

Fraser Coast

**Arts &
Culture**

STRATEGY 2022-2026

ACKNOWLEDGMENT OF TRADITIONAL OWNERS, ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLE

Fraser Coast Regional Council acknowledges to the east, the Butchulla (Badtjala) and to the west, the Kabi Kabi (Gubbi Gubbi) People, their connection to Country (land, sea and sky) and recognises the many places of cultural, spiritual, social and economic significance in the community.

We pay our respects to their Elders – past, present and emerging. The Fraser Coast Regional Council also acknowledges other Aboriginal and Torres Strait Islander people who reside in and have connections with the Fraser Coast Region.

LANGUAGE USE WHEN REFERRING TO ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLES

Throughout this document, the terms ‘Aboriginal and Torres Strait Islander’ and ‘Indigenous’ are used and are at times used interchangeably to reference the First Nations people and communities of Australia. However, we note that some groups and individuals have specific preferences for how they wish their community or language group to be named.

When working with specific communities or language groups, we will seek guidance from those in authority about respectful and appropriate language protocols they prefer are used.

NATIVE TITLE DETERMINATIONS AND CURRENT CLAIMS BEFORE THE NATIVE TITLE TRIBUNAL COVERING FRASER COAST REGION

Determinations

The Butchulla People #2 Fraser Island Native Title Claim reached Consent Determination on 24 October 2014.

Butchulla Land and Sea Claim # 2 Native Title Claim reached Consent Determination on 13 December 2019.

Registered claim

A current application has been registered by the Kabi Kabi First Nation Traditional Owners Native Title Claim Group.

Further details and maps about these claims and any others for the region can be found on the [National Native Title Tribunal \(NNTT\) website](#).

WARNING

Fraser Coast Regional Council respects Aboriginal and Torres Strait Islander communities and cultures. Readers should be aware that this document contains the names of deceased Aboriginal and Torres Strait Islander people.

ACKNOWLEDGEMENT:

This strategy draws upon the findings and outcomes from a sector-led and community focussed stakeholder engagement program designed by consultant Dr Susan Davis, working with the Butchulla Community Member Karen Hall, designer Leigh West of LeeLee Creative, and the Community and Culture team of Fraser Coast Regional Council. This process has included input from 800 people via survey, consultation meetings with various departments within Council and other stakeholders, and from 27 Arts & Culture Ambassadors and their extended community conversations.

The Fraser Coast Regional Council acknowledges the valued input and efforts of the Arts and Culture Ambassadors:

Andre Carpenter, April Spadina, Brian Kelleher, Carol Sendall, Cate Akaveka, Cath Rose, Chris Olin, Erica Neate, Glenda Heaslip, Janet Reville, Jo Williams, Jon Vea Vea, Kerrie Bartlett, Kym Latter, Kym Walker, LeeLee West, Les Raveneau, Lyn Harris, Matthew King, Rob Mackay, Sarah Brischke, Seamus Mee, Shawn Wondunna Foley, Sonny Dallas Law, Susie Nawaitodre, Taylor Dunn and Wendy Bennett.

We also thank members of the community for their involvement, the time taken to respond to surveys, attend sessions, and most importantly, support arts and culture in the region.

Disclaimer: Information contained in this document is based on available information at the time of writing. Images remain the property of their originators and all attempts have been made to seek relevant permissions and release. Any further information regarding images or content can be directed to Fraser Coast Regional Council at: artsculture@frasercoast.qld.gov.au

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WELCOME TO BUTCHULLA COUNTRY

From Double Island Point in the South, West to Bauple Mountain, North West around Maryborough and North to the Burrum River; East to encompass the waters and the great Sand Island of K'gari, this is known as Butchulla Country.

Butchulla people have lived on, survived on and cared for this land for thousands of years. Today, Butchulla people continue to live, survive and thrive on Country.

The old cultural ways are based on spiritual connection to this land, the sky, the water, birds and animals around us, the seen and the unseen. This spiritual connection is a knowing way of life and survives within us to this day. Connection and maintenance of this land is supported by the Ancestors, Old People and Elders who have guided, and continue to guide, Butchulla community in the Lore of this land.

Supported by the strength and resilience of community, Butchulla people strive to communicate and work in partnership with the Fraser Coast Regional Council to tell the true story of the past and present, and to support ongoing cultural and creative journeys into the future. As the growth in this Fraser Coast region continues, it is important that Butchulla culture and community is honoured and respected, and not destroyed and forgotten.

Through this strategy, we will join in celebrating the recognition and support for Butchulla people and Fraser Coast Aboriginal and Torres Strait Islander communities. We will continue to extend sharing of culture and stories from this traditional country, connecting and joining with others in the artistic field to share and create, grow and diversify, and tell our stories together with respect and understanding.

THE 3 MAIN BUTCHULLA LORE ARE:

- 1 What is best for the land must come first.
- 2 Do not touch or take anything that does not belong to you.
- 3 If you have plenty, you must share.

A SPECIAL MESSAGE FROM AUNTY KAREN HALL

Galangoor djali, nara –hello!

My name is Karen Hall and I am a Butchulla Community member. I was very fortunate to be asked to work on the strategy as a cultural consultant.

Being a part of this community as a Butchulla Elder and educator, and as an artist I hoped to extend the reaches of this strategy to connect to Indigenous peoples in the far corners of Fraser Coast region – to reflect their voices, their perspectives and their goals.

I hoped to be able to keep ‘word for word’ some of our community consultation comments, as it was important to not change these into colonised language, and for our voices to be heard.

I believe with this strategy, we’ve connected into the Indigenous community, and many Aboriginal and Torres Strait Islander people and we are grateful to all of those in community who have been part of this consultation. I hope that we have reflected your concerns and ideas. It has also been wonderful to have the strong support from the broader community, with their desire to see more Butchulla and Indigenous culture come to the fore.

I believe this is a strong strategy, and provides firm footsteps to follow as we move forward.

Karen Hall

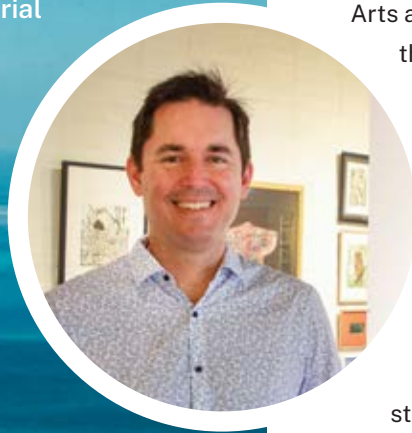
Butchulla Community Member,
Elder, Educator and Artist





“Creative communities build a sense of place – a place to love and call home, all the while engaging an aspirational, entrepreneurial and innovative spirit.”

Councillor George Seymour



A MESSAGE FROM OUR MAYOR

Arts and culture are essential for our community to thrive. Culture and the arts help us build a sense of place, create links with friends and family in times of loneliness, allow us to express who we are and what we feel, and help us see the magnitude of the world, with all of its joy and challenges. They remind us of where we come from and where we are going. They help us understand and build relationships with others. Arts and culture reveal all of our stories from the past and help us shape our future.

I am pleased to provide to you the Fraser Coast Arts and Culture Strategy 2022-2026. After significant community input and consultation, not only does this document provide direction for the Fraser Coast on development of arts and cultural activities and resources across Council, but it provides a road map for the community, supporting us all in working together and continuing to achieve great outcomes for the whole of the Fraser Coast.

Most admirably, I note and commend the expressed desire of the community to engage in a meaningful way in recognising Butchulla culture and stories.

The Indigenous people of Australia have the oldest living culture in the world; they have much to teach and to share.

Many of you would be well aware that I am an advocate for history and heritage preservation. On the Fraser Coast, we will work together to ensure that our heritage is valued, protected and enlivened.

Creative spaces are smart and productive. They foster curiosity and excitement. And they attract and retain a dynamic and highly skilled workforce. Creative communities build a sense of place – a place to love and call home, all the while engaging an aspirational, entrepreneurial and innovative spirit.

In the last two decades, Local Councils have played a dramatically increasing role in facilitating the arts and cultural activities. I am very proud of all the Fraser Coast has already achieved in the Arts & Culture space and look forward to building our vision of being a leading regional centre for living heritage, lively culture and creative communities.

Councillor George Seymour
Mayor, Fraser Coast Regional Council

p.4. Karen Hall, Erica Neate, Butchulla Country and People

p.5. Councillor George Semour, Mayor Fraser Coast Regional Council

p.5. Great Sandy Straits and Fraser Island, Brent Randall
Photography, (Shutterstock.com)

OUR **CONTEXT**

The Fraser Coast region features a remarkable heritage and history, events and stories which are powerful and ground-breaking. A combination of natural and cultural assets position it as a region full of potential to inspire a rich arts and cultural life for its communities into the future.

For the Butchulla people and Traditional Custodians the region features landmarks of great spiritual and cultural significance. The great sand island of K'gari is globally renowned as the world's largest sand island, a World Heritage site and the jewel of the Great Sandy Biosphere Reserve. For millenia K'gari and the Sandy Strait was home, and a special place to Indigenous people, long before Captain James Fraser, his wife Eliza and crew members were shipwrecked in 1836. A decade later Thomas Petrie and others came to the area to explore and look for Captain Fraser's body. They didn't find his remains, but they did find the Moonaboola/Mary River. They also were inspired by the timber and grazing potential of the region which led to the relatively early non-Indigenous settlement of this part of Queensland. Indigenous clans in the area resisted early European settlement, and colonisation caused great conflicts and devastation for local Aboriginal people. Indigenous resilience and recovery continues to this day.

Mary is integral to a number of the region's significant stories, for the majestic Mary River, the name of the town, and yes Mary Poppins, the beloved character created by P.L. Travers whose early life in Maryborough inspires arts and cultural engagement in the region today.



THE REGION HAS SEEN MANY FIRSTS AND EXCEPTIONAL LANDMARKS



'The Legends of Moonie Jarl' was first published in 1964 and is the first Australian children's book of Aboriginal stories to be written and illustrated by Aboriginal people: Butchulla siblings Moonie Jarl (Wilf Reeves) and Wandj (Olga Miller).



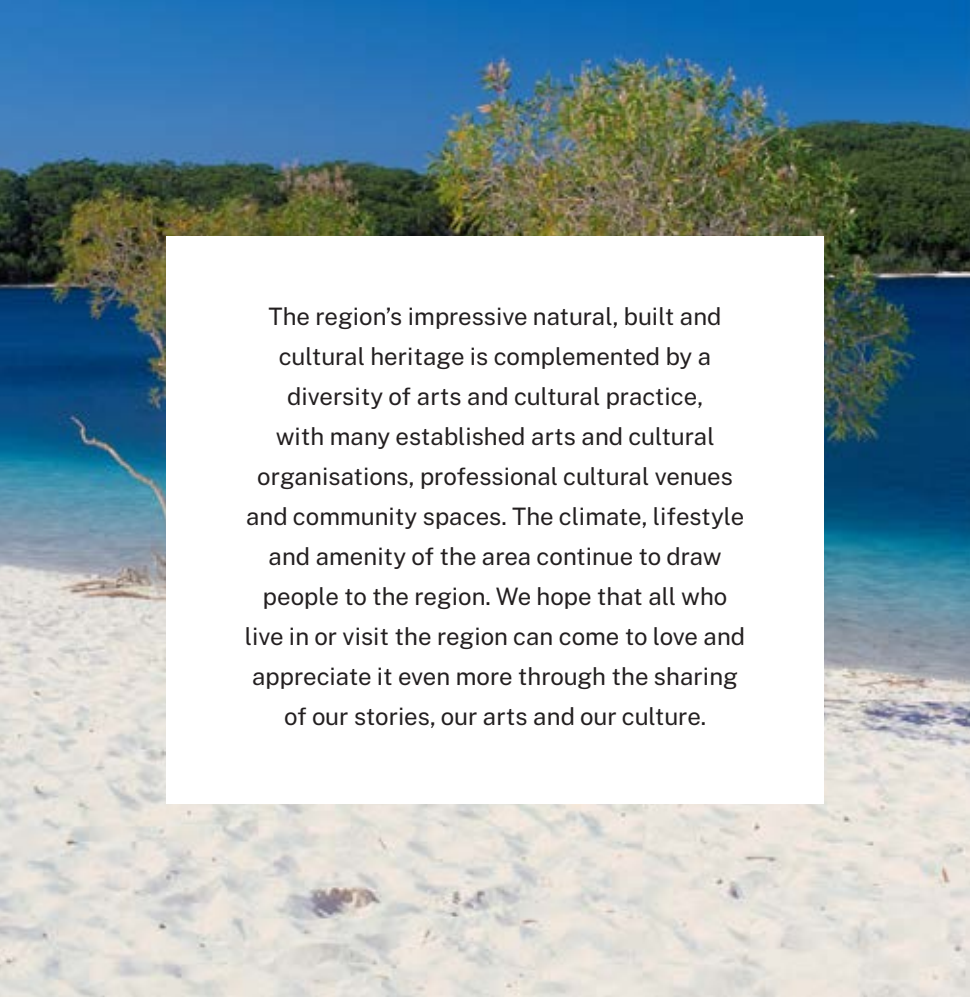
Bauple is home to the native Bauple Nut, otherwise known as the Boople nut, Queensland nut or Macadamia nut, with the Bauple area also of great significance to Indigenous people. Mt Bauple is seen as being a major marker for Butchulla and Kabi Kabi people.



