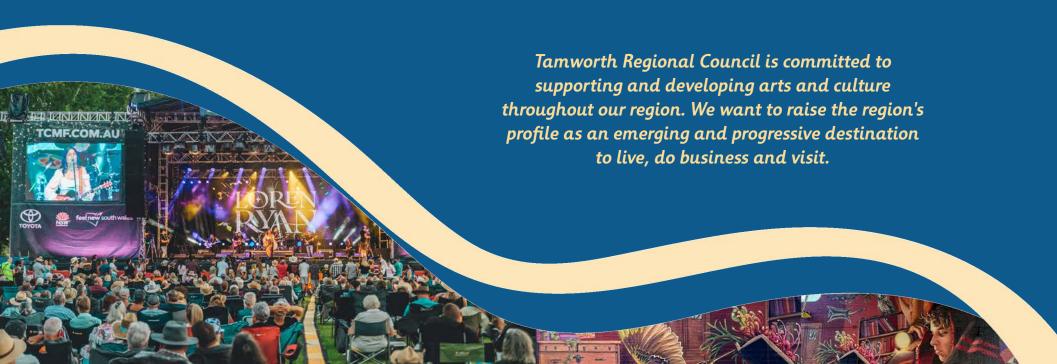




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Executive summary

The **Tamworth Region Creative Communities Plan 2024-2029** outlines the region's arts and culture aspirations for the next five years. The document has been informed by community consultation and responds to the:

- National Cultural Policy Revive: a place for every story, a story for every place;
- NSW Arts, Culture and Creative Industries Policy Creative Communities; and
- Tamworth Regional Council Blueprint 100;

The plan also takes into account changing demographics, the economic climate and emerging technological opportunities.

TAMWORTH REGION

Tamworth Regional Council was established in 2004, amalgamating the Northern NSW shires of Barraba, Manilla, Nundle and Parry and the city of Tamworth. It is one of the biggest councils in inland NSW with a population of over 65,000.



Tamworth region is home to the Kamilaroi People and the area is rich in cultural pride and connection to the landscape. It is also the;

- Country Music Capital of Australia and host of the annual Tamworth Country Music Festival
- **City of Light,** site of the first electric street lighting in the Southern hemisphere
- home of the Australian Equine and Livestock Event Centre



Tamworth has a diverse music culture that extends beyond Country Music. It boasts a **Regional Conservatorium of Music** and multiple performance venues.

The **Tamworth Regional Gallery** has an excellent reputation. It has been functioning since 1919 and is renowned for the Tamworth Textile Triennial.

Tamworth Dramatic Society has been operating since 1947 and the **Tamworth Musical Society** has been providing musical theatre entertainment to the people of Tamworth Region since 1888.

The **2024-2029 Creative Communities Plan** is Tamworth's fourth Cultural Plan. It builds on Tamworth's long arts and culture history, achievements of the previous plans and the aspirations of the community.

ACHIEVEMENTS DURING THE 2018-2023 CULTURAL PLAN

The 2018-2023 period presented significant challenges for the arts and culture sector, with the Covid 19 pandemic and associated lockdown periods. Despite the challenges a significant amount was achieved under the 2018-2023 Tamworth Region Cultural Plan. This achievement includes;

- Tamworth Regional Science, Education and Astronomy Centre opened
- Tamworth Region Inclusive Culture Advisory Committee (TRICAC) established
- New public art works including, Star Gazer III, the Picasso Guitar, Riverbend, Barraba Silos and many others

- Ephemeral public art including Skywhales, StoryBox and NAIDOC Week light projections
- A stronger Tamworth Heritage Festival, engaging all local museums and their collections
- Premier's Multicultural Award 2021 Welcoming Cities Award
- Major gallery exhibitions such as *The Archibald Prize* and *The Dressmaker* movie costumes from the NFASA
- TRC Reconciliation Action Plan (RAP)
- First TRC Regional Museums Strategy
- Regional Cultural Fund grant for Endless Access Digitisation project
- 5th Tamworth Textile Triennial, Residue and Response plus the corresponding national tour
- Use of new technology, QR codes and augmented reality to bring public art and stories to life eg. Oxley Lookout
- Library STEM programs expanded
- Dolly Parton Imagination Library established
- Light projections as part of the City of Light anniversary and Artstate Festival
- Reconciliation Week event
- Higher profile for Welcome to Country and Acknowledgement of Country protocols
- Grant funding secured and commencement of new library facility in Kootingal
- The *Big Golden Guitar* aquired through the Australian Government's Cultural Gifts Program



SURVEY

A community survey ran from 12 February 2024 to 15 March 2024 on the Tamworth Regional Council "Have your say" page.

