is this something the NRCG could...promote? sponsor?
subsidised creative spaces for community art groups
We would be keen to pursue a joint artistic residency program - particularly around the intersection of art and science.
Continued interaction with Arts Northern Rivers via our Indigenous Arts Program (IAP). Participation on the Arts Northern Rivers Artistic Advisory committee by the NRCG Coordinator. By developing programs and services that align with Arts Northern Rivers strategic priorities including - cultural tourism, Indigenous arts development, arts and creative industries development. Working with Arts Northern Rivers to develop creative projects that utilise current assets (eg: Artist in Residency program, NAIDOC Week etc.)
Multi-use creative spaces are incredibly important in our region for creative practitioners to access. Our core business is the screen industry and one area that is challenging to support (due to lower levels of interest currently) is through video/screen-based art forms. There could be some opportunities to work together to address this sector.
There is only limited exhibition space available to local community groups within the Northern Rivers and the ability to regularly hold exhibitions would greatly help our organisation
Multi use spaces, art programs, sculpture parks, school programs.
Keeping the aged living in aged care facilities connected with the community. Art therapy groups for people with dementia. Exhibitions for the work they have done

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Stakeholder Survey
ARTS & CULTURAL FACILITIES

Answered: 20 Skipped: 2

Q5 It is important that local community facility infrastructure such as the NRCG are fitted with sustainable energy saving lighting and equipment (i.e. solar panels) to support the long-term viability of the facility?



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Stakeholder Survey

ARTS & CULTURE & YOU

Q5 Cont. Comments

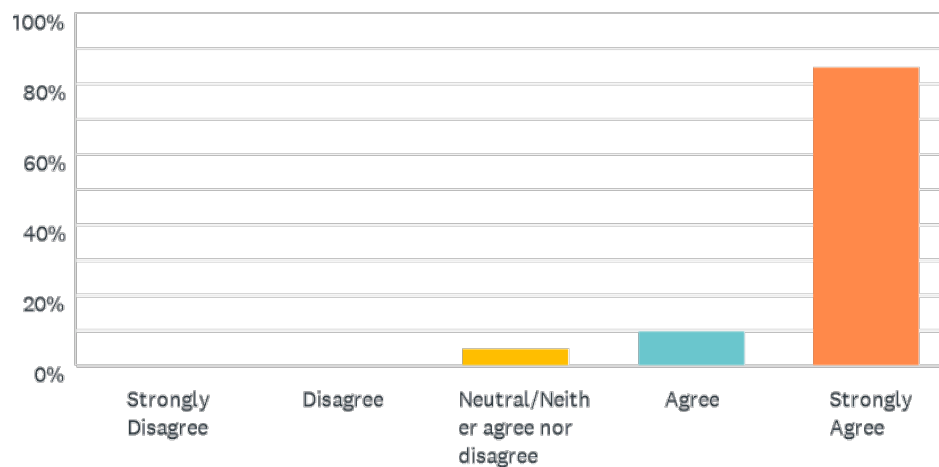
Please provide more detail in how this impacts you/your organisation/group. (response can be provided as dot points)
We feel that new lighting at the gallery would not only be important for the sustainability, but to have a specific area eg the fire station space where the lighting could be brighter for the programs when they are run would be beneficial to our residents who often have poor vision. As we understand the lighting for the gallery needs to be different to the lighting required for a programs area, so having two separate areas properly set up for each function would be beneficial for the community.
Energy consumption and sustainability is everyones problem to deal with. All organisations should be moving toward this, regardless or what type of organisation it is.
Any measures to assist the long term viability of the NRCG facility – and especially that of sustainable and energy lighting equipment is a positive benefit for all members of the art community and Ballina Shire community.
<ul style="list-style-type: none"> • it is important to design budgets that prioritise programming over electricity as that supports artists and art-audiences over electricity suppliers • it is important to build long term viability of the facility to communicate the the high value given to art practice and exhibition by the community • a community that values art practice and exhibition is likely to also be a more confident community that values reflection and diversity
With the gallery saving on power costs in the long run this allows for more funding to go into art programs. Technology is moving ahead at a rapid pace and the gallery spaces will benefit by utilizing cost effective energy.
As energy saving would reduce running costs, it would be hoped that these savings might be passed on to exhibitors by means of abolishing gallery space hire fees, bringing it in line with other local Regional Galleries.
We agree that environmental friendly buildings is all facets of the current Gallery and value added buildings but also see there needs to be a long term vision of a brand new multi-use creative and arts Centre that will also be built to be inclusive of maximising all areas of environmental sustainability elements from building material and fittings within a purposed built creative arts and cultural centre.
"Being sustainable and environmentally friendly is a strong expectation these days, especially within community spaces. It has an opportunity for the Ballina Shire Council to promote that it is environmentally sustainable, which is an area of which we seem to be lagging behind compared to our neighboring regions of Byron Bay and Lismore. I believe that the NRCG is a leading cultural outlet within the Ballina Shire and having them invest in environmental projects would inspire others to do the same. I have attended an opening night, when the air conditioning was not working and the lighting produces a lot of heat!"
In this time of climate change, there is much evidence of the rapid technological development and long-term financial benefit from investing in and using sustainable energy, plus there is the vital positive environmental impact we have through embracing these technologies. As a community leader, NRCG can lead by example as well as benefit financially from a wiser use of public funds.
I believe that by reducing energy use, will in turn reduce operating costs. This then frees up additional money in the budget to be channeled towards artist needs for the community.
<ul style="list-style-type: none"> * In order for the facilities to be cost effective and utilize available technology- solar power, batteries, efficient appliances (including toilets, plumbing, lighting) must be an initial investment *power that feeds back into the grid *solar hot water * landscaping that addresses green spaces and treed areas
Only sensible for commercial and government enterprises to reduce energy costs by installing solar systems
More programming means greater engagement by our community. Sustainable practice aligns with the overarching goal of finding sustainable models for delivery pf arts and cultural services and resources. Creative and responsible responses to environmental issues can be echoed through the type of programming, audiences and artists that the Gallery attracts. Sustainable practice could increase funding options though programs that support responsible environmental initiatives
Whilst sustainability is important, it is not a driving factor for our organisation when choosing where we would wish to hold an exhibition
Any reduction in long term costs benefits ratepayers. As many council facilities as possible should be fitted with energy saving devices,

