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# Waratah-Wynyard Arts and Culture Strategy 2026-2031

## ACKNOWLEDGMENT OF COUNTRY

Waratah-Wynyard Council would like to Acknowledge the Traditional Custodians of the Land, the Tommeginer people. When we come together as community along the banks of Pay.then.woo.de.ker (Inglis River), we acknowledge the countless generations of caretakers whose legacy we are able to enjoy and share with our children. We Acknowledge the Land beneath our feet, and the Water that flows beside us, as these are the sources of life that sustain us. Above all, we Acknowledge the Elders of the Aboriginal and Torres Strait Islander peoples, both past and present, whose deep knowledge and love for this land allows us to live and prosper in this age.

## STRATEGY OVERVIEW

The Waratah-Wynyard Council Arts and Culture Strategy 2026–2031 sets a clear framework for strengthening arts, culture and heritage across the municipality over the next five years. It takes a broad view of the arts, encompassing visual arts, music, performance, literature, storytelling, digital practice and cultural heritage, and recognises their collective role in community wellbeing, identity, inclusion and economic vitality. The Strategy positions Council as a facilitator and partner, working with local community, artists and organisations to support participation, celebrate local stories, and build a resilient, connected and liveable Waratah-Wynyard.

## INTRODUCTION

The Waratah-Wynyard Arts and Culture Strategy 2026-2031 sets out a plan to strengthen Waratah-Wynyard's commitment to art and culture. This Strategy is a roadmap for Council and community to collaboratively foster a vibrant arts and cultural landscape. It sets out actionable steps to enhance facilities, opportunities, and experiences over the next five years. It will enable a coordinated approach to artistic and cultural development within the municipality, creating a stronger sense of identity and belonging. It has been developed to support active local engagement, encouraging community members, artists, cultural groups and organisations to shape, deliver and participate in arts and cultural activity across the municipality.

This Strategy positions Council as a facilitator, partner and enabler, supporting creative expression, fostering community connection and enhancing the cultural life of residents and visitors. It is a planning tool providing Council with a clear set of actions for the enhancement of arts, culture and heritage facilities and initiatives across the community over the next five years.

## PURPOSE OF THE STRATEGY

- **Community Vitality & Wellbeing** To inspire and motivate the community to increase resilience, well-being, economic and cultural vitality through cultural activities and the arts.
- Articulate the artistic and cultural strengths of the Waratah-Wynyard community.
- **Infrastructure & Understanding** Analyse current local conditions, infrastructure, opportunities, and constraints.
- Understand the current landscape and have a complete and genuine understanding of what artworks exist within the community.

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- **Council's Role & Partnerships** Articulate Council's role as a facilitator and coordinator, assisting the community to achieve their aspirations.
- Reconsider resources and expand the range of program areas through support and partnerships across Council and the cultural and private sectors.
- **Encourage local participation and collaboration** by supporting community-led arts, cultural and heritage initiatives and strengthening connections between artists, groups and Council.
- **Cultural Vision** Express the essential role of cultural vitality in planning for Waratah-Wynyard's future.
- Emphasise Council's commitment to cultural development as a means of creating a dynamic, healthy and sustainable society.
- To delight, connect and stimulate reflection and conversation within the community.

## STRATEGIC CONTEXT AND ALIGNMENT

This Strategy is aligned with local, state and national policy directions to ensure cultural development is planned, coordinated and well positioned for external funding.

### Local Alignment

- Corporate Strategic Plan (In development)
- Public Art Policy
- Reconciliation Action Plan
- Accessibility Strategy
- Settlement Strategy
- Interim Climate & Environment Plan
- Events Strategy
- Tourism Strategy

### State Alignment

- Cultural & Creative Industries Recovery Strategy: Implementation Plan
- Arts Tasmania and Creative Tasmania policies and programs

### National Alignment

- Creative Australia – National Cultural Policy
- Australian arts, culture and heritage funding frameworks

## SCOPE AND DEFINITIONS

To support clarity for the community, partners and stakeholders, this Strategy outlines what is considered part of the arts and culture portfolio.

### In Scope

- Public art, murals, sculptures and installations
- Cultural heritage, stories, collections and places of significance
- Creative industries, artists, makers and cultural practitioners
- Community arts participation and local cultural expression
- Cultural events, festivals and programs
- Placemaking and storytelling

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- Accessibility and inclusion in cultural participation

### **Partially in Scope**

- (Delivered collaboratively with other Council strategies)
- Cultural components of events
- Aboriginal cultural recognition (guided by the RAP)
- Cultural tourism and creative economy initiatives
- Placemaking linked to broader urban or environmental planning

### **Not in Scope**

- Tourism infrastructure planning
- Sport and recreation planning
- Non-cultural event logistics
- RAP implementation detail
- Infrastructure projects where no cultural, placemaking or public realm outcomes are identified

### **GOALS**

From murals to building design to events, arts and culture beautify the community and create an opportunity for celebration and critique. Arts and cultural activities have a significant economic impact, bringing customers to local businesses and providing employment, within the creative industries and beyond.

- Build a sense of belonging and connection.
- Create opportunities for local self-expression and participation.
- Invest in the creative community.
- Increase participation in civic life and combat loneliness.
- Make Waratah-Wynyard more liveable.