180 people completed the survey with representation from all age groups

The survey results told us that:

- Music and theatre are the arts and cultural activities with the most participation in the region
- Two thirds of people had noticed an increase in cultural activity over the past five years
- Over 70% of people wanted to see more contemporary public art in the region
- Aboriginal cultural experiences were the community's number one cultural experience priority
- A Performing Arts Centre/Cultural Precinct was the community's number one cultural infrastructure priority





The workshops revealed a significant number of event and program ideas and this information has been compiled into a resource document for staff. A selection of these ideas will be used for event and workshop programming over the life of this Creative Communities Plan.

WORKSHOPS

Arts North West conducted 13 face-to-face workshops in the region to identify community needs and aspirations. The sessions also identified barriers to achieving these aspirations and work-shopped solutions. Community workshops were held in Manilla, Barraba, Nundle, Kootingal and Tamworth. Sessions were also held for youth and for the Tamworth Region Arts Advisory Committee (TRAAC) and Tamworth Region Inclusive Culture Advisory Committee (TRICAC).

Main points from the workshops:

- Tamworth participants identified the need for a Performing Arts Centre and an Aboriginal Cultural Centre
- Participants in the smaller towns were concerned with programs and learning opportunities
- A checklist for community event organisers was suggested, with tips on how to navigate the Council requirements for community events
- Both Tamworth and the smaller towns requested an 'Artist in Residence' program
- The need for increased opportunities for artists to sell and exhibit their works was identified across the region



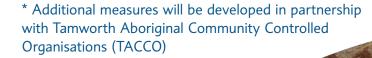


Goal 1 - Increased appreciation of First Nation cultures

The 2023 National Arts survey found that Indigenous Australians have significantly higher attendance rates at arts events and festivals and have higher rates of creative participation in the arts when compared to all Australians. In the 2021 Census, Tamworth Region recorded 12.7% Aboriginal and Torres Strait Islander Population (compared to 6.6% for Regional NSW)

The goal of 'Increased appreciation of First Nation cultures' is closely aligned with the priorities of the National Cultural Policy and the NSW Arts, Culture and Creative Industries Policy.

	ACTIONS	MEASURABLE OUTCOMES*	TIMELINE
1.1	In partnership with Tamworth Aboriginal Community Controlled Organisations (TACCO) embed First Nations protocols and procedures across Tamworth Regional Council	 Sense of belonging to a shared cultural heritage deepened Feeling valued experienced 	All years
1.2	In partnership with Tamworth Aboriginal Community Controlled Organisations (TACCO) support First Nations-led cultural projects, including NAIDOC celebrations, language revitalisation projects etc.	 Sense of belonging to a shared cultural heritage deepened Feeling valued experienced 	All years 2024-2029
1.3	Support self-determination of cultural expression for First Nations peoples and work with Tamworth Aboriginal Community Controlled Organisations (TACCO) to identify any barriers to achieving this	 Sense of belonging to a shared cultural heritage deepened Feeling valued experienced 	All years 2024-2029
1.4	Support the establishment of a First Nations Cultural Centre/ Keeping Place	 Sense of belonging to a shared cultural heritage deepened Feeling valued experienced 	Tamworth Aboriginal Community Controlled Organisations (TACCO) to determine timeline