Maryborough was one of Australia's major ports for immigration in the 19th century, on a par with Sydney with the two ports seeing the most significant influx of immigrants.



The Hervey Bay area was one of the first in Australia to develop a tourism industry based on love for the whales and the community was instrumental in aiding the recovery of their numbers. The first industry guidelines for human interaction with whales emerged from the region and were later adopted far and wide. Love for the humpback whale is fundamental to iconic experiences for locals and visitors to the Fraser Coast region and the focus for one of our major regional festivals.



The region's impressive natural, built and cultural heritage is complemented by a diversity of arts and cultural practice, with many established arts and cultural organisations, professional cultural venues and community spaces. The climate, lifestyle and amenity of the area continue to draw people to the region. We hope that all who live in or visit the region can come to love and appreciate it even more through the sharing of our stories, our arts and our culture.



FRASER COAST **PROFILE**¹

Fraser Coast region's Local Government Area (LGA) has a total land area of **7,102.9 km²** and includes the small regional towns of Glenwood, Bauple and Tiaro in the South, Brooweena to the west, Howard and Burrum Heads to the north and the island of K'gari (Fraser Island) to the East. The region also includes the city of Maryborough and regional centre of Hervey Bay. The region was historically made up of three councils, Woocoo, Maryborough and Hervey Bay and the northern part of Tiaro Shire and these were amalgamated in 2008.



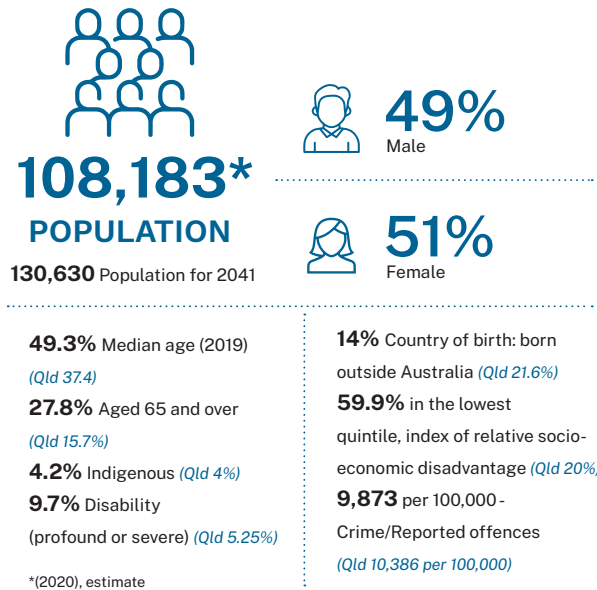
p.6. Urangan Pier, Mark Higgins, (Shutterstock.com)

p.6. 'Mary Heritage', Photo Bohemian

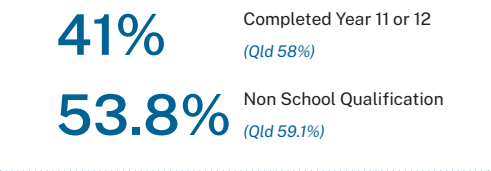
p.7 Lake McKenzie on K'Gari, Darren Tierney, (Shutterstock.com)

p.7. Butchulla Burad Dancers, 2021, Amanda Kratzmann

The region is projected to see continued growth over the next thirty years. The demographic profile highlights our diverse population and some challenges with low average income, an older population than the Queensland average, as well as high levels of unemployment, social security and educational need. There have been some interesting findings historically however regarding levels of happiness and wellbeing.

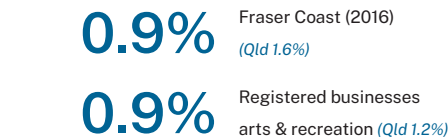


EDUCATION



EMPLOYMENT IN ARTS AND RECREATION*

Reported employment levels in the arts and recreation sector from 2016:



*These figures are unlikely to reflect the true picture of arts and culture work. The situation for Fraser Coast regional artists and cultural workers is similar to those from other regions, with many practitioners working in freelance or casual positions, earning their living through other employment, or engaged in education.

EMPLOYMENT AND INCOME



HAPPINESS AND WELLBEING

In 2006 a national survey identified that Hervey Bay was the 'happiest' centre in Australia.²

Australian Wellbeing Index 2016³ personal wellbeing index for:

Wide Bay (includes Maryborough) ranked 52 of 150 electorates

Hinkler (that includes Hervey Bay) is ranked at 142 of 150 electorates



“The electorates with the highest wellbeing in the country all had above average satisfaction with feeling part of their community. The electoral division of Wide Bay in Queensland recorded the highest wellbeing score in the country yet has one of the lowest average household incomes.”²

Cummins & Mead, 2008, p. 20

¹ Data for the Fraser Coast (R) LGA has been based on that provided by the Queensland Government Statistician's Office, which draws from the Australian Bureau of Statistics (ABS), Australian Statistical Geography Standard (ASGS), July 2016, with data updated when available to incorporate more recent ABS data. In some cases these data have been concorded from other geographical boundaries.)

THE BIGGER PICTURE

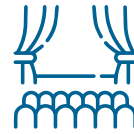
To gain further insight into the opportunities and challenges for the Fraser Coast region other research from state and national perspectives highlights some important trends and findings.

National research continued by the Australia Council for the Arts confirms the essential role arts and creativity play in Australian communities, showing the arts are a public good infused and embedded in the fabric of our daily lives. The latest Australia Council participation survey (the fourth in the series) revealed a number of key findings⁴. We have aligned some of the data from our Fraser Coast Arts and Culture survey for more local insights.

² Cummins, R. A. & Mead, R. (2008). What makes us happy? Australian Unity. Deakin University, Melbourne, Vic. <https://dro.deakin.edu.au/eserv/DU:30018722/cummins-survey18-2-2008.pdf>

³ For Australia wellbeing research see various publications from the Australian Centre on Quality of Life, Deakin University <http://www.acqol.com.au/publications>

⁴ Australia Council for the Arts. (2020). Creating Our Future: Results of the National Arts Participation Survey. Pyrmont, NSW: Australia Council for the Arts. <https://australiacouncil.gov.au/advocacy-and-research/creating-our-future/>



ENGAGEMENT AND ATTENDANCE

98% of Australians engage with the arts

99% of Fraser Coast respondents attended local arts events prior to COVID



PRIORITIES FOR FUNDING AND PROGRAMS

Australia's top three priorities for investment are:

- arts in the lives of young people,
- access to free or low-cost events, and
- to support health and wellbeing.

Fraser Coast strongest support is for:

- Arts and creative activities in education
- Arts, cultural and creative experiences make for a richer and more meaningful life
- Cultural and creative experiences help you understand perspectives that are different to your own



ARTS PARTICIPATION

45% of Australians are creatively participating in the arts, that includes people living in regions.

50% of Fraser Coast respondents would like more opportunities to engage in the arts.



THE IMPORTANT ROLE OF FESTIVALS

Festivals are a part of life for many Australians and were growing in popularity prior to COVID-19. Fraser Coast residents named festivals and outdoor events as the arts and cultural events they most often attended.



ARTS FOR CULTURAL EXPRESSION

36% of Australians connect with, and share, their cultural background through arts and creativity.

88% of Fraser Coast respondents believe the arts, culture and creativity impact our understanding of other people and culture

94% of Fraser Coast respondents believe the arts, culture & creativity help you understand perspectives other than your own

TRENDS AND ISSUES

Current challenges of the era are many, but the most significant one impacting on communities around the world is the **COVID-19 pandemic**. While the arts have played a crucial role in helping people get through COVID, and will play an ongoing role for recovery, mental health, wellbeing⁵, a security net is needed to sustain arts and cultural activity, events and professionals. Councils play a significant role in this support and recovery phase being the most grassroots level of government.

RECOGNITION OF ARTS AND CULTURE FOR WELLBEING, RESILIENCE AND RECOVERY

“Research shows that engagement with arts and cultural activities reduces health risks, particularly for mental health”⁶

RISE IN DOMESTIC TOURISM

It is likely that COVID-19 will continue to impact upon domestic tourism for years to come. There is a willingness to travel to destinations beyond capital cities to seek new and authentic experiences, including growing engagement with First Nations arts and culture.⁸

CREATIVE ECOLOGIES AND THE WHOLE CULTURAL DEVELOPMENT CYCLE

Supporting arts and cultural activity beyond singular or siloed approaches to cultivating a creative ecology, with a connected view of how arts and cultural work is produced, disseminated and consumed.¹⁰

MIGRATION TO THE REGIONS

Australia’s regional areas have had their largest net inflow of people since the Australian Bureau of Statistics started measuring internal migration in 2001⁷.

ELEVATION OF INDIGENOUS ARTS AND CULTURE

“There is a growing appetite for Indigenous Arts and arts audiences are highly motivated to engage with contemporary works.”⁹

EXPERIENCE AND STORYTELLING FOR ACTIVATING HERITAGE AND REGIONAL TOURISM

Heritage tourism is on the rise and ‘tourism across the globe is becoming more about journeys and experiences rather than simply viewing or visiting places and destinations’¹¹. Good ‘storytelling’ is core to memorable experiences, connecting people to places and cultures.



p.11. Theatre and concert stage, TakitaKo, (Shutterstock.com)
p.11. Woman using her Mobile Phone, LD Prod, (Shutterstock.com)
p.11. Hervey Bay Neighbourhood Centre, World Kindess Day, LeeLee Creative



LIBRARIES AS PLACES FOR READING, CONNECTING, LEARNING AND CREATING

The role of libraries continues to evolve beyond traditional book lending and information sharing to recognition as key community hubs, and centres for community learning, creative development and expression.¹²

2032 OLYMPICS FOR QUEENSLAND

The Olympics 2032 will be held in Brisbane and South-East Queensland presenting a range of opportunities for the Fraser Coast region – as a training base and tourism location with distinctive arts and cultural offerings, tours, products and events.