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Stakeholder Survey
ARTS & CULTURAL FACILITIES

Answered: 20 Skipped: 2

Q6 I believe co-locating Arts and Culture infrastructure (i.e. galleries, artist studios, rehearsal space, theatres etc.) to create an art centre type of facility is beneficial for community, tourism, access and participation in arts and cultural activity.



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Stakeholder Survey

ARTS & CULTURE & YOU

Q6 Cont. Comments

<p>"It is now a very proven fact, and very researched area that Arts and Culture tourism creates more unique visitors to a region, an event, a local government area than any other type of event. The attendance on Arts and Culture far outweigh the numbers than sporting events. For councils to think that Arts and Culture does not bring in people, that it costs too much with little return, is ignorant and very short sighted. Every leading gallery in Australia and every significant local council knows this and funds and programs accordingly.</p>
<p>A healthy and supported gallery in Ballina is a benefit to everyone in the community and creates a space for NRCG to place itself at the centre of cultural infrastructure in the northern rivers."</p>
<p>Cultural hubs that integrate all arts based facilities in one area are increasing in popularity – see the south bank of the Brisbane CBD as a good example. Co-location of facilities provides for easy communication and collaboration between arts participants and visitors in addition to the economies of scale achieved through design – e.g. multiple users of technology areas and shared parking.</p>
<p>"Articulate was founded to support experimental art practices which include cross-disciplinary as well as spatial, installation, performance art practices etc. Thus we share an interest in other organisations also incorporating a breadth of practices, as well as varied forms of access, as suggested here. There are many reasons for valuing this breadth, including:</p>
<p>The co-location of varied arts disciplines (ie visual art, theatre, dance etc.) has many benefits when it works towards a genuine mix of traditional/heritage and cross-disciplinary practices. Support for traditional/heritage practices values what people have learned and developed in the past, and keeps those traditions relevant to the present. (Constant use of terms such as 'innovation' implicitly discourages regard for traditional and heritage practices generally, whereas many traditional practices (such as DIY and care for the environment) re likely to build a more viable and sustainable community than many current/modern practices are.)</p>
<p>Co-locating traditional practices from different disciplines encourages reflection on each of them as artforms, as well as on the individual artworks each produces. This reflection seems a very difficult and slow process for many people, as each discipline has very different, sometimes opposed, frameworks and values, and also because the skills of reflection and analysis seem to be not always taught or learned. Co-location also encourages cross-disciplinary practices that come in part from this reflection as a type of cross-fertilisation. 'Cross-disciplinary' practices</p>
<p>Not only will an arts hub benefit the gallery it will allow community groups such as ours to have wider access to a myriad of talent and activities which we can help to support and offer to the general community. Artists of all disciplines can interact and share their pool of creativity. Plays can be created, sets and backdrops, writers and musicians, digital works and photos- these can all come from the central source then showcased across the Shire.</p>
<p>"Once Ballina establishes and becomes known as a supporter of such a creative hub, the rewards would be beneficial to local artists, the local community and tourism in general. An increase in viewer numbers at the Gallery, followed by an increase in revenue turnover for sales, should surely be looked upon as favourable by the Ballina Council.</p>
<p>You only have to look at Tweed Regional Gallery as a tourism/financial drawcard for visitors to the Murwillumbah area."</p>
<p>We agree on this statement but must be inclusive of consultation with Aboriginal Artists and Community to ensure an Aboriginal Cultural Lens is within this statement vision as articulated in last question.</p>
<p>"Art galleries are supposedly visited with greater frequency than sporting events. There is clearly the interest there.</p>
<p>In rural towns, such cultural meeting places are essential. A respite from the monotony of shopping centres, a place to be challenged and delighted, a place where ideas can be born and can circulate, a place where culture can survive and hopefully thrive.</p>
<p>Also, incredibly important for youth to have access and to feel welcome in such places. "</p>
<p>"I think that the creation of a 'Creative Hub' in Ballina is a great idea.</p>
<p>You just need to attend a bustling opening night at the NRCG to realise that Ballina is crying out for a creative outlet. I believe the community would support further arts related facilities!"</p>
<p>Our organisation is about connecting artists and sharing contemporary arts education and opportunities. Having an Arts and Culture infrastructure would greatly support this across the Northern Rivers Region as artists and ideas thrive on interaction and exposure to knowledge and experience. Improving the contemporary arts opportunities in a rural area is of great value to the level and standard of local arts production as it is not always possible to get to the cities for professional development opportunities. A vibrant Art Centre benefits all of us in the arts community, as a living, dynamic community has the potential to create more opportunity and innovation.</p>

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ARTS & CULTURE & YOU

Q6 cont.