Goal 1 - Increased appreciation of First Nation cultures

	ACTIONS	MEASURABLE OUTCOMES*	TIMELINE
1.5	Continue to champion 'Welcome to Country', 'Acknowledgement of Country' and other First Nations protocols at public events	 Sense of belonging to a shared cultural heritage deepened Feeling valued experienced 	All years
1.6	In partnership with Tamworth Aboriginal Community Controlled Organisations (TACCO)Develop and implement the next Tamworth Regional Council (TRC) Organisational Reconciliation Action Plan (RAP)	 Sense of belonging to a shared cultural heritage deepened Feeling valued experienced 	2026
1.7	In partnership with Tamworth Aboriginal Community Controlled Organisations (TACCO) continue to develop cultural signage, including acknowledgement to Country and Gamilaraay translations, where applicable, for new street names and facilities, particularly those in high profile locations	 Sense of belonging to a shared cultural heritage deepened Feeling valued experienced 	All years
1.8	Develop exhibitions across the Gallery and Museum facilities that showcase our strong First Nations culture and expression	 Sense of belonging to a shared cultural heritage deepened Feeling valued experienced 	Minimum of one annually
1.9	In partnership with Tamworth Aboriginal Community Controlled Organisations (TACCO) provide culturally appropriate library programming that includes 'Tech Savvy Seniors' for First Nations and 'Aboriginal Family History Workshops' on an annual basis	 Sense of belonging to a shared cultural heritage deepened Feeling valued experienced 	All years
1.10	Inclusion of First Nations in performing arts programming policy across varying genres	 Sense of belonging to a shared cultural heritage deepened Feeling valued experienced 	All years

Goal 2 - Enabling a 'creative communities' ecosystem

Cultural and Creative sectors operate within ecosystems. At the heart of this ecosystems approach is the idea that cultural and creative sectors work in an inter-twined way with different sectors adjacent to their own, or with completely different sectors, and also in a cross-sectoral way. <u>Ecosystem supporting artists | Culture and Creativity (europa.eu)</u>

It is important to acknowledge and care for all components in the creative ecosystem, so that the ecosystem can grow and thrive. This is particularly important as we move from goods and services economies to 'experience' economies.

	ACTIONS	MEASURABLE OUTCOMES	TIMELINE
2.1	Foster a collaborative approach to cultural development in our communities by involving multiple stakeholders	Access to beneficial networks and resources increased	All years
2.2	Continue to nurture relationships with regional, state and national level arts and cultural organisations, e.g. Create NSW Regional Arts NSW, Arts North West, State Library NSW, MGNSW, Art Gallery of NSW, Playing Australia etc.	Access to beneficial networks and resources increased	All years
2.3	Facilitate the Tamworth Region Arts Advisory Committee (TRAAC) and seek its advice on arts and cultural matters	Agency and voice enabled	All years
2.4	Encourage linkages between the creative ecosystem and the broader economy to support innovation, drive productivity and job creation	Local economy supported	All years





Goal 2 - Enabling a 'creative communities' ecosystem

	ACTIONS	MEASURABLE OUTCOMES	TIMELINE
2.5	Update and develop the Tamworth Regional Gallery Strategy and support the wider arts ecosystem	 Creativity stimulated Aesthetic enrichment experienced Knowledge, ideas and insight gained Diversity of cultural expression appreciated Sense of belonging to a shared cultural heritage deepened 	2025
2.6	Foster creative industries and increase opportunities for artists to exhibit, sell artworks, perform and tour their shows	Individual economic wellbeing increased	All years
2.7	Develop a 'Tamworth Region Learning Communities Strategy' and work towards accreditation as a UNESCO Learning City (Region)	Knowledge, ideas and insight gained	2025
2.8	Seek out partnerships with tertiary education providers to expand learning opportunities in the region	 Knowledge, ideas and insight gained Employment enhancing skill development facilitated 	All years
2.9	Develop a Tamworth Libraries Strategy that continues to create environments for learning, innovation and social connection	Creativity stimulatedKnowledge, ideas and insight gainedSocial connectedness enhanced	2025 (for 2025-2028)
2.10	Update and implement the Central Northern Regional Library Strategic Plan	Update and implement the Central Northern Regional Library Strategic Plan	2026
2.11	Continue to develop rewarding cultural sector volunteer opportunities and provide succession planning and sustainability for volunteering	 Creativity stimulated Knowledge, ideas and insight gained Social connectedness enhanced Access to beneficial networks and resources increased 	All years

"Stories are powerful. The best ones can freeze-frame time and steal our breath. They can stop us from feeling alone, remind us that we're part of something bigger, give us a sense of our shared humanity. They can build bridges and expand horizons, deepen empathy and dissolve division".