### **KEY THEMES**

#### **Public Art**

There are many opportunities to create and support a culturally thriving community through public art. Public art can be used to tell stories, build pride and a sense of connection to place. It contributes to community vibrancy and creates a dynamic and enriched environment for residents and visitors. The Waratah-Wynyard community has a creative population that needs support to enable them to remain living and working here. Keeping artists here not only keeps them connected to the municipality, but also creates a flourishing and vibrant community for residents and visitors alike. It drives economic development and tourism.

- Commit to undertake a thorough audit of Council's art collection in order to create an ongoing digitised record, and to ensure that community artworks are as accessible as possible. Where possible, this should include name, artist, date acquired, value, location and a photograph. This list should include frame artworks, public art pieces including murals, sculptures, Little Book Boxes etc.
- Public art opportunities to be built into Council capital works, streetscape, urban design and open space projects. Public art integration is intended to occur within capital works projects

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that shape civic places, public spaces, reserves and community facilities, rather than road or road-environment works.

- Provide financial and non-financial support for the arts, culture and heritage sector.
- Build creative networks to make connections. Include apparent resources, such as ArtScape and the Public Art Advisory Group, along with nonapparent partners, such as Wynyard Historical Society and the Waratah Museum Society.
- Support new ideas with funding. Encourage take up of Community Activation Grants.
- Facilitate partnerships between Council and community organisations and between community organisations to better utilise shared resources.
- Support skills development, training and employment opportunities by continuing to invest in Public Art.
- Grow investment in artists by commissioning public art, ensuring that artists contribute to the vibrancy of new and refreshed community buildings and spaces.
- Create opportunities for pop-up spaces, activation of smaller or underutilised spaces.
- Commit to the greater promotion of arts, showcasing regional artists.
- Create opportunities for more local community members to participate in arts, culture and heritage and tell their story.

## **HERITAGE AND CULTURE**

The development of the Arts and Cultural Strategy presents Council with the unique opportunity to celebrate cultural diversity, creating a community that is welcoming and recognises the benefits of difference. The Arts and Culture Strategy will be sufficiently flexible to accommodate a wide range of initiatives that contribute to Council's vision of a growing, inclusive and connected community that fosters sustainability, diversity and innovation.

- Implement the actions arising from the Reconciliation Action Plan, ensuring that the Aboriginal story is present in significant places.
- Build a learning culture where new knowledge, ideas and insights gained are used for intellectual stimulation, critical reflection, creative thinking and deeper understanding.
- Preserve and protect the community's heritage – places, buildings and collections.
- Facilitate connections within the arts, culture and heritage sector.
- Advocate for the needs of our community and arts, culture and heritage sector.

## **EVENTS**

Festivals and events provide opportunities to share stories, and to continue to build community understanding of who we are and what is important to us. Events provide opportunities for different communities to tell their stories and share their culture. High-quality events and programs enable the community to positively showcase our proud arts and cultural heritage. Sporting events are a part of life in communities and include a strong element of participation. They contribute significantly to mental and physical health and well-being. Most importantly, sporting events and activities give the community a reason to come together.

- Create an online resource that lists festivals and events, large and small, occurring in the Waratah-Wynyard Local Government Area.
- Refresh Council's events program to ensure flexibility, innovation, and increased accessibility.
- Incorporate a focus on sustainability and culture within the events program.

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- Increase access to arts programs and events locally so that audiences reflect the diversity of the municipality.
- Demonstrate leadership in gender equality, cultural diversity and inclusiveness in event and activity planning.
- Maintain a balance between local creative interests and opportunities and the broader benefits of attracting interstate creatives.
- Support and encourage community-led and community-designed events, ensuring local voices, stories and creativity are reflected in programming.

## **ACCESSIBILITY**

Accessibility in arts and culture is important to promote inclusivity, increase participation, enhance wellbeing and recognise and celebrate diversity in the community.

- Ensure that accessibility and inclusivity are addressed in arts and cultural assets, projects and programs.
- Implement the actions arising from the Accessibility Strategy.
- Foster inclusive pathways for the community to participate in arts, culture and heritage activities, with a focus on removing barriers to local involvement.

## **ENVIRONMENT AND PLACEMAKING**

Enhance community identity by integrating local culture and history into public spaces, fostering a sense of belonging. Considering the environment and placemaking stimulates economic growth by attracting visitors through vibrant, well-designed spaces and promotes sustainability by encouraging environmentally friendly practices and sustainable development.

- Continue to implement relevant actions of ICEP through creative and cultural projects
- Continue to implement relevant cultural placemaking actions as identified in the Settlement Strategy
- Encourage recycling and sustainable practices.
- Focus on digitising past analog processes, including the increased usage of QR codes as tools to increase access, reduce printing, and enhance storytelling through multimedia.
- Incorporate place-based storytelling and environmental themes in public art and events.
- Strengthen the resilience of the arts, culture and heritage sector to withstand the challenges of today and tomorrow.

## **CONCLUSION**

The Waratah-Wynyard Council Arts and Culture Strategy 2026-2031 lays the foundation for a resilient, connected and creative community. Through strategic investment, inclusive partnerships, and a celebration of local stories and talents, Council aims to nurture a flourishing cultural identity shaped with and by the community that welcomes all and enriches the everyday lives of residents and visitors alike.