DIGITAL AND HYBRID ART FORMS

Digital technologies have transformed all aspects of our lives including arts and culture. “Digital is changing how the arts and cultural industry operates, how artists collaborate and how art is experienced by audiences.”¹³. The pandemic highlighted the need to develop digital skills and infrastructure, creating ongoing expectations of digital and hybrid experiences across the cultural landscape.¹⁴

RISE OF ALTERNATIVE FORMS OF FUND-RAISING AND INVESTMENT

While levels of funding at federal level for arts and culture have stagnated, there has been a rise in the amount of investment from local government to arts and cultural funding. Alternative models of resourcing such as crowdfunding, arts/business partnerships and micro-loans continue to grow.

⁵ Pennington, A. & Eltham, B. (2021). Creativity in Crisis: Rebooting Australia's Arts and Entertainment Sector. Canberra: The Centre for Future Work at the Australia Institute. https://australiainstitute.org.au/wp-content/uploads/2021/07/Creativity_in_Crisis_-_Rebooting_Australias_Arts_-_Entertainment_Sector_-_FINAL_-_26_July.pdf

⁶ ANA. (2019). Transformative: Impacts of Culture and Creativity, Produced by A New Approach (ANA) think tank with lead delivery partner the Australian Academy of the Humanities.

⁷ Pollard, E., (2021) Net migration to Australia's regions highest on record, Queensland among the most popular migration destinations, ABC. <https://www.abc.net.au/news/2021-05-05/qld-coronavirus-internal-migration-melbourne-lockdown-regional/100114442>

⁸ Australia Council for the Arts. (2020). Domestic Arts Tourism: Connecting the Country. Surrey Hills: Australia Council for the Arts. <https://www.australiacouncil.gov.au/research/domestic-arts-tourism-connecting-the-country/>, p.3.

⁹ Bridson, K., Clarke, M., Evans, J., Martin, B., Rentschler, R. & White, T. (2015). Building Audiences: Aboriginal and Torres Strait Islander Art. Sydney, Australia Council for the Arts.

¹⁰ Trembath, J.L., Fielding, K., (2021). “Imagining 2030: Preparing for a National Arts, Culture and Creativity Plan”. Analysis paper no. 2021-01. Produced by A New Approach (ANA). Canberra, Australia.

¹¹ National Trust of Australia. (2018). Australian Heritage Tourism Directions Paper. p. 2. www.nationaltrust.org.au/wp-content/uploads/2019/07/Australian-Heritage-TourismDirections-paper-.pdf,

¹² Light, B. et. al. 2016, The Impact of Libraries as Creative Spaces, Kelvin Grove: QUT Digital Media Research Centre.

¹³ Australia Council for the Arts, 2021, Digital culture strategy 2021-2024, <https://australiacouncil.gov.au/investment-and-development/digital-culture-strategy/>

¹⁴ Arts Queensland. (2020). *Creative Together: A 10-year roadmap for arts, culture and creativity in Queensland*. Brisbane: Queensland Government.



WHAT ARE WE TALKING ABOUT?

DEFINING KEY CONCEPTS

We all engage in culture and the arts in some shape or form, and the arts and culture are at the heart of our personal and regional identities. These terms have many meanings however, so we will define what we are focusing on for this strategy.

“Culture” is all about the ways we live our lives – our beliefs, our language, our food, traditions and dress – the rituals and reality of daily life. In local government, cultural programs often includes those related to the arts, but also history and heritage as well as libraries.

“Heritage” in the broadest sense is that which is inherited, so it is about what we value and want to preserve and/or hand on to others. It includes such things as the heritage of Butchulla, Aboriginal, Torres Strait Islander, South Sea Islander and migrant peoples, as well as cultural landscapes and streetscapes, material objects and images.

“Creativity” is the human spark to create, adapt, combine and reimagine that is fundamental to the arts, creative practice, innovation and enterprise. For that reason creativity is also used in combination with discussions about arts and culture.

However creativity is not only about the arts. Humans engage in creative acts every day of their lives.

“Story” sharing is another human capacity that is integral to the arts and culture, and the expression of individuals and community. Through story we make sense of experience, and pass on the threads of our knowing, being and imagining with others.

“The Arts” are some of the ways we express and communicate feelings, ideas and beliefs through different creative forms. The focus for regional arts programs is not only on high quality professional arts events and activities but generating opportunities for access and participation across the community.

Arts and cultural activity include but is not limited to visual art, craft and design, public art, music, dance, theatre, media arts, digital and screen-based arts, events, festivals, community cultural development and preservation of knowledge, stories, heritage and collections.

PURPOSE AND STRATEGIC ALIGNMENT

The purpose of this strategy is to provide an aspirational vision for our community and investment in arts and culture. It seeks to achieve the corporate vision of the region to 'build better communities' through providing a framework of strategic priorities, actions and projects specifically focussed on the arts, heritage and culture.

Through the Arts & Culture Strategy we will:

- ✓ Increase our focus on Aboriginal and Torres Strait Islander peoples' arts and culture
- ✓ Encourage creativity and engagement across the Fraser Coast communities
- ✓ Maintain and extend our existing facilities and heritage assets
- ✓ Enhance a strong sense of community, belonging and pride; and
- ✓ Build upon our opportunities, diversity and natural heritage.

Through our Arts & Cultural Strategy we want to recognise and support what is already happening, build capacity and resilience, make innovation easier and attract and expand new creative businesses within the region. This will enhance the experience of living and visiting the region, continuing to strengthen the Fraser Coast region's profile and reputation.

WHAT IS THE ROLE OF LOCAL GOVERNMENT?

Over the past two decades local government has increasingly played a major role in funding and facilitating arts and cultural activity in communities. Perhaps that is not surprising, as it is the level of government most closely associated with the grassroots level of community life. Councils tend to provide the major performing arts venues, galleries and libraries, employ professionals to manage and produce arts and cultural programs, and fund arts and cultural projects, events and activities through its Community Grants Program.

Fraser Coast Regional Council also partners with the Queensland Government through Arts Queensland to deliver the Regional Arts Development Fund (RADF). RADF invests in arts and cultural priorities that are informed by this Arts and Culture Strategy.

“Local governments have increased per capita expenditure by 11.0 per cent while state and territory governments have increased per capita expenditure by 3.9 per cent. The federal government is committing 18.9 per cent less expenditure per capita to culture than it did a decade ago.”¹⁵

The role of local government is to facilitate, support and advocate for arts, cultural, heritage and creative industries, but also empower the creative community, enabling creative people to do what they do best. Council plays a key role in ensuring that arts, heritage and culture are considered, and opportunities maximised across the various plans and programs for the region.

This strategy not only provides a blueprint that will guide action across Fraser Coast Regional Council but also for collaborators across the arts and cultural sector, communities, education and various industry sectors and other levels of government.

Related 1-2 year implementation plans will accompany this strategy document and focus more specifically on council actions and outcomes.

¹⁵ ANA. (2019). The Big Picture: public expenditure on artistic, cultural and creative activity in Australia, Produced by A New Approach (ANA) think tank with lead delivery partner the Australian Academy of the Humanities, p.4

p.12. Song to the Ocean, 2021, Cody Fox



“I believe arts and culture is an integral part of community wellbeing. Building on the arts and cultural aspects that already exists on the Fraser Coast over the next five years can surely provide positive vibes in our community. I would like to see more people participating enthusiastically in the various events.”

“There is a great demand from Fraser Coast residents for all forms of arts, the community seems to value arts a lot; the Council seems to be interested in encouraging that.”

ALIGNMENT WITH OTHER COUNCIL PLANS AND STRATEGIES

The Arts and Culture Strategy aligns with and has the potential to help implement other council strategies and programs. Through other strategies and plans key arts and cultural priorities and actions can also be realised.

- [Community Plan](#)
- [Corporate Plan 2018-2023](#)
- [Fraser Coast Economic Development Strategy](#)
- [Fraser Coast Events Strategy 2020-2024](#)
- [Fraser Coast Smart Communities Plan](#)
- [Discover Fraser Coast Regional Wayfinding and Content Management Strategy](#)
- [Fraser Coast Planning Scheme 2014](#)

Master Plan and Management Plans

- [Fraser Coast Esplanade Tourist Precinct Master Plan](#)
- [Hervey Bay CBD Urban Renewal Master Plan](#)

Cross regional initiative

- [The Hinkler Regional Deal](#)

Other arts and cultural plans

- Hervey Bay Regional Gallery Strategic Plan 2021-2026
- Fraser Coast Libraries Strategic Plan 2020-2023

p.14. City Hall by Night, Damian Herde, (Shutterstock.com)
p.15. Images provided by Fraser Coast Regional Council



OUR PLACES AND SPACES

The Fraser Coast region's arts and cultural infrastructure reflects the historical development of the region with major facilities in the historical centres of the region and a range of community facilities including regional halls.



“More vibrancy in the streets. More live music in coffee shops – more street buskers. Incorporating music concerts into Art Galleries such as Gatakers even if these are paid events.”

“Local, regional and municipal councils are critically important parts of the cultural policy fabric, funding local cultural infrastructure such as performing arts centres, galleries, libraries and museums, as well as festivals and cultural activity at community level.”¹⁶

¹⁶ Pennington, A. & Eltham, B. (2021). Creativity in Crisis: Rebooting Australia's Arts and Entertainment Sector. Canberra: The Centre for Future Work at the Australia Institute, p. 50

COUNCIL MANAGED ASSETS



BROLGA THEATRE

The Brolga Theatre is the performing arts and entertainment heart of the Fraser Coast, and literally emerged from the dreams of the community who raised over \$1 million to kickstart construction. Situated on the banks of the Mary River in Maryborough, the Brolga is a first class theatre, including a 900 seat raked floor auditorium, a 200 seat multi-purpose flat floored performance and exhibition space, spectacular glass framed foyer and outdoor riverstage. The centre attracts the finest international and national performers and also hosts local performances, eisteddfods, celebrations and events.



HERVEY BAY REGIONAL GALLERY

Showcasing the works of local, interstate and touring artists, the Gallery is an iconic landmark in the Hervey Bay CBD. Based in Pialba it will be central to the cultural precinct and the Hervey Bay CBD Urban Renewal program. Following extensive refurbishment, the gallery will be reopening with extended exhibition space, collection storage and a new climate control system, confirming it as a high profile regional exhibition and cultural space.



GATAKERS ARTSPACE

Situated in two historic warehouses, this contemporary exhibition space is committed to supporting and promoting the art activities of individuals and groups within our community and beyond. The building fronting 311 Kent Street is being transformed into a retail outlet and multi-purpose workspace for artists and creatives.



PORTSIDE HERITAGE PRECINCT

Maryborough's Portside Heritage Precinct offers a unique heritage tourism experience, reflecting the history of Maryborough as a thriving river port. Council manages six of the heritage listed buildings in this precinct including the Bond Store and Customs House as interpretive centres.



STORY BANK

The birthplace of Mary Poppins author P.L. Travers was the heritage listed former Australian Joint Stock Bank building, which has now been restored and transformed into the Story Bank, a premiere heritage tourism and story-focused attraction.



LIBRARIES

Council libraries are based in Maryborough, Hervey Bay and the regional centres of Burrum Heads, Howard and Tiaro. New libraries in Hervey Bay and Maryborough are in planning stages.

p.16. Gatakers by Night, 2018, Aaron Skuse

p.16. Portside, Customs House, Amanda Kratzmann

p.16. The Story Bank, Amy Mahardika. LeeLee Creative

p.16. Image provided by Fraser Coast Regional Council



OUTDOOR SPACES

Many council parks and recreation spaces are valued sites for the staging of arts and cultural activities.