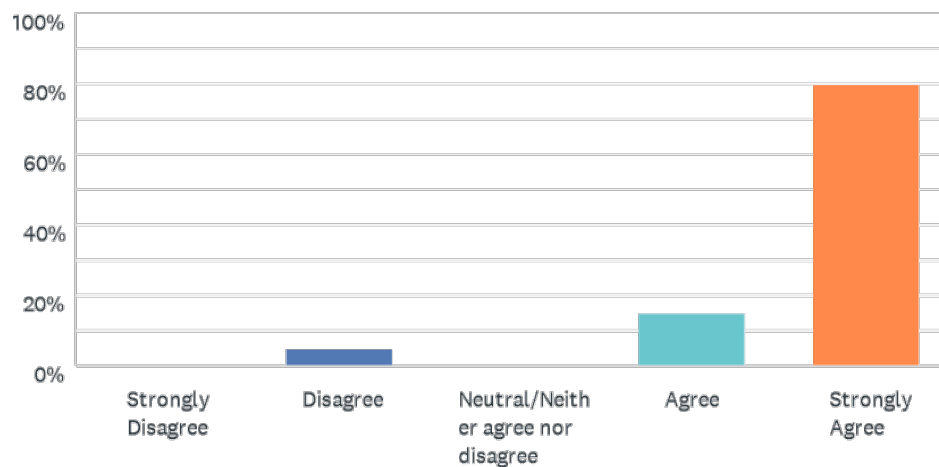
My personal belief is that the more activities, openings, workshops, and open space for cultural use enhances the visual arts scene. To have a vibrant centre of activity, brings visitors and revenue, gives the local community a place to come and meet and feel as one, and enhances their quality of life.
Ballina is very lucky to have the gallery, adjacent studios and further adjoining spaces to create an amazing artists hub. Council should take full advantage of this opportunity as it is all basically in place. Towns that value creative facilities can offer unlimited events and opportunities to the artists, community and visitors. Tourism is given a further boost as the town becomes a more rounded and desirable destination for diverse visitors.
as per our suggestion on previous question about a big name draw card - similar idea?
The council has built/ is continuing to build very sophisticated gallery and community centres which are then too expensive for community hobby/ charity groups to use. There are now many shire councils who have used state government grants to build workshops facilities which they then trust each group to run eg ceramics group work space, silversmith group work space, sculpting group work space, painting and drawing group work space, textiles groups workspace. In other shires such a wing of work spaces is often annexed to the main gallery and each art group is trusted by council to manage their own spaces.
"This creates an economy of scale and economy of resources and encourages cross discipline and art form possibilities
Creates a 'cultural hub' that has a halo effect for other businesses in the vicinity
Create a sense of civic pride and engagement - the new Lismore Regional gallery and activation of the 'Quad' space is a great recent example - with the local community engaging with this space and the gallery in unprecedented numbers
This is an ideal model for encouraging creative industries into the Ballina CBD - it provides an opportunity for creative industries to engage directly with artists and markets
While there are many benefits of co-locating arts and cultural infrastructure, creating fewer spaces for people to access arts, screen culture has at time then limited accessibility and diversity of arts and cultural for the community.
An arts centre would provide a distinct location for arts community groups to meet, hold and attend workshops and exhibitions. It would also provide a central point for anyone interested in arts activities
This type of facility brings in the tourist dollars, art tours plus could be developed with a travel partner, and maybe with other galleries, Lismore and Tweed. They need to be able to catch the imagination of the general public, and be commercially realistic. They also need to attract a wide cross section of the viewing and buying public.

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Stakeholder Survey
ARTS & CULTURAL FACILITIES

Answered: 20 Skipped: 2

Q7 The expansion of the NRCG facilities to include Ignite Studios which will include: accessible dedicated workshop spaces, artist studios, creative project space and a visiting artist-in-residence space will benefit the artistic and social life of Ballina Shire.