Jo Mitchell – Head of Partnerships at ACT Oxford - 2016

	ACTIONS	MEASURABLE OUTCOMES	TIMELINE
3.1	Develop and finalise the Tamworth Region Museums and Archives Strategy for implementation across the local government area	Sense of belonging to a shared cultural heritage deepened	2024/25
3.2	Participate in the 'NENW Future Histories Precinct Project' and collaborate with cultural collections across the wider region	 Sense of belonging to a shared cultural heritage deepened Access to beneficial networks and resources increased 	All years
3.3	Enhance cultural offerings at Nundle by relocating the Gil Bennet Collection and establishing a dedicated local studies room at the Nundle Library	Sense of belonging to a shared cultural heritage deepened	2024/25
3.4	Support members of the region's multicultural community to tell their stories and celebrate their history and culture	Diversity of cultural expression appreciated	All years
3.5	Continue to increase access, including digital access to Gallery, Museum and Library collections, making our stories available to audiences at a local, national and international level	Sense of belonging to a shared cultural heritage deepened	All years
3.6	Ensure sustainability of collections with effective documentation and improved storage facilities	Sense of belonging to a shared cultural heritage deepened	All years
3.7	Build on Tamworth Region's reputation for textile excellence including the Tamworth Textile Triennial	 Creativity stimulated Aesthetic enrichment experienced Professional practice capability increased 	All years

Goal 3 - Sharing our stories

	ACTIONS	MEASURABLE OUTCOMES	TIMELINE
3.8	Work in partnership with museum and heritage advisors to preserve, promote and activate heritage localities	 Sense of belonging to a shared cultural heritage deepened Access to beneficial networks and resources increased Professional practice capability increased 	All years
3.9	Continue to collaboratively develop the Tamworth Region Heritage Festival	Sense of belonging to a shared cultural heritage deepened	Annual
3.10	Build on Tamworth's identity as the City of Light and use light installations and fairy lights to activate spaces	 Sense of belonging to a shared cultural heritage deepened Positive sense of place (built and/or natural environment) enhanced 	All years
3.11	Implement the Tamworth Region Public Art Strategy to develop contemporary public art, to tell stories, and histories that connect people to place	 Sense of belonging to a shared cultural heritage deepened Positive sense of place (built and/or natural environment) enhanced 	2024/25
3.12	Use technology (QR codes, projections, podcasting, livestreaming, film-making etc) to promote and extend the reach of our stories	 Sense of belonging to a shared cultural heritage deepened 	All years
3.13	Host live storytelling and living book events that focus on understanding our unique heritage. e.g., First Nations astronomy stories, singer song writers, multicultural stories etc.	 Knowledge, ideas and insight gained Sense of belonging to a shared cultural heritage deepened Diversity of cultural expression appreciated 	All years
3.14	Continue to work with local performing artists or companies to develop performance works that promote and extend the reach of our stories about people and place	 Sense of belonging to a shared cultural heritage deepened Positive sense of place (built and/or natural environment) enhanced 	All years

Goal 4 - Evolving events and programming

From the consultation it is overwhelming obvious that music is the community's number one cultural priority. Encouraging early childhood music participation, more opportunities for youth and the wider creative community to develop music plurality, encouraging pop-up performance and providing pathways and sustainable arts practice will provide a foundation for growth and sustainability in the sector.

