Banyule
City Council

Creative Banyule

Arts and Culture Strategic Plan 2023 – 2031

Year 2 Action Plan

Focus Area	Key Objectives	Key Commitments	Actions Yr 2
Foster a sustainable and thriving creative sector	Build capabilities of artists and creative businesses, both emerging and established, to contribute to the local creative economy.	Raise the profile and promote the activities of local artists and creatives through multiple channels	1. Establish a dedicated subscription-based communication channel for Banyule-based artists - inclusive of information sharing and artist opportunities - as stage one in the refresh of the Pinpoint Artist Program.
		Support artists and creatives to develop sustainable and thriving business through business development training and opportunities.	2. Explore opportunities to extend the *Chillin' In Banyule* program to include sector development elements for Banyule-based musicians.
		Support the sector by facilitating access to operational support and grant opportunities.	3. Provide funding, venue and marketing support to the Banyule Open Studio association for the 2025 annual Banyule Open Studios event.
			4. Deliver the annual Arts & Culture Project Grant round, and review the guidelines to minimise barriers to participation.
	Increase access to suitable facilities for artists and creatives to make and present work.	Maximise opportunities for local artists and creatives in the activation of Ivanhoe Library and Cultural Hub.	5. Develop and trial a program model that extends the existing artist residency program at Ivanhoe Library and Cultural Hub to support the development of performance based work by Banyule artists in the Yarra-me Djila Theatrette.
		Unlock access to un[redacted]ed spaces throughout the municipality.	6. Continue to work with Banyule's arts community to determine needs, gaps and opportunities for more community arts spaces.
	Enable a culture of networking, collaboration, skills sharing, and artist led programming in Banyule.	Lead on informal and formal networking opportunities for artists and creatives.	7. Expand artist networking opportunities by delivering 4 events, informed by the *Supporting Local Creatives* Program Review, that are tailored to specific arts practices, including musicians, performers, visual artists and writers.
		Commission new works and programs led by local artists.	8. Seek expressions of interest from Banyule-based artists for programming activity at Council Festivals and Events, with target participation levels of approx. 70% across the season.
		Co-design professional development activities and deliver a year-round program for artists, creatives and enterprises.	9. Deliver two professional development programs informed by the *Supporting Local Creatives* Program Review that build artist capabilities in marketing, promotion and business development.
	Demonstrate and advocate best practice principles for working with artists and creatives.	Establish and implement set of Council-wide guidelines to guide employment opportunities for artists and creatives.	10. Embed effective internal processes to ensure all eligible artists under ATO guidelines, are paid superannuation entitlements when contracted for Council engagements.

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Enhance social connection, health and well-being.	Ensure the design and delivery of festivals and events reflects the diversity of the community.	Create and embed a whole-of-community framework to guide the design and delivery of Council's festivals and events.	11. Finalise the Banyule Festivals & Events Framework to incorporate criteria around social and cultural outcomes, scale and location requirements, inclusion and equity measures, alignment to internal strategies, and reputational risk.
			12. Deliver a community activation in Beale Ward and progress planning for a major event in Ivanhoe, in line with the Festivals & Events Framework.
		Deliver capacity building activities that support community-led events and festivals.	13. Provide operational, logistical and promotional support to the Australian Defence Force School of Signals (Simpson Barracks) to deliver a formal *Freedom of Entry* ceremonial event in 2025.
	Strengthen partnerships with Neighbourhood Houses, Libraries, schools and community organisations to support healthy, connected communities through arts and cultural activity.	Investment initiatives to prioritises arts and cultural activities in partnership with community organisations and artists with a focus on participation, health and wellbeing.	14. Explore opportunities, through the renewal of service agreements with Banyule's Neighbourhood Houses, to strengthen capabilities for delivering meaningful arts and culture wellbeing outcomes.
		Critical conversations and forums between community and creative organisations and Council about how arts and culture can play a role in the health and wellbeing of Banyule communities.	15. Maximise opportunities for multiple community groups and organisations to contribute creatively engaging programming activities at Eco Festival 2026.
	Increase opportunities for intergenerational, intercultural and educational connections through arts and cultural activity.	Develop program initiatives that encourage intercultural and intergenerational participation.	16. Develop a program model - building on Council's support for the *Culture Café* events - that encourages community cultural groups to utilise facilities at ILCH, and incentivises potential for outcomes in Council's Festival program.
		Develop program initiatives that encourage learning outcomes.	17. Deliver a series of learning programs, built around Council's exhibitions program at Ivanhoe Library & Cultural Hub, that will be incorporated into the U3A & YPRL annual programs calendar.

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Celebrate First Nations Culture	Recognise Traditional Owner and First Nations stories, knowledge and culture as an integral part of Banyule's identity, heritage and future.	Increase opportunities for Wurundjeri Woi-Wurrung and other First Nations-led storytelling and history to be experienced in public spaces - natural and built.	18. Work with artists at Barrbunin Beek, and offer capacity building support to curate an exhibition at Ivanhoe Library & Cultural Hub in 2026.
	Assert arts and culture's role in supporting Council's commitment to the Uluru Statement from the Heart.	Celebrate First Nations arts and culture across the municipality through programming, festivals and critical conversations.	19. First Nations artists, communities and/or cultural content at all major festivals presented by Banyule.
			20. First Nations artists in the Exhibitions and public programs at Ivanhoe Library and Cultural Hub.
		Increase employment opportunities for First Nations artists and creatives.	21. Commission a new public artwork at Heidelberg Gardens by a First Nations artist (preference Wurundjeri), and deliver a mural by a First Nations artist in the new Rosanna Library development.