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Stakeholder Survey

ARTS & CULTURE & YOU

Q7 Cont. Comments

<p>This region has a lot of arty people who would all benefit from the expansion of the NRCG, I know the resident from our facility have found great diversity in the programs provided by the Gallery and have thoroughly enjoyed the programs we have attended at the gallery. We have also take residents to the gallery exhibitions which they enjoy greatly. I feel that more art based activities within the area are beneficial to the whole community.</p>
<p>The significance of Ignite Studios cannot be over estimated. It establishes NRCG at a national level by attractive artists from outside the region, this also extends to international opportunities. This allows organisations like the university to participate in this program in a more robust way through exchange. By providing additional support to the gallery and vise-versa.</p>
<p>Ignite Studios is a wonderful initiative by BSC and it's cultural partner, the NRCG. From my perspective it provides numerous opportunities for cultural learning, sharing and collaboration through the provision spaces for studios and workshops. It also open up possibilities for increasing two-way exchanges between city arts workers and local artists for the benefit of the NR arts community.</p>
<p>It is wonderful to hear of plans to support artists' studios, workshop spaces, artist in residence etc because these are exactly the sorts of things artists need to develop their practices, and also it will encourage cross fertilisation between areas as artists can take up residencies from other parts of the state and world. This support for art practices of all sorts cannot help but benefit the artistic and social life of the community in which it is located, by encouraging confidence, stimulation, engagement, a sense of purpose in life, and so on. It will also benefit organisations such as Articulate, as that is also the sort of community we are trying to build in a different way here among artists and supporters of the arts.</p>
<p>We look so forward to seeing artists using the workshop and studio spaces. The creative interaction that will ensue between visiting artists and resident users will be of benefit to not only them but the wider community that will inevitably exposed to this creative mix.</p>
<p>"As the inaugural 'Artist in Residence' with a Disability at Arthur Boyd's Bundanon Trust at Nowra NSW, I have gained a rewarding insight to how beneficial exposure to artists from varied back-grounds can be.</p>
<p>Influences from external cultures adds a degree of sophistication that might only be gained otherwise, from lived experience. Something artists' with a disability are not always able to achieve."</p>
<p>We agree but a valuable added perspective and principles should reflect from an Aboriginal Cultural Lens with ie an open theatre arranged/built within environment for performance areas in line with our Cultural traditions of performance arena and not always in building. The stage is part of the natural environment. They include facilities to cater to tourism market and opportunities via partnerships to create another elements of a business incubator for Aboriginal Artists and Community.</p>
<p>"This is s fantastic initiative that will benefit local artists as well as connect artists with the public.</p>