These include spaces such as:

- Queens Park, Maryborough
- Portside Parklands, Maryborough
- Seafront Oval, Pialba
- Hervey Bay Esplanade
- Hervey Bay Botanical Gardens
- Tiaro Recreation Ground
- Bauple Recreation Ground
- Burrum Heads Recreation Ground

HERITAGE REGISTER

Fraser Coast Council maintains a cultural heritage register of places which are of significance to the region. At the time of publishing this document the register had over 160 places of significance and reflect aspects of local and regional cultural history.

p.17. Images provided by Fraser Coast Regional Council

p.17. Festival image, Fraser Coast Tourism and Events

COMMUNITY MANAGED ASSETS

Museums, Galleries and Performance Spaces

We have a wealth of museums and heritage organisations located across the region. A wide range of arts and cultural groups and organisations manage key community venues, galleries and exhibition spaces, theatres and auditoriums, studios and workshop spaces.

Community Halls

Community halls are centrally located across the region, and many are used to host art classes, workshops and cultural events. Refer to the 'halls and venues' page on Council's website for more details.

Creative Community Directory

Council is developing a creative community directory. If you have a community venue or are a regional artist or community group and would like to share or update your details on this list, please register your details at www.ourfrasercoast.com.au/community.



WHAT WE FOUND AND WHAT YOU SAID - SUMMARY OF CONSULTATION FINDINGS



STRATEGY PROCESS AND ENGAGEMENT PROGRAM

This strategy has used a three-phased approach, designed to create a new Arts and Culture strategy that is grounded by, and speaks to, the creative and cultural community of the Fraser Coast region. This input has been synthesized to create a vision that inspires and directs action, ultimately achieving multiple outcomes and benefits for the community.



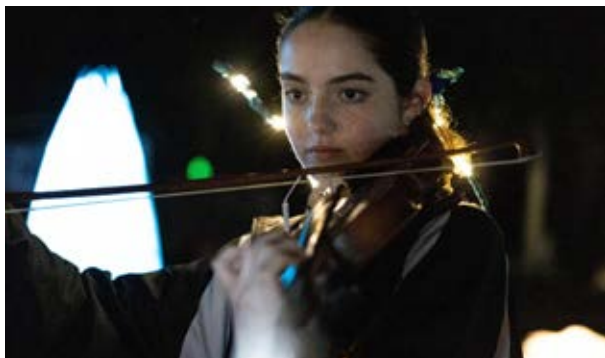
“... but I strongly believe that Arts and Culture is an important part for any region or community. Our cultures are where we come from and who we are and shouldn't be lost, otherwise we lose our identity and our connection to our environment.”

DATA AND INPUT

Data and input has been received from over **800 people**:

- 220 Survey responses
- 463 People involved in Ambassador Conversations
- 17 Postcard inputs
- 50 Workshop participants input from Butchulla consultation and launch sessions with Ambassadors and Heritage Reference group and guests
- 14 Youth Advisory Council members
- 40 Participants in council and sector consultations – Community and Culture team, Fraser Coast Tourism and Events, Economic Development, Community Development and Engagement, Libraries, Planning, Grants team, Development and Community executive and Fraser Coast Councillors.





PRIORITIES FOR ACTION

- Participation, learning, workshops, training and development (for specific groups, different art forms, sector development)
- Infrastructure – Hervey Bay Regional Gallery reopening, theatre for Hervey Bay, transport, parking, low-cost options, programs across the region
- Increased and diversified funding and investment
- Providing a diverse range of arts and cultural programs for the community – strong focus on events, festivals, participatory experiences
- More support and visibility for Butchulla and Indigenous culture and programs
- Profiling and promoting local arts, events & artists, connect and communicate
- Attracting high quality arts and artists to tour and also work within the region
- Arts and cultural leadership and development networked across the region
- Maintaining and activating heritage – extend opening hours, experiences, events, activations, succession planning, professionalism
- Use of outdoor spaces for events – public arts, murals, tours, amenity
- Arts and culture in sympathy with nature – with concern for sustainability
- Arts and culture for building and supporting communities, as well as for other outcomes such as economic benefit.

These priorities and key concerns formed the basis for the strategic themes of the strategy.

p.20. Musicians from
'Song to the Ocean', 2021, Cody Fox
p.20. Wicked 'bubble' in the Broлга,
2021, Theatre Safe Australia
p.20. Butchulla Burad Dancers, 2021,
Amanda Kratzmann
p.21. Butchulla women's skirt,
Butchulla Country and People
p.21. Group rehearsal of
The Odyssey by Macabre
Theatre Company, 2021, Matthew King



WHAT YOU SAID

“[I want us to be] a community renowned for creativity and culture. A thriving and vibrant community that has the arts deeply embedded. A destination for the arts. An inclusive community. A community that celebrates storytelling in all its forms. A community that celebrates the First Nations peoples of the region as it’s heart and soul. A community that offers unique experiences. A community where life long learning is fostered.”

“Paying respect to the history and heritage of the region while simultaneously progressing into the future, building a new identity for future generations.”

“I could probably go on for ages about this topic but overall I think the Fraser Coast is an amazing place to be a creative mind and I hope it continues that way.”



“I’d like to see more active community musical expression, i.e. outdoor sessions, workshops and multicultural performances. I would like to foster multicultural festivals FROM the Fraser Coast community.”

“[in five years’ time I hope] Butchulla culture is celebrated, young people are provided with opportunities to grow their talent and be recognised, the broader community has pride in their town/region for its rich culture and knows and understands its stories.”

“We have great theatre groups, musical groups, arts groups and wonderful places for these performances plus outdoor areas.”





VISION, VALUES & STRATEGIC THEMES

VISION

Fraser Coast will be a leading regional centre for living heritage, lively culture, powerful stories and creative communities.

The arts, culture and heritage are at the heart of our identity and expression of who we are. They enable us to shape what we want to become, a place of sanctuary and inspiration, a region of diverse, creative and empowered communities.

p.22. Butchulla sand art, Butchulla Country and People

VALUES

We believe community members should have access to quality arts and cultural facilities and experiences across the region.

We value the role of the arts, culture, artists, creatives and their contributions to resilient, diverse and sustainable communities.

We recognise the importance of governance and sector development for an effective creative and cultural ecology.

We encourage innovation and creativity in arts and culture and the personal, economic and social benefits for our region.

We nurture collaboration and partnerships within and beyond our region to maximise investment and outcomes.

We promote the role of arts, culture and heritage to build a strong sense of place and identity, both for ourselves and the world beyond.

STRATEGIC THEMES

These themes and strategic priority areas are interrelated with some overlap. Their design allows for a focussed approach for implementing some program areas but also provides for a cooperative approach across the Fraser Coast community and within Council.

01

INDIGENOUS CREATIVITY AND CULTURES ARE RESPECTED AND CELEBRATED

Aboriginal and Torres Strait Islander peoples, cultures, connections to Country (land, sea and sky) and stories are respected, visible and celebrated within the life and profile of the region, with Butchulla and other Indigenous groups supported to achieve their goals.

02

HISTORY AND HERITAGE ARE PROTECTED, VALUED AND ENLIVENED

Our outstanding cultural, built and natural heritage is central to our regional identity. Our stories are protected, cherished and enlivened to benefit current and future generations.

03

PARTICIPATION, LEARNING AND DEVELOPMENT IN ARTS AND CULTURE EMPOWERS PEOPLE

Opportunities to engage in creative and cultural capacity building and development are accessible across the region, lifespan and diversity groups. Inclusive arts and cultural engagement promotes individual development, wellbeing and empowerment, community connections, creative recovery, social cohesion, and creative enterprise.

04

ARTS AND CULTURAL EXPERIENCES AND CREATIONS ACTIVATE COMMUNITIES

The Fraser Coast region hosts a diverse range of arts and cultural experiences, programs, events and festivals that contribute to the attraction and amenity of the region, and that create a sense of belonging and identity for residents as well as vitality for visitors and tourists.

05

INFRASTRUCTURE AND INVESTMENT ENABLE CULTURE TO GROW

The Fraser Coast's range of cultural facilities, indoor and outdoor spaces, mobile infrastructure and digital platforms are maintained and extended upon to enable communities to access and experience a diverse range of arts and cultural experiences.

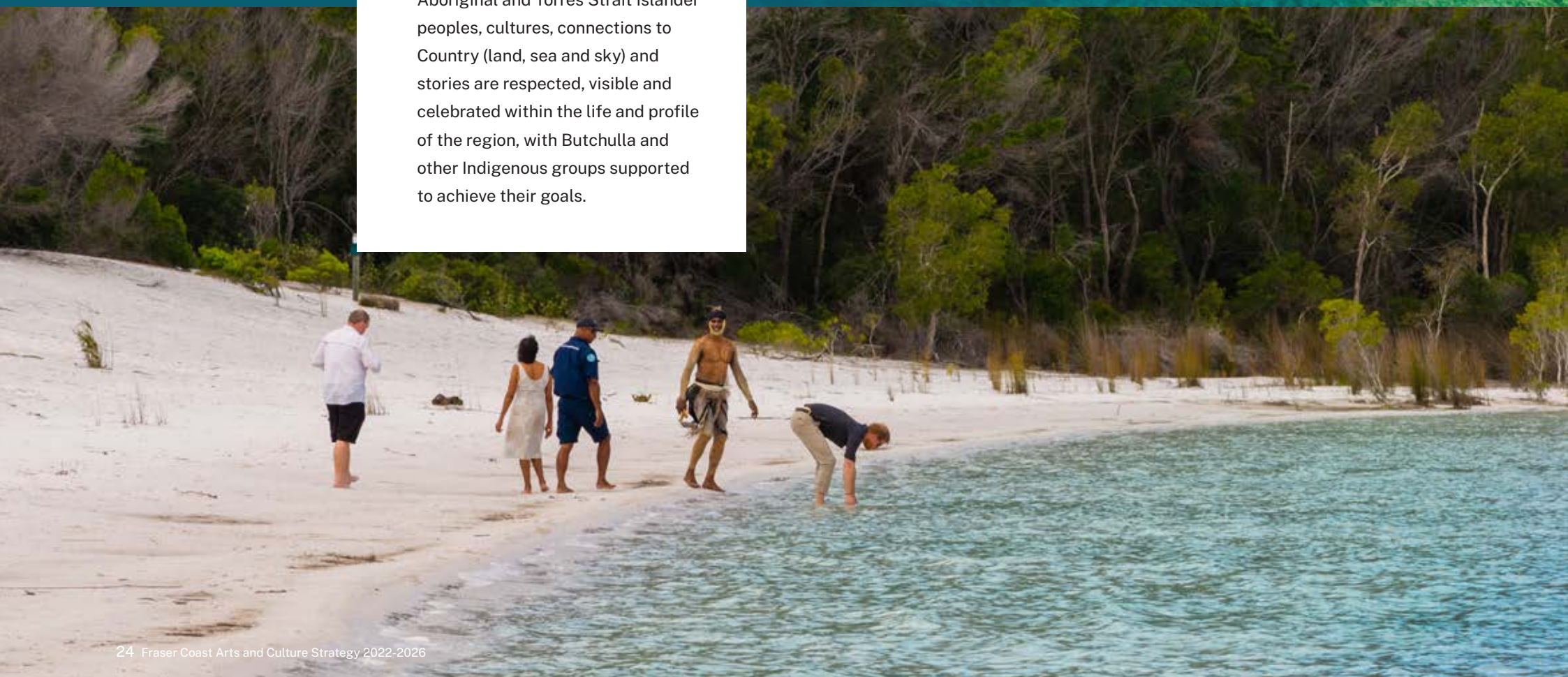
06

CONNECTIONS AND PARTNERSHIPS PROMOTE OUR ARTS AND CULTURE

Our regional artists, creatives and organisations are connected, profiled and promoted to communicate our stories, and heighten our reputation and pride.

INDIGENOUS CREATIVITY AND CULTURES ARE RESPECTED & CELEBRATED

Aboriginal and Torres Strait Islander peoples, cultures, connections to Country (land, sea and sky) and stories are respected, visible and celebrated within the life and profile of the region, with Butchulla and other Indigenous groups supported to achieve their goals.