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Create equitable participation in arts and cultural experiences	Centre the lived experience of our diverse communities in key elements of Council's arts and cultural programs.	Establish a ways-of-working framework to ensure we co-design our arts and cultural programs with diverse communities and value their contributions appropriately.	22. Reinstate the Banyule Arts & Culture Advisory Committee and ensure the expertise and community perspective of the committee is applied to relevant strategic decision-making.
		Ensure the lived experience and the cultural diversity of residents is reflected through our arts and cultural programs.	23. Annalyse community profile data and relevant survey and engagement data, to continue to identify priority communities and engagement opportunities to enable stronger inclusion in Banyule's Arts & Culture program.
		Focus on initiatives that increase engagement with and appreciation of Banyule's rich and diverse heritage.	24. Deliver a public program of talks and curated content to support the *Early Impressions* exhibition of Heidelberg School artworks, placing the art works and art movement within a broad historical context.
			25. Scope and deliver heritage interpretation signage for Upper Heidelberg Road.
	Unlock opportunities for people experiencing barriers to inclusion in arts and cultural activities.	Design and develop opportunities led specifically by First Nations, culturally diverse, LGBTIQA+ and artists with disabilities.	26. Conduct research and benchmarking of relevant sector grant programs to determine how Council's Art & Culture Grants align to standards for criteria weighting of under-represented demographics.
		Routinely audit participation in our activities and remain curious about who is not participating and why.	27. Conduct extensive surveying of participants across the summer festival season and compare with 2024 data to identify trends or gaps.
		Address infrastructure and information barriers to inclusion in arts and cultural activities.	28. Review Accessible Signage Guidelines and ensure all Festivals and Events signage is compliant.
		Deliver arts and cultural activities in places where communities feel a sense of connection and belonging - arts and non-arts spaces.	29. Continue to develop the *Art In Public Spaces* program, to ensure maximum impact for audiences, by introducing a concept development stage for participating artists.
	Improve methods of connecting with arts and culture opportunities in Banyule.	Explore the use of digital initiatives to make arts and culture accessible for everyone.	30. Begin implementation of short and long term options, informed by the *Supporting Local Creatives* Program Review in 2024, that will supersede the 10 year old Pinpoint Artists Website.
		Support artists, creatives and community groups to deliver digital, accessible arts and cultural opportunities.	
		Use varied communication channels to promote arts and culture activities.	31. Increase subscription levels to the Arts & Culture monthly E-news, and raise awareness of its use as a community asset, through targeted campaigns.

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Realise the creative potential of Banyule's spaces and places.	Effective inclusion of more public art elements in civic and open space improvements.	Create and embed a whole-of-council framework to guide planning and resource allocation for public art outcomes.	32. Complete the review of the Public Art Policy and Framework that will guide decision-making and allocation of resources for public art in Banyule into the future.
		Continued investment in public art commissions through existing and new funding sources.	33. Deliver a new public art commission in Montmorency, and progress planing for a new public art commission in Heidelberg to the artist selection stage.
		Commission opportunities for local artists and creatives.	34. Commission and deliver mural installations as put of new capital works developments - including the new Watsonia Town Square.
	Cultivate the status of the Ivanhoe Library and Cultural Hub and Banyule Art Collection as culturally vital community assets.	Year-round utilisation of arts spaces at Ivanhoe Library & Cultural Hub with high quality arts and cultural experiences.	35. Deliver a season of high quality curated exhibitions and live performances.
		Explore creative sector partnership and funding opportunities to amplify programming outcomes at Ivanhoe Library and Cultural Hub.	36. Launch the *Early Impressions* exhibition of artworks by Heidelberg School artists loaned to Banyule through the National Gallery of Australia's 'Sharing the National Collection' program, and build a vibrant companion exhibition program around the loaned artworks in 2026.
		Continue to invest in, promote and celebrate the Banyule Art Collection.	37. Deliver the bi-ennial Banyule Award For Works On Paper Finalists Exhibition, and acquire the winning artwork into the Banyule Art Collection along with any other suitable art works, in accordance with the Art Collection Policy and procurement guidelines.
			38. Conduct a 10-year audit and valuation of the Banyule Art Collection.
	Prioritise long term investment in arts and cultural Infrastructure across the municipality.	Explore opportunities for public-private development partnerships.	39. Provide curatorial support to a residential Private Development project in Rosanna to assist the developer in achieving a successful mural outcome for the building.
		Advocacy for the Banyule Theatre complex.	40. Conduct a feasibility study and options analysis to map different types of arts and culture spaces across Banyule, with information on utilisation rates, and identification of potential arts and culture spaces that meet current and future needs.
		Implement Community Infrastructure Plan 2030	
	Encourage creative initiatives that increase a sense of responsibility toward the natural environment.	Deliver climate, natural heritage, and environment-related events, activities and critical conversations.	41. Trial the use of sustainable initiatives - such as reusable food serving dishes to reduce vendor packaging - throughout the Festival season.
		Incorporate climate responsible practice guidelines into all Council funding and event delivery.	
	Inclusion of creative industries and programs in strategies to develop Banyule's major activity centres.	Build partnerships within Council to ensure investment in arts and culture across civic planning, economic development and community infrastructure.	42. Develop internal processes to support greater collaboration between Banyule's Traders Associations and Council's arts & cultural initiatives.