<p>It will provide a dedicated work space in a new and unique environment. All artists need stimulation that can often be provided by being in different environments. New and innovative work often comes from residencies. "</p>
<p>"I am planning to use this creative space to run teacher professional development opportunities in the arts for local schools.</p>
<p>We have not had this dedicated space to creating art in Ballina in the past and I am really looking forward to getting involved in using this creative space."</p>
<p>Our wide network of artists could greatly benefit from access to a larger workspace than their own studio space from time to time, as well as the learning opportunities artist-in-residence programmes offer both as participant and spectator. A programme that brings professional artists to the region is of great value to broaden the understanding and experience of contemporary art practice.</p>
<p>"Coming together under one umbrella of the NRCG gives residents the opportunity to be involved in various types of art. They may want to sign up for workshops and relax, learn a new hobby, meet people, but mainly to explore and have fun while becoming more familiar with the creative process.</p>
<p>This provides a sense of achievement, a distraction from every day problems, influences people's moods, which helps support mental health.</p>
<p>Creativity, health and happiness should be the theme!"</p>
<p>"Studio space is very difficult for artists to secure. Ignite is a dream come true for artists of all creative ambitions.</p>
<p></p>

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ARTS & CULTURE & YOU

Q7 Cont. Comments

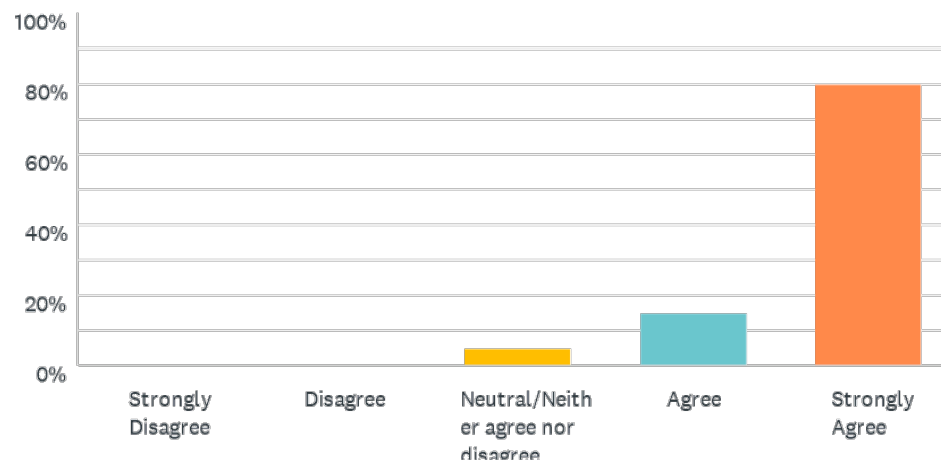
As a current artist working in Ignite I can wholeheartedly say that this space has profoundly affected my art practice. Working alongside other artists, interacting with the gallery, the proximity to the CBD and the facility itself is a fantastic boost to my creative process."
not really relevant for us, but a great idea. but in saying that, the more of an art hub the shire becomes, the more it will benefit all artists
This space is too tightly controlled by council and is too expensive for incorporated charities to use.
"Many points as per above
This is an ideal way for artists to engage directly with the community
Breaks down accessibility barriers - ie: those who feel galleries are too 'high brow' or 'not for them' often find it easier to engage with artists and programs through residency programs
Offers artists affordable space to work in
Attracts a variety of artists across multiple disciplines and mediums
Contributes to positive economic impact on local businesses
Creates opportunities for other organisations / artists in the region to partner with projects and initiatives"
Members of our organisation are very excited about this Innovation and some have already been involved as it gives artists access to a studio which they may not have.
"As a studio artist, I can already feel the benefits of being surrounded by creatives.
However I would suggest that the visiting artist in residence program be enhanced by exhibition space in the gallery or in the studio, eg, the engine room , at the conclusion -or a date to be agreed. This will show the public what is being achieved by the visiting artist program and will also be of benefit to the artist.
The gardens surrounding Ignite could be developed into a sculpture garden, with tables and chairs for the public to take food from the restaurant, or their own picnics. A quiet retreat, local sculptors to be invited to contribute work.

