



HINCHINBROOK
SHIRE COUNCIL

CULTURAL POLICY

POLICY OVERVIEW

"As the soil, however rich it may be, cannot be productive without cultivation, so the mind without culture can never produce good fruit." - Lucius Annaeus Seneca

The Hinchinbrook Shire Council recognises the importance of the development of arts, culture and the creative industries within the community and will work to provide the policy, planning and facilities required to address the artistic and creative aspirations of the people of Hinchinbrook Shire.

Council sees the role of providing opportunities for creative development as part of an integrated planning and service delivery approach, within its area of responsibility.

Although Council may take a lead role in planning and coordination, the outcomes must be a partnership of shared responsibilities across the community.

The development of this Policy is influenced by the notion put by American economist Richard Florida that "If services and human capital are the focus of future economies (rather than natural resources and land values), then creativity and innovation are core assets, and education, lifestyle amenities and the arts become essential founding investments in that future capital stock." (Florida, R. *Rise of the Creative Class*, 2003).

Florida also stated that creativity, "the ability to create meaningful new forms", is a decisive force of competitive advantage. This is supported by the fact that in virtually every industry from cars through to fashion, food products to information technology, the winners in the long run are those who can create and keep creating.

Hinchinbrook Shire contains an extraordinary depth of cultural and creative elements, and Council should invigorate and diversify the development of these elements and, in the process, realise and grow the economic potential of the Shire's creative industries.

The various communities that make up the Shire present a diversity of histories and cultures. In order to build and enrich the culture and identity of the Shire as a whole, Council must be inclusive in its relationship with all community groups.

Council recognises that arts, culture and creative activity encompass daily life, and are embraced by people within the community to express their fundamental character and aspirations.

Council also recognises that while there are individuals and groups within the community who pursue artistic and creative activities primarily for their own personal satisfaction and to express aspects of their cultural being, others developed and extend these pursuits for commercial benefit and, through this, grow the overall economy of the Shire.

Vision Statement

Hinchinbrook Shire aims to be a culturally dynamic place, rich in diversity and experiences – where ideas and talent are supported; where artistic, cultural and creative pursuits are encouraged; and where the social and economic fabric of the community is enhanced by excellence in creative innovation.

The Hinchinbrook Shire culture will embrace:

§ A unique rural and coastal environment that provides the backdrop for many different lifestyle opportunities;

- § Vibrant, local neighbourhoods that share a sense of community and celebrate their diversity; and
- § A people who are proud of their heritage and wish to share this across their community and with visitors to the region.

"We cannot always build the future for our youth, but we can build our youth for the future." - Franklin Delano Roosevelt

Mission Statement

To work in partnership with local arts, cultural and other community groups in promoting, facilitating and developing as broad a range of cultural and creative activities and industries as possible.

Definitions

Culture:

1. In 2002, the United Nations Educational, Scientific and Cultural Organization (UNESCO) described culture as follows: "... culture should be regarded as the set of distinctive spiritual, material, intellectual and emotional features of society or a social group, and it encompasses, in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs."
2. A culture is a way of life of a group of people - the behaviours, beliefs, values, and symbols that they accept, generally without thinking about them, and that are passed along by communication and imitation from one generation to the next.

The Arts:

The "arts" is a broad subdivision of culture, composed of many expressive disciplines. In modern usage, it is a term broader than "art", which usually means the visual arts (comprising fine art, decorative art, and crafts) and encompasses visual arts, performing arts, language arts and culinary arts.

Creative Industries:

There is general recognition of the increasing relative economic importance of creative industries in overall economic activity, as part of the general post-industrial development process, and their importance as drivers of economic development. This can be as true for a small community such as Ingham and the Hinchinbrook Shire, as it is for a major city. There are a variety of approaches to defining creative industries and it is difficult, if not impossible, to establish consistent criteria for achieving this definition. However, as Ingham seeks to grow and move forward, creative industries include:

- § Audiovisual, media and digital media
- § Advertising
- § Craft, visual arts and indigenous arts
- § Design (architecture; fashion; and graphic, urban, industrial and interior design)
- § Film and television
- § Music
- § Publishing
- § Performing arts
- § Cultural heritage institutions.

High-capacity broadband is recognised as an essential infrastructure to escalate productivity and revenue across creative industries.

Statement of Principles

Hinchinbrook Shire Council's involvement in cultural development is based upon the following principles:

Access	All residents should have the opportunity to take an active role in the cultural and creative life of their community.
Diversity	The vibrant nature of the Hinchinbrook community comes through the maintenance of the diversity of cultural values and practices of its residents.
Integration	Through an integrated approach to planning and by working in partnership with business and residents, the arts, culture and creative values of the community can be properly prioritised and addressed.
Acceptance	The comprehensive range of cultural differences across the community must be accepted, included and promoted, particularly the role and position of the Shire's indigenous community.
Opportunity	The development the Shire's diverse arts, culture and creative resources presents significant opportunities to enhance the quality of life for all residents while driving economic growth.

Council's Role

Hinchinbrook Shire Council recognises the importance of cultural development and environmental design in building a creative, innovative and liveable community, and in fostering local identity.

Council considers its role in development and planning for arts, cultural and creative industries (AC&C) to be as follows:

1. Provide the strategic framework under which opportunities to develop AC&C can be identified within the Shire.
2. Undertake ongoing planning and research to understand and support the community's cultural and creative development needs.
3. Be an incubator, facilitator and broker of opportunities and initiatives to further the development of cultural and creative activity by local individuals and/or groups.
4. Promote the Shire's cultural diversity, and the creative products of that diversity, to the local community and other identified audiences.
5. Be an information hub and information provider, a knowledge centre to support the development AC&C within the Shire.
6. Identify and catalogue the Shire's heritage and historical assets (built environment), and in partnership with the community undertake a custodial role in the protection, preservation and presentation of these assets.
7. Provide and manage the public infrastructure needed to support the AC&C activities of the community.
8. Identify key stakeholders in cultural development and the development of creative industries within the Hinchinbrook community and build effective partnerships to ensure the best social, economic and environmental outcomes.
9. Provide direct economic benefit to the Hinchinbrook community through the development and, where appropriate, commercialisation of the Shire's unique cultural and creative assets.
10. Identify, provide and/or facilitate services and programs to support AC&C development processes within the Shire.

Strategic Aims

The main strategic aims to be addressed within the Hinchinbrook Shire Council Cultural Development Plan are:

1. Integrate the development of arts, cultural assets and creative industries into all aspects of Council planning.
2. Recognise various individual and group involvements in cultural activities and create opportunities for all Shire residents to participate in a wide range of cultural and creative activities.
3. Identify partnerships and funding opportunities through which Council resources can be leveraged to maximum benefit for the development of sustainable cultural and creative activities.
4. Create the most effective internal infrastructure to support Council's Cultural Development Plan.
5. Maximise the economic and tourism benefits that AC&C activities can bring to the Shire.
6. Recognise the diverse range of individuals and groups that contribute to the AC&C within the Hinchinbrook Shire and identify and support opportunities for these groups to express their identity and creative skills.