“Ideally, I would love to see the development of a Butchulla discovery centre. There seems to be the tokenistic acknowledgment of Traditional Custodians, but the creation of a centre that combines agencies and a learning centre to educate all on Traditional Culture would be a drawcard to the area and give local residents (and especially new residents) a greater understanding of our collective culture.”

STRATEGIC PRIORITY	ACTIONS
<p>1.1 Engage and work with Traditional Custodians and other Indigenous groups on arts and cultural policy, programs and events, implementing appropriate cultural protocols.</p>	<p>1.1.1 Identify regional consultation processes that include paying respect to Traditional Custodians and Elders, as well as Native Title proponents, and recognise the importance of building trust, listening and sharing knowledge back with community.</p> <p>1.1.2 Utilise the Reconciliation Action Plan process to identify a consultative group and local protocols to guide council/ community processes.</p> <p>1.1.3 In consultation processes show respect in practical ways considering logistics, sustenance, health and wellbeing, and due compensation for time taken for such processes.</p> <p>1.1.4 Value the input and involvement from the broader Indigenous network, including non-arts and cultural entities.</p> <p>1.1.5 Build local knowledge and understanding of Indigenous art protocols, law and copyright matters through professional development and training.</p> <p>1.1.6 Deliver cultural understandings programs including local content for council employees and other arts and cultural groups.</p> <p>1.1.7 Review Council processes and protocols for areas related to collections management, archives and records.</p>
<p>1.2 Increase opportunities for learning, development and leadership for Indigenous artists and practitioners.</p>	<p>1.2.1 Establish a grant mentoring process for Indigenous artists and creatives.</p> <p>1.2.2 Host targeted awareness raising sessions for Indigenous artists and groups regarding RADF grants and other programs.</p> <p>1.2.3 Partner with established Indigenous artists and organisations to build Indigenous arts and cultural leadership in the region.</p>



p.24. Prince Harry with Butchulla representatives at Boorangoora (Lake Mackenzie), following a traditional Aboriginal blessing, 2018, Gillian Vann, Shutterstock.com

p.25. Butchulla Burad Dancers at NAIDOC Seafront Oval, 2021, Amanda Kratzmann

p.25. Song man, Butchulla Country and People



“Indigenous art work on shopping centre walls, hospitals and offices - done by Indigenous artists.”

STRATEGIC PRIORITY	ACTIONS
<p>1.3 Promote the ongoing revitalisation and celebration of Butchulla and Indigenous language, knowledge and culture through learning and engagement programs.</p>	<p>1.3.1 Work with Butchulla and Indigenous groups on programs to support the recognition of and revitalisation of culture including Information and awareness raising of culture for the wider community.</p> <p>1.3.2 Collaborate with Butchulla and Indigenous community to celebrate and mark NAIDOC week and other significant dates and events for Indigenous Australians.</p> <p>1.3.3 Butchulla language programs hosted and supported within council venues to be led by Butchulla peoples or their nominees (following identified community protocols).</p> <p>1.3.4 Support language, literature and publishing opportunities such as Butchulla children’s book publishing (following identified community protocols).</p>
<p>1.4 Value Indigenous cultures and promote visibility through interpretive signage, exhibitions, public art, works and presentation.</p>	<p>1.4.1 Develop a process for creation and approval of Butchulla, Indigenous and Australian South Sea Islander signage, and interpretive material to be located in key sites and venues across the region.</p> <p>1.4.2 Develop programming and new creative work development by Indigenous artists and creatives.</p> <p>1.4.3 Facilitate opportunities for more Indigenous work to be featured in murals and public art works across the region.</p>
<p>1.5 Identify, create and promote places and spaces where Indigenous culture, history and stories are displayed, told and experienced.</p>	<p>1.5.1 Consult with Butchulla and Traditional Custodians regarding development of Butchulla knowledge centres and sites.</p> <p>1.5.2 Butchulla and Indigenous storytelling to be embedded in the region’s cultural venues and galleries.</p> <p>1.5.3 Acknowledge and recognise Australian South Sea Islander history and culture contributions and the interactions with Indigenous peoples and cultures within Fraser Coast landscapes and culture.</p> <p>1.5.4 Promote and maintain Indigenous food gardens and plant knowledge and use in key outdoor sites across the region.</p> <p>1.5.5 Celebrate the many and significant achievements of local Butchulla and Indigenous artists and creatives.</p>



MEASURES OF SUCCESS

- Establishment of Aboriginal and Torres Strait Islander Consultative group.
- Protocols shared and adopted by council and groups they work with.
- Increased number of RADF applications by Indigenous artists.
- Increased access to and awareness of Butchulla language and Indigenous culture programs.
- Increased visibility of Butchulla and Indigenous culture in signage, places and spaces and public art.
- Increased number of arts activities that have Indigenous focus or are led by Indigenous artists.

ARTS & CULTURE SNAPSHOT



“Having such a program running here enables visiting artists to live in a location where they can learn about our culture, research our history and work with materials different from their own.”

Dr Fiona Foley



FIONA FOLEY RESIDENCY

Dr Fiona Foley is a Maryborough-born Butchulla (Badtjala) artist, academic and activist whose work is held in many Australian state, national and university collections, including the Fraser Coast Regional Council Collection, with her work also touring internationally. Much of Dr Foley’s work relates to her passion to discover the truth about what happened to Aboriginal nations in Queensland (including on K’Gari and the Wide Bay region) and the effects it had on the people and their descendents. Her art and academic career has been instrumental in her quest to profile Aboriginal people, the history of Australia and explore her individual identity. In 2022 the Fraser Coast Regional Council will be launching the ‘Fiona Foley Artist in Residence Program’ adopting Fiona’s idea for such a residency.

Dr Foley is currently a lecturer at Queensland College of Art, Griffith University. Her publication with UQP titled, *Biting the Clouds: A Badtjala perspective on the Aboriginals Protection and Restriction of the Sale of Opium Act, 1897* was awarded the Queensland Premier’s Award for a work of State Significance in 2021, with commendation by Dist. Professor Larissa Behrendt, ‘*In Biting the Clouds, Fiona Foley reclaims the colonisation narrative for the Badtjala people and clearly asserts their sovereignty. Essential reading, it cements Foley’s place as one of our leading intellectual and creative forces.*’

p.27. Butchulla sand art created using coloured sands, used for ceremony and storytelling, 2021, Butchulla Land and Sea Rangers
p.27. Fiona Foley, Scott Harrower

THEME 02

HISTORY AND HERITAGE ARE PROTECTED, VALUED AND ENLIVENED

Our outstanding cultural, built and natural heritage is central to our regional identity. Our stories are protected, cherished and enlivened to benefit current and future generations.





“Maryborough’s reputation as the “heritage” city is integral to the arts/culture in the region, through storytelling, visual arts, historic architecture, genealogical research, local Queensland history.”



p.28. Chimney Sweep race, Mary Poppins Festival, Photo Bohemian
 p.29. Bond Store Time machine
 p.29. Blacksmith, Brooweena Historical Village, Amanda Kratzmann

STRATEGIC PRIORITY	ACTIONS
<p>2.1 Value the region’s heritage through policy, planning, protection and maintenance.</p>	<p>2.1.1 Continue to promote the region’s heritage brand and profile. 2.1.2 Maintain, review and continue to develop the Fraser Coast heritage register. 2.1.3 Adopt a Collections Management Policy and Preventative Conservation Plan for sites and collections. 2.1.4 Ensure heritage and character sites are identified and protected through the planning scheme and other planning processes. 2.1.5 Establish an internal Council Heritage Working Group to facilitate adaptive reuse for heritage and character buildings, promoting economic and community opportunities for the region’s heritage assets.</p>
<p>2.2 Support cultural heritage and collections management.</p>	<p>2.2.1 Review collections approach and policy for heritage collections in partnership with other heritage organisations in the region. 2.2.2 Refine heritage collections focus and management.</p>
<p>2.3 A range of heritage programs, education collateral and events are produced and curated.</p>	<p>2.3.1 Continue the ‘Fraser Coast Heritage and Character Incentive Scheme’, and other incentives to encourage the restoration of character buildings. 2.3.2 Develop educational and public programs related to our region’s heritage. 2.3.3 Provide a range of tools and resources for heritage asset owners to access and educate e.g. guidelines about the era of Queenslander homes, and appropriate ways to renovate. 2.3.4 Create residency programs to encourage historians, writers, artists and creatives to activate and share the region’s history and heritage. 2.3.5 Generate opportunities to activate and enliven heritage sites and landscapes through events, markets, festivals.</p>



“Heritage needs to be living culture – setting for events – integrate activity – we need an integrated and coordinated approach.”

“[There is] Lots of small history/ heritage in surrounding areas such as Bauple, Brooweena, Howard, Hospital Museum, Hervey Bay Historical Village, train line history.”

STRATEGIC PRIORITY	ACTIONS
<p>2.4 Build the capability and professionalism for heritage groups, volunteers and other stakeholder groups.</p>	<p>2.4.1 Support and continue the work of the Heritage Advisory Committee. 2.4.2 Host and promote training and development programs for museums and heritage centre staff, volunteers and groups across the region.</p>
<p>2.5 Heritage landscapes, streetscapes and environments are maintained and cultivated.</p>	<p>2.5.1 Maintain and manage heritage streetscapes and character. 2.5.2 Value the natural environment and importance of such for streetscapes and public spaces.</p>

MEASURES OF SUCCESS

- Maintained and extended recognition of heritage through policies and planning scheme.
- Heritage register, collections and management systems effectively operating across council managed facilities.
- A curated program of heritage education and programs is produced.
- Resources about heritage and character are created and available for building owners to facilitate conservation of heritage assets.
- Heritage training and professional development programs are hosted and well attended.
- Increased awareness and visitation of heritage sites and facilities.



ARTS & CULTURE SNAPSHOT



“I was happy to be commissioned by Council to create a trompe l’oeil of St Paul’s Cathedral for The Story Bank. In the P.L. Travers story of Mary Poppins, the children Jane and Michael Banks want to feed the birds with the Bird Lady (‘Feed the Birds, Tuppence a Bag’). The Bird Lady sits in front of St Paul’s Cathedral and it’s great she’s doing exactly that within these walls as well.”

Willy Paes, Artist, Maryborough

MARY SPARKS A WORLD OF STORYTELLING

The Fraser Coast region understands the power of story for communicating and connecting people. The connection of Mary Poppins author, P. L. Travers, to the region has been used as the springboard for the annual Mary Poppins Festival and creating an innovative cultural tourism site with The Story Bank. The old bank where Travers was born – the Australian Joint Stock Bank – is now a bank that trades in stories. The building explores the story of Travers’ life, inspirations and writings; as well as valuing the story-heritage of the region and prompting storytelling for all. Many local artists contributed to The Story Bank collection and displays, helping to create a magical place for locals and visitors to enjoy.

- p.30. Maryborough Urban Sketchers, 2021, Cody Fox
- p.31. Willy Paes, St Paul’s Cathedral Mural, The Story Bank
- p.31 Children with Mary Poppins Statue, Amanda Kratzmann
- p.31 The Story Bank mice by April Spadina
- p.31 Monika Bayer, P.L. Travers stories in bronze and stainless steel pavers/plaques, The Story Bank



THEME 03

PARTICIPATION, LEARNING AND DEVELOPMENT IN ARTS & CULTURE EMPOWERS PEOPLE

Opportunities to engage in creative and cultural capacity building and development are accessible across the region, lifespan and diversity groups. Inclusive arts and cultural engagement promotes individual development, wellbeing and empowerment, community connections, creative recovery, social cohesion, and creative enterprise.



“Linking in with schools to find out what is happening in curriculum so that activities/events/performances/exhibitions have some relevance to what students are learning.”

“Plenty of opportunities for people of all ages to be involved in creative enriching experiences. Ideally some with low or no cost.”