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Stakeholder Survey
ARTS & CULTURAL FACILITIES

Answered: 20 Skipped: 2

Q8 The adaptive re-use of our local heritage buildings, such as the former Ballina Municipal Council Chambers and former Ballina Fire Station, for arts and cultural uses provides a potent opportunity to promote the heritage values of the building while strengthening pride in our local history and connection to place.



Q8 Cont. Comments

I totally agree with this, a large amount of the community were very upset when they pulled down the beautiful old part of the Ballina High School instead of utilizing it in the new structure and maintaining its heritage.
"The council needs to understand the way arts and culture shapes community and shapes a place as a destination for others to come to. By reusing historic sites, these stories can be retold in a contemporary context, which also makes them desirable because of the character of history.
Where arts and culture thrive, people will come to live, work and play and socialise, spend their money.
The adaptive re-use of these facilities means older buildings with intrinsic value (their heritage design and materials for example) can be reused; culture spaces have been proven to thrive in old buildings (e.g. Sydney's Carriageworks being the best current example); their reuse is economically sensible; and, old buildings remind us of the character and history of a place which may otherwise be lost.
"Buildings that are not purpose-built as art galleries are particularly useful for artists working site-specifically as they enable artworks to more easily construct relationships with the non-art world, in contrast to purpose-built galleries that are harder to engage with, as their 'white-cube' tendencies are usually designed to support traditional spatially-autonomous art works.
Site specific artworks made in these buildings can function to emphasise the buildings and the space in which they and visitors are located, rather than just be walls to hold things up. "
It is a wonderful thing that these buildings are being preserved and adapted to creative spaces. The fact that these buildings are in close proximity to each other is something that should be highly valued. We envision story tellers sharing their past experiences in the old structures, photo essays about the early days, perhaps plays being written and artworks being painted that are direct responses to the rich history these buildings possess. They are truly beautiful and inspiring buildings.
While we value and respect that this is a historical linkage for mainstream Australian people and we reframe and remain neutral. We as Aboriginal Australians would like our special places to be acknowledged, respected and valued as well and within creative arts more inclusive of the Shires LGAs and not in NAIDOC week but all times in every element of our presence in the township.
It feels like a match made in heaven to re purpose these beautiful old buildings in such a fashion. It also means that the community can now have access to them. I think it also engenders a strong sense of community pride.
"It has been great the the council have ensured that some aspects of this building have been protected by a heritage listing as this building as many people have a strong connection to this space.
A stronger Arts and Culture base across the region which is repurposing historic buildings in an intelligent and creative way demonstrates the potential and respect we can all have for the region and demonstrates ways in which to reuse productively and imaginatively, rather than simply to discard the old. All innovation stands on the shoulders of what has gone before.
To be working in an old building that is part of the community's tangible past, is very exciting, residents are very interested in how the building is now being used, and they want to visit the premises and talk to others about the transformation.
The gallery and fire station are unique historical buildings and the history of Ballina is contained within these spaces. It is so very honourable that Ballina Shire Council recognizes the external and inherent value of these historic buildings. As creative art spaces the full potential of their beauty and importance to our community can be realized and utilized.
much nicer than a horrible modern building
"Again, creates a cultural hub that opens up opportunities for organisations such as ours to engage with multiple initiatives and opportunities
Embracing and preserving significant heritage resources is a great way to engage other individuals and organisations involved in the creative industries ie: historical societies, historians, architects, designers etc.
Adaptive use of existing spaces is also a great way to engender support from the wider community. New infrastructure projects often receive backlash and concern from those who prioritise ""Roads, Rates and Rubbish"" issues for council spending. Adaptive re-use is a more palatable and makes it easier to communicate its value and gain support.
The re-use of the old C-Block for the new Lismore Regional Gallery is great example.

