

CAIRNS REGIONAL COUNCIL STRATEGY FOR CULTURE AND THE ARTS 2022 AT A GLANCE

OUR VISION

In a region that is celebrated for its unique environment and diverse peoples, Cairns is a vibrant city with a high level of creative excellence, where culture and the arts are reflected in our everyday lives.

OUR AIM

Council is well positioned to begin a brand new cultural planning cycle. Our business is to efficiently enhance, promote and develop our cultural programs and facilities, and join with our partners and the community in leveraging our collective cultural assets to build a vibrant and sustainable region.

CORPORATE OBJECTIVES

The five-year Strategy for Culture and the Arts 2022 has been developed in parallel with Cairns Regional Council's Corporate Plan 2017-2022, which identifies broad strategic objectives for community and cultural development as follows:

Support a rich and diverse culture through accessible public facilities and community initiatives.

Be recognised as the Arts and Cultural Capital of Northern Australia.

Build vibrancy through community events and activities.

Support social and community groups.

Culture, heritage and place are valued, shared and celebrated.

KEY PRIORITIES

PRIORITY ONE

Infrastructure, resources and skills that support and stimulate the cultural and creative life of our community.

Outcomes we want to see by 2022

World-class cultural facilities, including a master-planned arts precinct in the CBD.

Adequate space for cultural and creative sector operations, production and storage.

Platforms for collaboration, networking, resource-sharing, cross-promotion, knowledge-sharing and professional development.

Annual grant programs that enable and support creative practice, and seed funding for testing ideas and new collaborations.

Opportunities for cross-cultural, cross-art form, intercultural and intergenerational creative expression for people of all ages, ethnicities and abilities.

Increased focus on young people and programs that deliver pathways for further education and employment in the arts.

Evidence-based research to support and guide future decision making and investment in hard and soft cultural infrastructure and resources.

PRIORITY TWO

Culture, heritage and place are valued, shared, celebrated and promoted.

Outcomes we want to see by 2022

Preservation initiatives that protect and value the region's built and natural cultural heritage, as well as historic and contemporary collections.

Effective and collaborative procedures for programs concerning cultural knowledge and artistic expression of Aboriginal and Torres Strait Islander people.

Diverse place-making, public art and cultural tourism programs that add value to the city's growing portfolio.

Advocacy and promotion of local heritage assets and the diverse multicultural character of our community as a source of identity and belonging.

Network of regional organisations to drive cross-promotion, project development, shared resources and professional development.

Evidence-based research to support and guide future decision-making and investment in the preservation and promotion of our shared cultural heritage and regional identity.

PRIORITY THREE

A robust cultural economy fuelled by an international reputation as a tropical, cultural and creative hub.

Outcomes we want to see by 2022

National and International reputation as a vibrant hub for Aboriginal and Torres Strait Islander culture and creative expression.

Quality programs, events and activities that encourage visitation, maximise visitor experience and bring people to our region specifically for culture and the arts.

Strategic framework and audience development strategies to drive market exposure and income generation.

Creative and cultural industries network to drive coordinated and strategic industry development.

Focused investment in connecting and promoting our collective points of distinction and valuable cultural and creative offerings.

Evidence-based research to build a case for investment and maximise our global market opportunities.

MEASURES FOR SUCCESS

INTRINSIC MEASURES THAT EVALUATE:

New knowledge and experience gained, community satisfaction, enrichment and connectivity.

INSTRUMENTAL MEASURES THAT EVALUATE:

Social outcomes, participation, audience growth, income generation and economic returns.

INSTITUTIONAL MEASURES THAT EVALUATE:

Effective community engagement and customer service, adequate resourcing, cross-departmental and cross-government collaboration.