STRATEGIC PRIORITY	ACTIONS
<p>3.1 Value and support community development, expression and wellbeing through arts and cultural programs across the region.</p>	<p>3.1.1 Provide and support inclusive arts and cultural programs for diverse groups across the community and maximise access opportunities.</p> <p>3.1.2 Support the work of Library, Community Development and Community Grants officers to maintain and extend arts and cultural opportunities for diverse communities across the region.</p>
<p>3.2 Provide opportunities to extend arts and cultural practice through mentorships, residencies and incubation programs.</p>	<p>3.2.1 Develop a residency program for artists and creatives within council venues and spaces.</p> <p>3.2.2 Scope and develop a creative incubation program for new work and creative business development.</p> <p>3.2.3 Support mentorships within and beyond the region to provide professional learning for arts and creative workers.</p>
<p>3.3 Support competition and awards programs to encourage arts and cultural engagement and expression.</p>	<p>3.3.1 Develop creative practice and profiling through competitions such as the ‘Waste to Art’ competition.</p> <p>3.3.2 Review and refine arts and cultural and community awards and recognition programs.</p> <p>3.3.3 Promote and implement the Fraser Coast National Art Prize and maximise opportunities for local learning.</p>
<p>3.4 Identify, support and/or create opportunities for specialist arts training, capacity building and professional development in the region to support the breadth and depth of arts and cultural skills base in the region.</p>	<p>3.4.1 Extend the range of professional development offerings to support creative practice and creative enterprise.</p> <p>3.4.2 Utilise partnerships with groups and organisations within and beyond the region to offer specialist training and development in arts and cultural professional practice.</p>



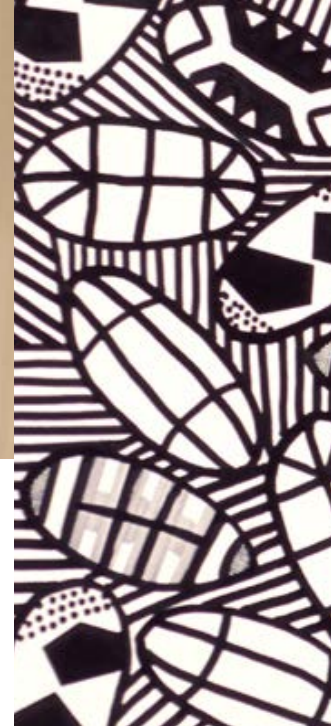
p.32. Children’s workshop at Brolga Sunday Riverside, 2017

p.33. Young participants at a Gatakers Workshop, Patrice Chapman

p.33. Urban Sketchers, 2021, Cody Fox



p.34. 2020 Waste to Art prize winning artwork "Spinning Nature" by Torbanlea State School Environmental Group
 p.35. Butchulla Shields, artwork by Shawn Wondunna Foley
 p.35. Shawn Wondunna Foley book launch
 p.35. Charise Bernil for Making Hervey Bay Home exhibition



STRATEGIC PRIORITY	ACTIONS
<p>3.5 Cultivate connections with schools and education providers to encourage arts and cultural learning.</p>	<p>3.5.1 Support networks and programs with arts and culture focussed teachers and schools.</p> <p>3.5.2 Provide curriculum related links and connections with arts and cultural programming across council venues.</p> <p>3.5.3 Promote opportunities for student placements, traineeships and work experience in the arts and cultural venues and organisations.</p>
<p>3.6 Recognise the importance of providing opportunities for young people to participate and engage in arts and culture.</p>	<p>3.6.1 Ensure a focus on arts and cultural development for young people is maintained through engaging with the Fraser Coast Youth Advisory Council.</p> <p>3.6.2 Support access to arts and cultural programs out of school, in school holidays etc in spaces and places that young people find engaging.</p>

MEASURES OF SUCCESS

- Increased delivery and support of participatory arts and cultural programs by council and partners.
- Increased engagement in the arts by people experiencing disadvantage.
- Increased number of arts activities that have disability focus or involvement of artists living with disability.
- Increased mentorship opportunities for artists, creatives, young people.
- Increased training and education pathways for artists and creative professionals.

ARTS & CULTURE SNAPSHOTS

ARTS, NATURE AND WELLBEING – SHAWN WONDUNNA FOLEY

Many people now understand the value of connecting with nature and creativity to improve their wellbeing and help deal with the complexity and challenges of contemporary life. These concerns have been central to the practice of Shawn Wondunna Foley for many years. Shawn is a contemporary Butchulla (Badtjala) First Nations Australian writer, visual artist/designer, public speaker, positive thought leader, and cultural advisor local to Hervey Bay.

In his artwork, his artistic inspiration is drawn from many tangible and intangible sources of living on country (land and sea), including K'gari and the Fraser Coast.

The expression of simple, conceptual and abstract images underline the more meaningful and complex relationships that exist as a function of people, place and the living process of change. Another focus area for Shawn's diverse practice has been a series of books concerned with mindful living.



“Embodied within oneself is a deep and profound love for Country (land, sea and sky), spirit and the Arts on the Fraser Coast. It is integral to creating collective wellness and individual wellbeing in this life now.”

Shawn Wondunna-Foley



MAKING HERVEY BAY HOME

Hervey Bay's multicultural community was celebrated through the 'Making Hervey Bay Home' project and exhibition. The 'Cultural Diversity Matters' group coordinated the project, auspiced by the Hervey Bay Neighbourhood Centre and featuring photographs by Sabrina Lauristo. The project was stimulated by a desire to celebrate multiculturalism and the diversity of the Hervey Bay community. The exhibition featured 30 people who reside in the community who were born overseas, and the process began with interviews and photographing each of the participants. Over time the group kept meeting and forged relationships, continuing to meet and enjoy each other's company. The photographs and stories were also combined to be published in a book.

“I loved sharing my stories with other migrants and the inspiration of being part of this community. I love hearing the stories (of others) also, of what they've been through and what are their success stories. It's really amazing.”

Charise Bernil, project participant

This project was made possible through assistance provided by the Regional Arts Development Fund (RADF).

THEME 04

ARTS AND CULTURAL EXPERIENCES & CREATIONS ACTIVATE COMMUNITIES

The Fraser Coast region hosts a diverse range of arts and cultural experiences, programs, events and festivals that contribute to the attraction and amenity of the region, and that create a sense of belonging and identity for residents as well as vitality for visitors and tourists.





“A major festival - expand the Whale Festival to incorporate a lot more arts.”

STRATEGIC PRIORITY	ACTIONS
<p>4.1 Develop and support a diverse, quality range of arts and cultural programs, events and exhibitions that build upon and promote our region’s strengths and identity.</p>	<p>4.1.1 Continue to support a diverse range of exhibitions, performances and public programming at council’s arts and cultural venues.</p>
<p>4.2 Host and support events with and for community, that maximise opportunities for arts and cultural engagement.</p>	<p>4.2.1 Continue to support the engagement of local artists and creatives (as well as those from beyond the region) for community events and programs.</p> <p>4.2.2 Encourage lively local culture including at markets and community celebrations.</p>
<p>4.3 Encourage new work development and presentation through RADF funding programs, grant development programs and strategic projects.</p>	<p>4.3.1 Provide arts and cultural funding through RADF, community grants, festival and events funding.</p> <p>4.3.2 Review RADF application rates and demographics to identify focus for targeted professional development and support higher levels of participation by under-represented groups.</p> <p>4.3.3 Host grant development workshops and programs to support artists and creatives in creating competitive and strategic project proposals.</p>
<p>4.4 Develop and host signature arts and cultural festivals, as well as develop arts programs and promote local creative enterprise within other key festivals and events.</p>	<p>4.4.1 Increase strategic focus on arts and cultural festivals and events within the revised Fraser Coast Event Strategy and in collaboration across Council, Fraser Coast Tourism and Events and other stakeholders.</p> <p>4.4.2 Continue to develop regional signature arts and cultural festivals such as Mary Poppins festival, Lines in the Sand, Heritage Week, NAIDOC week and others.</p> <p>4.4.3 Support the creation of arts and cultural projects and works that can be presented in partnership with other significant events and festivals.</p> <p>4.4.4 Promote opportunities for local creative enterprise and businesses through the full range of events and festivals.</p>



p.36. Brolga Sunday riverside
 p.37. Gatakers Artspace
 p.37. Brolga Dancers, David Person



“More diverse. Less tourist oriented and more people oriented, more inclusive for Indigenous and LGBTQ+ artists.”

“More free outdoor cultural, art, music events for families and children at the Seafront Oval or Queens Park.”

“Mary Poppins Festival is seen by others who live in Brisbane as the signature event and has a big Festival vibe.”

STRATEGIC PRIORITY	ACTIONS
4.5 Provide and support arts and cultural programs that engage and celebrate diverse groups and segments within the community.	4.5.1 Support and develop inclusive arts projects and events that profile the diversity of individual and groups in the region.
4.6 Deliver a dynamic program of high quality touring works that maximise opportunities for locals, as well as support local artists to tour and present their work beyond the region.	4.6.1 Curate, produce and present programs of high quality performance works and touring work maximising opportunities for local engagement. 4.6.2 Promote regional engagement opportunities and programs with state wide, national and other regional arts entities to extend opportunities for Fraser Coast artists, creatives and residents. 4.6.3 Encourage Fraser Coast artists and creatives to present and tour work beyond the region to further build their profiles and audiences.
4.7 Develop and coordinate a strategic approach to public arts programs and arts in public spaces.	4.7.1 Develop and endorse a public art policy and procedural framework. 4.7.2 Audit Council's Public Art Collection and implement a Collections Management Plan. 4.7.3 Commission and support the creation of new public arts works – permanent, temporary and ephemeral. 4.7.4 Support public arts projects and works across regional centres (beyond Maryborough and Hervey Bay).

MEASURES OF SUCCESS

- Maintained or increased number of quality exhibitions, productions and performances.
- Increased number and range of quality applications for RADF.
- Review conducted of current signature events before further development of signature arts and cultural festivals across the region.
- More local arts work developed and artists featured within festivals and events.
- Increased employment opportunities for producers, curators, arts and creative businesses and freelancers.
- Maintained or increased range of high profile national or internationally significant artists touring into the region.
- Public Art Policy and Procedural framework endorsed and implemented.



ARTS & CULTURE SNAPSHOT

SONG TO THE OCEAN LIGHTING INSTALLATIONS

For the 'Song to the Ocean' performance by acclaimed Australian string ensemble 'Deep Blue' at the 2021 Hervey Bay Whale Festival, dialogues were facilitated with local Butchulla Elders and professional artists from the Fraser Coast. The artists created beautiful ocean inspired light sculptures which were installed around the perimeter of the performance space on Seafront Oval. This helped create a magical environment for the live music experience, and also enabled the sharing of skills, knowledge building and relationships between artists, community members and visiting artists.



“The recent Song to the Ocean event was the most inclusive & spiritual experience. The light workshop for the event provided new skills for the regions’ artists.”