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ARTS & CULTURE & YOU

Q8 Cont. Comments

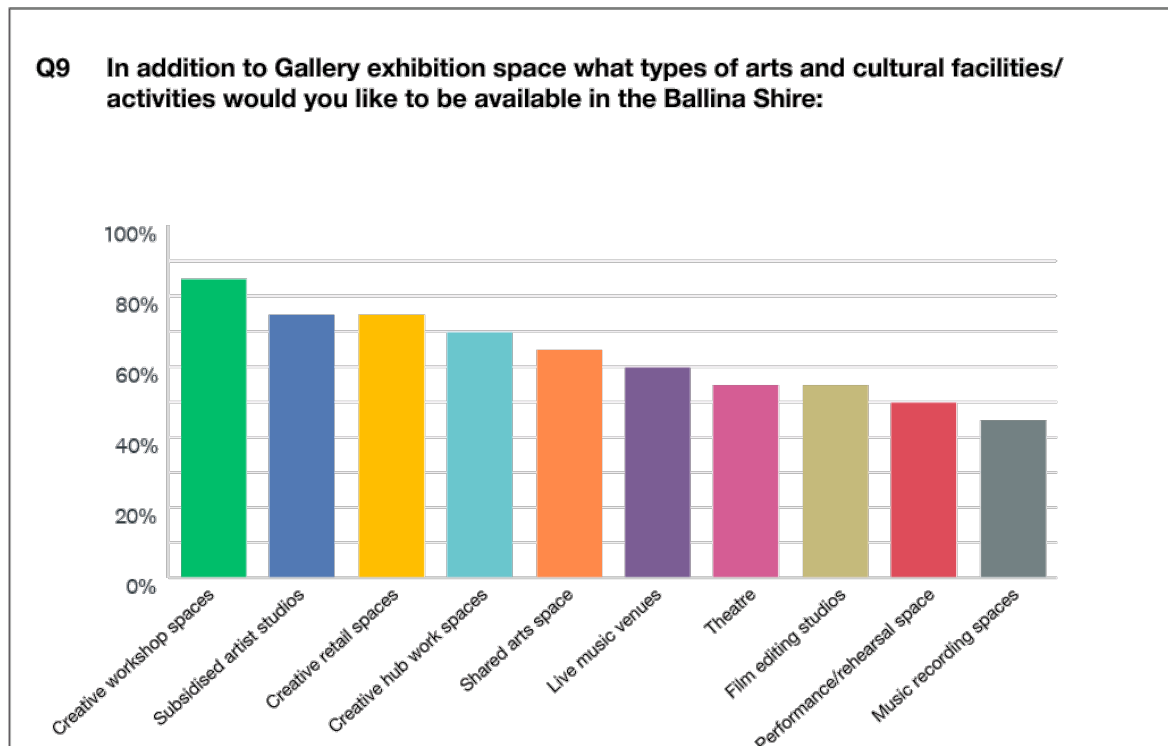
Heritage buildings have an inherent and historic character which has a strong influence upon the arts and both complement each other. I think the use of heritage buildings for the arts is a perfect use of such buildings.
"We are losing so much of the old Ballina, and the councils efforts to retain and reuse the old buildings are appreciated.
Although sometimes they need to be adapted as long as it is sensitive to the character of the building. Modern facilities can work well in old buildings. ."

