

# Arts, Culture and Heritage Strategy 2022-27



The City of Victor Harbor is building a reputation for arts, culture and heritage experiences.

**Recognising the importance of supporting and developing this growing space, Council has developed a five-year strategy to encourage a thriving arts ecology.**

## ***A vision for arts, culture and heritage in the City of Victor Harbor***

The City of Victor Harbor's draft Arts, Culture and Heritage Strategy 2022-27 reflects that arts, cultural and heritage development within a Local Government context involves an eco-system of interconnected activities that provide social, cultural and economic benefit.

It presents an aspiration of what will be achieved for the City of Victor Harbor, where the strategy will take the City of Victor Harbor and what will be achieved when the plan is implemented.

The vision is for the City of Victor Harbor to be a creative and culturally vibrant place to live, work and visit. It will...

- Enjoy a thriving arts ecology that supports all aspects of community and commercial life
- Be a place where people have meaningful experiences that make them feel safe, happy and connected to each other and the landscape.

## ***What does the strategy propose?***

There are ten key actions outlined within the draft Arts, Culture and Heritage Strategy that all contribute to a vision of Victor Harbor as a creative and culturally vibrant place to live, work and visit.

The strategy aims to achieve the following goals:

- Building capacity, making connections and forming strong partnerships
- Creating places that reflect heritage and culture and support creative activity
- Engaging people in the culture of Victor Harbor and fostering participation.

The document has been designed as a living and evolving strategic direction, enabling the Council and its partners to adapt and be nimble to change.

## ***More information***

For more information about this project, visit [www.yoursay.victor.sa.gov.au](http://www.yoursay.victor.sa.gov.au).

You can share your feedback:

- **Online** – visit [www.yoursay.victor.sa.gov.au](http://www.yoursay.victor.sa.gov.au)
- **In hard copy** – collect from the Civic Centre at 1 Bay Road, Victor Harbor and return via post to PO Box 11, Victor Harbor SA 5211; email to [localgov@victor.sa.gov.au](mailto:localgov@victor.sa.gov.au); or deliver in person to the Civic Centre.

**Feedback must be received by 5pm, 29 April 2022.**





## Strategic development

Council engaged consultant Maz McGann from Play Your Part to develop this strategy in April 2021. Maz is highly experienced in developing these kinds of strategies and has an in-depth knowledge of the City of Victor Harbor community through previous work she has undertaken in the area.

From the onset Maz has been working with key stakeholders, influencers and members of the community on the development of this strategy. A series of workshops took place in May 2021 where over 100 members of the community had a chance to participate in a professionally facilitated discussion regarding Arts, Culture and Heritage.

The outcomes of these sessions formed the basis of a survey that was distributed in June 2021. A total of 43 responses were received and were used to further inform the draft strategy. The consultant took the information gathered and undertook an analysis in the context of the following:

- Guiding principles for arts, culture and heritage – e.g. inclusion, innovation, collaboration and reconciliation.
- Existing and emerging strategic plans and frameworks – identifying alignment and capacity to contribute to identified goals.
- Council resourcing and capacity – including current soft and hard infrastructure and long-term financial planning, ensuring the strategy is realistic and aligns with Council's anticipated investment.
- A rapidly changing environment – primarily as a result of the COVID-19 pandemic, what this and other threats such as climate change mean for the Council and the community both now and into the future.

## How will this strategy be applied?

The strategy has been designed as a framework to support Victor Harbor's approach to economic development over a ten year period commencing in 2020.

Annual action planning will support the suite of evolving initiatives and programs that align with the direction of the strategy. The design of annual action plans will occur in partnership with key stakeholders with a strong emphasis placed on building collaborative relationships. The extent to which Council and its partners invest into measures will be determined throughout the implementation of the strategy, reflecting the principles outlined within. Reporting will occur annually referencing the 'specific measures of success' as shown below the action tables in the strategy.

The overall effectiveness of the strategy will undergo a preliminary review at the midway point in 2025, ensuring that the strategic directions remain consistent with the needs of the City. The Council will undergo a full review of the strategy at the end of 2030.

## Why a strategy and not a plan?

This document has been designed as a living and evolving strategic direction enabling the Council and its partners to adapt and be nimble to change.

A plan seeks to map out timeframes, fixed budget commitments and confirmed partners. This has been considered too restrictive and impeding efforts to collaborate and explore delivery models and pathways that may not be evident at the point that this document is endorsed.

For more information and to have your say, visit [www.yoursay.victor.sa.gov.au](http://www.yoursay.victor.sa.gov.au)