		ACTIONS	MEASURABLE OUTCOMES	TIMELINE
4	4.1	Implement the Tamworth Region Events Strategy to position Tamworth as a leading destination for visitation and as an event location	 Positive sense of place (built and/or natural environment) enhanced Professional practice capability increased Creativity stimulated and appreciated across the wider community Contributes to local economy 	2024/25
4	4.2	Develop a performing arts programming policy to support varied and inclusive programming across all genres, cultures and accessibilities	Diversity of cultural expression appreciatedSocial connectedness enhanced	2025/26
4	4.3	Continue to develop the Tamworth Country Music Festival to re-inforce it as the leading music festival in the Southern Hemisphere while still maintaining its uniqueness as a festival that provides access and pathways for country music artists at all levels	 Sense of belonging to a shared cultural heritage deepened Social connectedness enhanced Industry and skills development Creative industries pathways 	Annual
4	4.4	Pursue music plurality and promote Tamworth Region's music diversity	Diversity of cultural expression appreciated	All years
	4.5	Continue to develop Taste Tamworth to showcase the region's culinary, micro- brewery and distillery options while growing op-tions for music and other arts activities to sit alongside Taste Tamworth	Social connectedness enhancedPositive sense of placeContributes to local economy	Annual
	4.6	Explore new possibilities by facilitating small-scale, intimate events that prioritize safety and foster meaningful connections	Sense of safety and security increasedSocial connectedness enhanced	All years

Goal 5 - Inclusion and Participation

'Findings from the Audience Outlook Monitor show financial reasons are now the main barrier to arts attendance for Australian audiences. This insight aligns with the results of the 2022 National Arts Participation Survey which finds cost is the main barrier to arts attendance for Australians.'

When asked about the ways in which their attendance behaviour has been affected by their financial situation, as of August 2023 respondents were most likely to say they have been 'looking for things that are free/cheap to do'... Qualitative data from April 2023 also showed that discounts and pricing offers were factoring into a high number of decisions, particularly among families and young people.

Creating Value: results of the National Arts Participation Survey, September 2023, p105.

	ACTIONS	MEASURABLE OUTCOMES	TIMELINE
5.1	Develop a Tamworth Region Multicultural Strategy that fosters inclusion and promotes a welcoming culture	Diversity of cultural expression appreciatedSocial connectedness enhanced	2025
5.2	Facilitate the Tamworth Region Inclusive Culture Advisory Committee (TRICAC)	Diversity of cultural expression appreciated	All years
5.3	Enable community led events by producing a Tamworth Region Event Toolkit (online and in hard copy) for prospective community event organisers	Knowledge, ideas and insight gained	2025/26
5.4	Continue to activate community halls as affordable arts and events venues	Social connectedness enhanced	All years
5.5	Promote 'free busking' and provide an online toolkit for prospective buskers	Individual economic wellbeing increasedKnowledge, ideas and insight gained	2025/26



Goal 5 - Inclusion and Participation

	ACTIONS	MEASURABLE OUTCOMES	TIMELINE
5.6	Encourage work experience and professional development placements for tertiary students i.e., digitisation, social work, libraries, gallery, museums, theatre and other performance venues	Employment enhancing skill development facilitated	All years
5.7	Provide free after-hours study access at Tamworth City and Kootingal Libraries	Knowledge, ideas and insight gained	2024-25
5.8	Promote lifelong learning and host an annual 'Learning Festival' with affordable or free learning opportunities	Knowledge, ideas and insight gainedCreativity stimulated	All years
5.9	Facilitate community programs and workshops that have learning outcomes	Knowledge, ideas and insight gainedCreativity stimulated	All years
5.10	Consider using blanket development applications (DA) and/or clause 7.9 of the Local Environmental Plan 2010 (LEP) to make hosting community led events easier for organisers	Civic trust inspired	As required
5.11	Establish a funding model for renewable energy projects to support learning opportunities and cultural programs in the smaller towns and villages	 Knowledge, ideas and insight gained Professional practice capability increased 	2025/26 2026/27 2027/28 2028/29





A space has meaning because of what happens in it, and it becomes a place when it is filled with people and their stories.