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Stakeholder Survey
ARTS & CULTURAL FACILITIES

Answered: 20 Skipped: 2

Q9 In addition to Gallery exhibition space what types of arts and cultural facilities/ activities would you like to be available in the Ballina Shire:



Q9 Cont. Comments

All of these activities are a benefit to the community even outside the Ballina shire. These facilitates will bring people to the Ballina shire to work and live because of them. It makes Ballina a destination place.
I would prefer to tick all the boxes – but as my own practice is concerned with the visual arts, the more spaces the better. See my response to the benefits of cultural hubs above.
Workshop and artists studios and shared spaces would be the most directly relevant to Articulate and would benefit us by developing a community of artists who may be motivated and interested to participate in our residency, exchange and other programs in Sydney. The other types of space are also beneficial indirectly, because they will help build a rich and confident community which is likely to promote better art work and better appreciation of it.
The Lennox Arts Board facilitates and supports artistic ventures from all creatives. The more activities and facilities for artists, then more we can help to present them to the local communities.
As per question 7 we agree but a valuable added perspective and principles should reflect from an Aboriginal Cultural Lens with ie an open theatre arranged/built within environment for performance areas in line with our Cultural traditions of performance arena and not always in building. The stage is part of the natural environment. They include facilities to cater to tourism market and opportunities via partnerships to create another elements of a business incubator for Aboriginal Artists and Community.
Having spaces like these will ensure that this area will become a creative hub. Bringing the BSA under one roof in Mullumbimby is already having a noticeably positive impact on our town. As far as I'm concerned the more the better. Every regional town in the country should have galleries, art spaces, performance venues etc etc. Let the term "cultural backwater " cease to exist in this country.
All of the above!
Our network of visual artists would benefit from subsidised studio and workshop opportunities. Making a living in the arts is a challenge and affordable space in which to create or share knowledge is a necessity. Visual arts can often be a lonely pursuit, so creating space and events to bring artists together for sharing and feedback sessions is something we have found to be really needed. Networking and positive critical feedback lead to creative development. We also recognise that a vibrant creative industry in all the areas of creativity is a synergistic force, where the whole is greater than the sum of its parts.
The demand for workshop, studio or open space is very strong in the Northern Rivers area. If the rent can be kept affordable, with great facilities, opportunities for collaboration and networking, local, interstate and overseas artist will be knocking on the door.
"Ballina is on the verge of becoming a Regional hub along the Northern coast of NSW. The shire is teeming with creative people and organizations. Spaces and places for all creatives to work, perform and exhibit will benefit not only them but the greater community as well. There are many theatre groups, musicians, artists, etc that leave the area to work, perform and exhibit- lets keep them in, and coming to, Ballina.
the more the better!
"Other shire councils who provide workshop spaces to community groups with state government funding have TRUSTED the community groups to manage their allocated work rooms.
There are now huge numbers of self funded retiree volunteers living in this shire who have the skills and expertise to manage work rooms. But council does not TRUST them to do anything except the menial work at front counters as volunteers.
Some community facilities should be "" entrusted"" to community groups to run. This is important in Ballina shire because there hasn't been a town hall, or showgrounds with pavillions, or old commercial precinct as in Lismore, where artists can find cheap to use work space. Lennox Community Centre,the new Surf Club, The Richmond Room, are too expensive and too well furnished to be used as work spaces and Ignite Studios is too small and too expensive in its present form.
Pop-up gallery or exhibition / projection spaces could be interesting - again, spaces which could be programmed through a range of partnerships with cultural and educational institutions.
"I could easily have selected all of the above.



NRCG - Planning Our Future

Stakeholder Survey

ARTS & CULTURE & YOU

Q9 Cont. Comments

These facilities and services will support the development of the creative industries in the Ballina Shire and as importantly will attract new creative businesses - contributing to the economic development the LGA
Many artists do not have their own studios so access to a studio would greatly increase their ability to execute artworks. Additionally, being an artist can be a lonely existence so having access to a community art space would provide a creative and vibrant arts space and important interaction with other artists.