Jo Williams, Artist, Howard



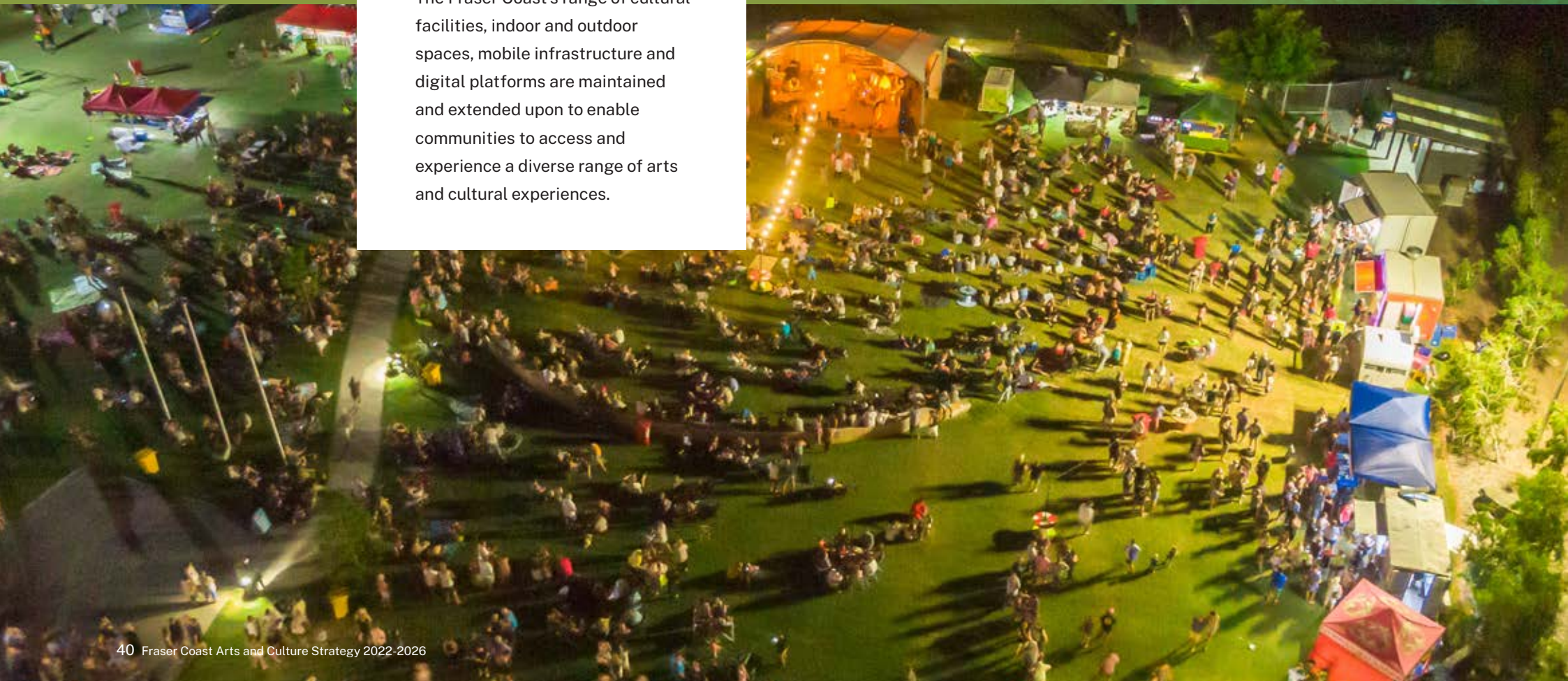
p.39. 'Song to the Ocean' images, 2021, Cody Fox
p.39. Karen Hall at lantern workshop



THEME 05

INFRASTRUCTURE AND INVESTMENT ENABLE CULTURE TO GROW

The Fraser Coast's range of cultural facilities, indoor and outdoor spaces, mobile infrastructure and digital platforms are maintained and extended upon to enable communities to access and experience a diverse range of arts and cultural experiences.





STRATEGIC PRIORITY	ACTIONS
<p>5.1 Maintain and develop facilities and spaces for creative practice, development and presentation.</p>	<p>5.1.1 Maintain quality arts and cultural venues with plans for ongoing maintenance, refurbishment, and/or replacement in line with recognised contemporary arts/cultural standards.</p> <p>5.1.2 Maximise opportunities for arts and cultural engagement through masterplans and strategic projects.</p> <p>5.1.3 Scope and plan for new and/or improved cultural venues and sites to meet the growth and development needs of different communities across the region.</p> <p>5.1.4 Investigate and develop a business case for a theatre/performing arts facility in the Hervey Bay area.</p>
<p>5.2 Create a network of creative and cultural spaces to meet the growth and needs of communities.</p>	<p>5.2.1 Engage in ongoing cultural mapping to ensure a network of accessible arts and cultural facilities are available across the region.</p> <p>5.2.2 Support the development of multi-use and specialist arts and cultural spaces/infrastructure for:</p> <ul style="list-style-type: none"> - Visual arts and crafts workshops - Performing arts rehearsal and lessons - Performance presentation - Pop up shows & exhibitions - Digital arts and projection - Storage spaces.
<p>5.3 Capitalise on opportunities to extend reach and engagement through increased use of digital platforms and infrastructure.</p>	<p>5.3.1 Build offerings for streaming arts and cultural programs through council venues.</p> <p>5.3.2 Extend digital offerings to profile and disseminate local arts and culture programs.</p> <p>5.3.3 Build capacity of arts and cultural producers (Council and community)</p> <p>5.3.4 Invest in digital infrastructure, tools, technologies and knowledge building.</p>
<p>5.4 Activate outdoor spaces with arts and cultural events and infrastructure.</p>	<p>5.4.1 Identify and document key non-traditional and outdoor spaces for arts and cultural activities and engagement.</p> <p>5.4.2 Support the use of outdoor and alternative locations for hosting cultural events and activities through streamline processes to support event organisers and producers.</p>



p.40. Festival image, Fraser Coast Tourism and Events

p.41. Gatakers Artspace, Nicole Duyst 'Zest' exhibition, LeeLee Creative

p.41. Performer from 'The Odyssey' by Macabre Theatre Company, 2021, Matthew King



“There is currently a distinct lack of performance space in the Hervey Bay Area and a growing need to provide a versatile space to meet the needs of our growing performing arts community.”

“Bring the facilities to the population, rather than expect them to travel to outlying areas to visit events/facilities.”



STRATEGIC PRIORITY	ACTIONS
5.5 Extend regional engagement opportunities through mobile infrastructure and programming.	5.5.1 Promote access to arts and cultural infrastructure and programs through decentralised programming across the region. 5.5.2 Develop technical hubs, vans and kits that can be easily transported, set-up and used to help activate non-traditional spaces and locations in smaller regional centres.
5.6 Increase accessibility to arts and cultural facilities and experiences by addressing cost and distance barriers.	5.6.1 Review Council fees and charges to allow low cost options for community access to council venues. 5.6.2 Review transport and parking options for low income earners and those with mobility needs.
5.7 Cultivate arts and investment opportunities within and beyond the region.	5.7.1 Review investment opportunities and means for building philanthropic investment. 5.7.2 Investigate options for establishing foundations and DGR status for arts and cultural organisations. 5.7.3 Develop a strategic approach with arts and cultural organisations to support them in creating competitive proposals for targeted funding and grant opportunities.

MEASURES OF SUCCESS

- Increased activation of council venues and facilities for artists and community.
- A network of arts and cultural spaces mapped across the region.
- Development of new and/or improved arts and cultural spaces and facilities to meet growing community need.
- Increased use of digital and hybrid models for arts engagement and presentation
- Number of outreach arts programs supported through mobile infrastructure.
- Increased investment in the arts and culture sector and infrastructure by non-arts departments, organisations or partners.



ARTS & CULTURE SNAPSHOT

BROLGA LIVE @ POP UP CONCERT SERIES

Starting as a response to COVID in 2020, the Community & Culture Team staged a series of outreach concerts with the 'Brolga Live @' events staged across the region. Beginning with the Brolga's own Riverstage, events have since popped up across the region at locations including Burrum Heads, Howard, Bauple, Glenwood, Toogoom and Poona. Local artists are engaged to perform with professional tech support provided by the Brolga team with their purpose-built mobile tech van. The response from regional communities has been extremely positive and other arts outreach programs are being planned for the future.



p.43. Brolga Live @ Poona with Brolga van, Amanda Kratzmann
p.43. Brolga Live @ musicians Aspy Jones Band



“On Friday 29 August, the Brolga Free Concert Series came to Poona with The Gemini Duo and Red Betty entertaining us at our routine Friday night function. All I can say is WOW and I am sure our community would agree. Approximately 170-200 people attended the event making it the largest Friday night function in recent memory. Most were from our community but also many were visitors staying at the Poona Palms Caravan Park. A group of Maryborough residents who heard that Red Betty was playing at Poona also travelled for the event. The residents of Poona appreciate the Brolga's Free Concert initiative and for the continued support that Council provides to our community.”

Harry Copeland
President, Poona Community
Progress Association

THEME 06

CONNECTIONS AND PARTNERSHIPS PROMOTE OUR ARTS AND CULTURE

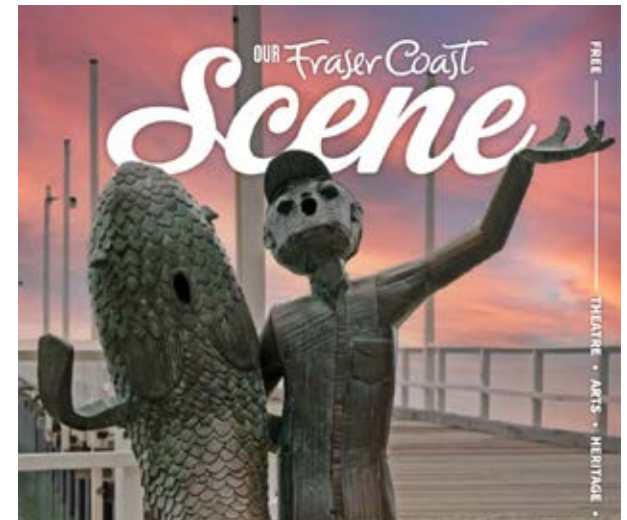
Our regional artists, creatives and organisations are connected, profiled and promoted to communicate our stories, and heighten our reputation and pride.



“There are many great artists and musicians here who need more outlets and encouragement for their creativity.”

“Creating a community based calendar to show and promote shows”

STRATEGIC PRIORITY	ACTIONS
6.1 Support arts and cultural sector connection, development and leadership.	6.1.1 Establish an Arts Advisory Group to extend connections, leadership and commitment to implementation of this strategy. 6.1.2 Develop the Ambassador program, or similar to recognise and support arts leadership across the region. 6.1.3 Host arts and cultural networking and brokerage events. 6.1.4 Promote and advocate for the arts and cultural sector within council and to the community.
6.2 Build the resilience and sustainability of arts and cultural organisations and entities.	6.2.1 Encourage succession planning and ongoing capacity building for arts and cultural organisations. 6.2.2 Offer workshops and advice in regard to organisational integrity, governance, management and reporting.
6.3 Develop a coordinated regional approach for the planning and promotion of arts and cultural events and experiences.	6.3.1 Facilitate collaborative cross arts and cultural planning and programming solutions. 6.3.2 Create a region wide calendar of events for arts and culture. 6.3.3 Refine and promote the ‘Our Fraser Coast’ website and regional directories of arts and cultural organisations, artists, creatives and events.
6.4. Extend profiling, communications and marketing activity to promote arts and cultural activity, arts, creatives and organisations.	6.4.1 Profile and promote local artists, creatives and events through marketing and promotion using diverse media channels. 6.4.2 Build and extend a strong social media presence for arts and cultural activities through Council managed accounts and support for key influencers beyond. 6.4.3 Investigate alternative marketing and communications options including distribution partnerships with community groups and networks.



p.44. Young person during art session, Shustykevych, (Shutterstock.com)

p.45. Gatakers by Night, 2018, Aaron Skuse



“Upskilling opportunities suitable for those community organisations whose business includes arts and cultural activities.”

“Development of structure to connect the creative community – from leadership through to participation at all levels.”