	ACTIONS	MEASURABLE OUTCOMES	TIMELINE
6.1	Secure funding and progress a new performing arts centre to accommodate a 600 seat proscenium theatre, 200 seat studio theatre, rehearsal and function rooms, education and meeting spaces, recording facilities, café and open-air space	Positive sense of place in the local built and natural environment	2024 onwards Project completion may extend beyond the life of this plan
6.2	Implement the Tamworth Region Public Art Strategy to express our region's identity	 Sense of belonging to a shared cultural heritage deepened Aesthetic enrichment enhanced 	2024/25
6.3	New or upgraded public spaces to include three-phase power out-lets, ambient and changeable lighting, raised or tiered areas that could be utilised as seating, to encourage street performance	 Positive sense of place (built and/or natural environment) enhanced Social connectedness enhanced 	All years
6.4	Include Plug and Play infrastructure in placemaking strategies and plans	 Positive sense of place (built and/or natural environment) enhanced Social connectedness enhanced 	All years
6.5	Establish pedestrianised streets in the region to enable community events	Positive sense of place (built and/or natural environment) enhanced	All years





Goal 6 - Places and spaces

	ACTIONS	MEASURABLE OUTCOMES	TIMELINE
6.6	Build on Tamworth's music culture with permanent outdoor stages and outdoor performance spaces	Positive sense of place (built and/or natural environment) enhanced	All years
6.7	Continue to develop cultural precincts. e.g., Performing Arts precinct, Victoria Park precinct etc.	 Professional practice capability increased Employment enhancing skill development facilitated Individual economic wellbeing increased 	All years
6.8	Seek out suitable venues in the region, including in smaller towns, for 'Artist in Residence' programs	 Sense of belonging to a shared cultural heritage deepened Aesthetic enrichment experienced 	All years
6.9	Include creative design and public art in functional infrastructure in public spaces	 Sense of belonging to a shared cultural heritage deepened Aesthetic enrichment experienced 	All years
6.10	Investigate expansion and/or redesign of library spaces, with emphasis on the Barraba and Manilla facilities	Positive sense of place (built and/or natural environment) enhanced	2025/26





Cultural Development Network Outcomes Schema Source: Outcome focused planning - Cultural Development Network

DOMAIN	MEASURABLE OUTCOMES
Cultural	 Creativity stimulated Aesthetic enrichment experienced Knowledge, ideas and insight gained Diversity of cultural expression appreciated Sense of belonging to a shared cultural heritage deepened
Social (Measurable outcomes of cultural engagement in the social domain)	 Wellbeing (physical and/or mental) improved Sense of safety and security increased Social connectedness enhanced Social difference bridged Feeling valued experienced
Economic (Measurable outcomes of cultural engagement in the economic domain)	 Professional practice capability increased Employment enhancing skill development facilitated Individual economic wellbeing increased Local economy supported
Environmental (Measurable outcome of cultural engagement in the environmental domain)	 Positive sense of place (built and/or natural environment) enhanced Understanding of ecological issues increased Natural world valued Motivation for environmental stewardship increased
Governance (measurable outcomes of cultural engagement in the governance domain)	 Access to beneficial networks and resources increased Agency and voice enabled Sense of civic pride enhanced Civic trust inspired

Acknowledgements

Tamworth Regional Council wishes to acknowledge and thank Lauren Mackley from **Arts North West** for her facilitation of the community workshops.

We especially acknowledge and thank the many members of the community, arts sector, community organisations, and members of the Tamworth Region Arts Advisory Group and Tamworth Regional Inclusive Culture Advisory Committee for their willingness to workshop ideas and their contribution to the developed cultural vision and goals for the Tamworth Region communities.

We would like to thank the Councillors and Council staff across all divisions who have contributed time and energy to the development of ideas and strategies to help plan for the Tamworth Region to be creative, vibrant, energised, engaged and liveable communities.

References:

Biddle, N. and Crawford, H. 2017, Indigenous participation in arts and cultural expression and the relationship with wellbeing: Results from the 2014-15 National Aboriginal and Torres Strait Islander Social Survey, CAEPR Working Paper No. 117/2017. The Australia Council for the Arts provided funding support for this project, and collaborative work to conceptualise the paper and select the variables for analysis.

Creating Value: Results of the National Arts Participation Survey (creative.gov.au) September 2023

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