STRATEGIC PRIORITY	ACTIONS
<p>6.5 Build and extend upon strong cross-sectoral partnerships within council, and across business and industry sectors.</p>	<p>6.5.1 Encourage council sectors to consult and collaborate on programs and activities which have an arts and cultural focus.</p> <p>6.5.2 Broker partnerships and connections with other industries and sectors such as tourism, agribusiness, health and wellbeing to increase opportunities for artists and creatives.</p>
<p>6.6 Continue and extend regional networking and professional collaborations (e.g. with state and national organisations) and profile the Fraser Coast as a centre of arts and cultural vitality.</p>	<p>6.6.1 Maintain and develop partnerships with professional arts and cultural organisations including state entities to extend offerings within the region (e.g. Artour, Department of Education, Queensland Ballet, QAGoMA).</p> <p>6.6.2 Continue active involvement with the CQ RASN, the Regional Arts Services Network and promote cross regional opportunities for our artists and creatives.</p> <p>6.6.3 Identify and support opportunities for cross-regional projects, programs and touring.</p> <p>6.6.4 Profile the Fraser Coast as a leading Queensland centre for arts and culture within destination promotions.</p>

MEASURES OF SUCCESS

- Establishment of Arts Advisory group.
- Improved coordination of arts/cultural networks and calendar of regional festivals and key arts/cultural offerings.
- Increased evidence of arts/cultural leadership capacity and skills within the community.
- Improved reach and number of ‘hits’ across traditional media/social media.
- Increased number of partnerships and connections across disciplines and industry sectors.
- Improved communications, advertising and promotion of arts and cultural activity across the region.
- Increased recognition of region’s artists, arts and culture in media beyond the region.



ARTS & CULTURE SNAPSHOT

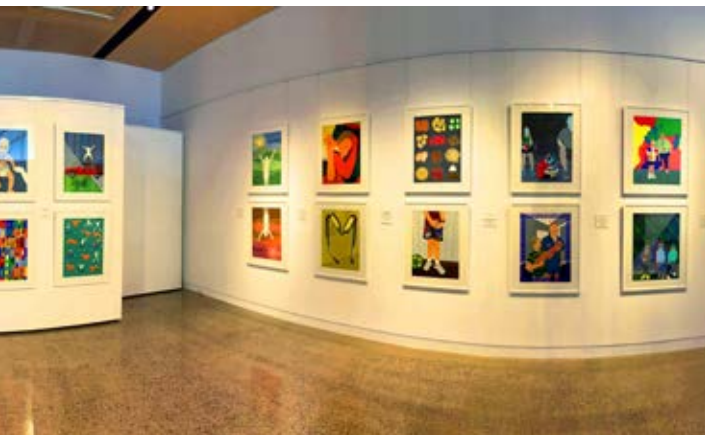
EMMA THORP - TOURING AND PROFILE RAISING BEYOND THE REGION

Touring work like exhibitions and productions is a form of domestic 'export' which can help build the profile and income potential for individual arts and organisations as well as confirm the region's reputation as an arts and cultural hub. Emma Thorp is a contemporary Fraser Coast artist who creates highly detailed pencil and digital art illustrations. Her solo exhibition, 'Early', is currently on tour after beginning its life at Hervey Bay Regional Gallery with curatorial support from Lewis Gallery. Early explores the experiences of a tumultuous time in Emma's life following the very premature birth of her son, a long period of hospitalisation and the constant appointments, additional illnesses, and demands which followed and culminated in his diagnosis with ADHD and Autism at 5 years of age. Emma has had her exhibition listed on the National Exhibitions Touring Support (NETS) Australia website. 'Early' has so far toured to Beaudesert @ The Centre, Wondai Regional Gallery, and Redland Art Gallery. It will also be traveling to the Gladstone Regional Art Gallery in early 2022.



“Working in regional Queensland has allowed me the space to explore my personal experiences and document them to share. By touring regionally, and sharing my story, I am attempting to promote understanding and support networks for carers who are often geographically and emotionally isolated. My shows have led to community conversations about premature birth and special needs children that have been very cathartic for myself and the broader community. To develop my practice it is important to have a strong local connection for me and my work, but to also be looking beyond for opportunities to expand my artistic practice and extend the ability of my work to access a wider audience.”

Emma Thorp, Artist.



p.46. Looking at the Glenwood country, Queensland, Bob Denelzen, (Shutterstock.com)

p.46. 'Stereotypical Behaviours' by Emma Thorp, 2018, Mark Lutz, Art House Reproductions

p.47. 'Swimming in Doubt' by Emma Thorp, 2018, Mark Lutz, Art House Reproductions

p.47. 'Early' an exhibition by Emma Thorp at the Hervey Bay Regional Gallery, 2019, Emma Thorp

ARTS & CULTURE SNAPSHOTS



“It is time for us all to learn about our shared histories, cultures and achievements, and to explore how we can contribute to achieving reconciliation in Australia.”

Kym Walker



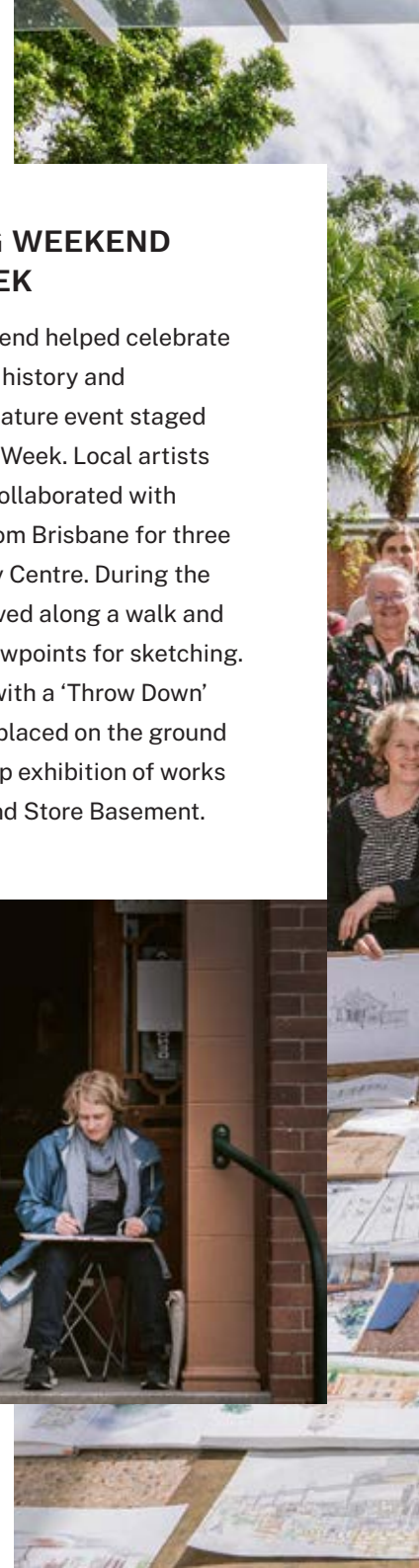
RECONCILIATION EXHIBITION

In recognition of the twenty-year anniversary for Australia's National Reconciliation Week, Maryborough Wide Bay and Burnett Historical Society Inc. presented an exhibition curated by local Butchulla woman Kym Walker.

The exhibition featured Indigenous artefacts, history and artwork from the region, and also invited visitors to contribute to the growing installation. Attendees were invited to write messages on cut-outs of footprints, contributing their thoughts on how we can 'walk together' towards reconciliation.

URBAN SKETCHING WEEKEND FOR HERITAGE WEEK

The Urban Sketching Weekend helped celebrate Maryborough's remarkable history and distinctive buildings as a feature event staged during Australian Heritage Week. Local artists and community members collaborated with visiting Urban sketchers from Brisbane for three sketchwalks within the City Centre. During the Sketchwalks sketchers moved along a walk and selected their preferred viewpoints for sketching. The Sketchwalks finished with a 'Throw Down' where all the sketches are placed on the ground for everyone to see. A popup exhibition of works created was held in the Bond Store Basement.





p.48. Kym Walker at Reconciliation Exhibition, Gatakers Artspace, 2021

p.48. Donna Murdoch weavings, Gatakers Artspace, 2021

p.48-50. Maryborough Urban Sketchers, 2021, Cody Fox

PRIORITY ARTS AND CULTURE PROJECTS

- ✓ Refurbishment of Hervey Bay Regional Gallery
- ✓ New Library for Hervey Bay
- ✓ New Library for Maryborough
- ✓ Extension of the Howard Library
- ✓ Community or Library facility in Burrum Heads
- ✓ 311 Kent St Gatakers Creative Space
- ✓ Business plan for Hervey Bay Performing Arts Space
- ✓ Fraser Coast National Art Prize
- ✓ The Fiona Foley Artist Residency
- ✓ Significant Indigenous Public Art
- ✓ Review and development of signature arts and cultural festivals and events
- ✓ More outreach and decentralised arts and cultural programming such as Broлга Live@
- ✓ Wayfinding and Story Telling
- ✓ Broлга Theatre Performing Arts Residency
- ✓ Author-in-Residence program
- ✓ Community Arts Development programs

IMPLEMENTATION, EVALUATION AND OUTCOMES

We will map and measure our success over the course of the five years of implementing the Fraser Coast Arts & Culture Strategy 2022-2026. Implementation plans will be developed that include specific indicators.



EVALUATION, DATA GATHERING AND REPORTING

Throughout the implementation phase of the strategy a framework for tracking and data gathering will be adopted to enable us to map what we are doing, how well we are going and where we need to focus further attention. Reports of strategy implementation will be created annually for internal and external audiences.

A number of common tools and approaches will be adopted across the community and culture portfolio including:

Activity and event tracking

- **Provision** – Tracking progress on major projects, arts and cultural assets, infrastructure, expenditure, employment of arts and cultural professionals within and by council, mapping how much and what is invested in activities, collections, buildings, training. May also include in-kind, volunteer and un-paid work contributions.

Participation surveys and interviews

- **Participation** – Tracking participation and attendance numbers, tickets sold, feedback, number of artists/professionals employed, levels of participation by diverse/ under-represented groups.
- **Perception & impact** – Using survey questions which explore what participants gained from the experience, and their satisfaction levels. For artists/creatives looking at how their arts/creative practice has been extended, what new work was generated, and other factors such as increased economic activity and other outcomes for participants/groups/communities.
- **Pathways** – Case studies and snapshots – establishing a process for tracking artists, participants and projects over time. Documentation, short narratives and case studies to be collated and reviewed across the life of the strategy.

ARTS & CULTURE SNAPSHOT



↖ Cultural services colour palette

↖ Painted texture overlays - 6 strategic themes

PLACE-BASED DESIGN BY LEELEE CREATIVE

The consultation team for developing this strategy included Leigh West (known as LeeLee) of LeeLee Creative. LeeLee is a Hervey Bay based artist/graphic designer with an extensive background in design and art direction. Returning to the region after living away for several years, LeeLee is part of the creative ecology that this strategy seeks to nurture. The design process was therefore quite personal as well as professional as she sought to create a design palette that was connected to place, reflective of the region, and the creative aspirations of the community of which she is part.



↖ Painted texture - acrylic with palette knife

As the cultural services section of Fraser Coast Regional Council already had a colour palette in place, LeeLee sought to work with the existing design assets while bringing something fresh and dynamic to the process. LeeLee considered different representations of place, before turning to her art tools and practice to play and experiment. A suite of abstract textural pieces were the result, and those traces of place informed the resulting design collateral. That initial creative experimentation has continued to inform the design program for the strategy, and this final document.



The intent for this publication design: honour the content and make it fun to put together! You can't get much more fun than messy, paint-covered hands. The paint textures were inspired by connection to place; the riverways and coastline, colours of the land, textures of our region.

LeeLee (Leigh) West, LeeLee Creative

CONNECT & SHARE

Make sure you stay in touch, stay connected and share your thoughts with our Fraser Coast Arts & Culture community.

FOLLOW US ON:

Our Fraser Coast website

<https://www.ourfrasercoast.com.au>

Engagement Hub

<https://frasercoast.engagementhub.com.au/arts-culture>

Facebook

<https://www.facebook.com/OurFraserCoast>

#OurFraserCoast #FraserCoastCulture

Email: artsculture@frasercoast.qld.gov.au

