



HERVEY BAY  
REGIONAL GALLERY  
**STRATEGIC PLAN**  
**2021-2026**



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HERVEY BAY  
REGIONAL  
GALLERY

DRAFT

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# Butchulla Statement of Support and Acknowledgement of Country

My name is Karen Hall. I am a Butchulla community member and developing Elder. I am grateful to the Hervey Bay Regional Gallery for the opportunity to include this statement in the Hervey Bay Regional Gallery Strategic Plan 2021 – 2026.

**Gallangor daButhbi – good day, Nara – Hello**

**I begin by Acknowledging the strength of our Ancestors, the resilience of our Old People and the compassion and guidance of our Elders old and young. We welcome you, to this our Butchulla land. Walk together on these lands with respect and compassion.**

From Double Island Point in the South, West to Bauple Mountain, North West around Maryborough and North to the Burrum River; East to encompass the waters and the great Sand Island of K'gari, this is known as Butchulla Country.

Our Butchulla people have lived on, survived on and cared for this land for thousands of years. Today, Butchulla people continue to live, survive and thrive on Butchulla Country.

Our old cultural ways are based on spiritual connection to this land, the sky, the water, birds and animals around us. The seen and the unseen. This spiritual connection is a knowing way of life and survives within us to this day. Our connection and maintenance of this land is supported by our Ancestors, Old People and Elders who have guided and continue to guide our Butchulla community in the Lore of this land.

The 3 main Butchulla lore are:

1. What is best of the land must come first.
2. Do not touch or take anything that does not belong to you.
3. If you have plenty, you must share.

We guide and support our young ones to recognise, practice and strengthen their connection in this busy world.

Through the strength and resilience of our people, we strive to communicate and work in partnership with the Hervey Bay Regional Gallery to establish the

telling of the true story of our people and to support our cultural and creative journeys. As the growth in this Fraser Coast Region continues, it is important that Butchulla culture and community is honoured and respected, and not destroyed and forgotten.

Throughout the development of this strategic plan, our Butchulla community have been offered steps to be included in this discussion and because of this we walk strong and proud together on this journey.

*Through this Strategic Plan of 2021-2026 the Fraser Coast Regional Council acknowledges the Traditional Custodians of country (land, sea and sky), the Butchulla (Badtjala)' people, on the Fraser Coast upon which this strategic plan will operate. We also acknowledge the cultural diversity of all Aboriginal and Torres Strait Islander people, Elders past, present and emerging, as well as the significant contribution Aboriginal and Torres Strait Islander people have made and continue to make to shape the identity of the Fraser Coast and Australia. (Fraser Coast Regional Council)*

Butchulla, continue to be supported and included in the Hervey Bay Regional Gallery, and 'this place of consequence' is building within it the opportunities for Aboriginal and Torres Strait Islander communities to be engaged and supported in the development and delivery of future opportunities.

Through this strategy, we will join in celebrating the recognition and support for our Butchulla people and our Aboriginal and Torres Strait Islander communities. We will continue to extend our sharing of culture and stories from this our traditional country.

We connect and join with others in the artistic field to share and create, grow and diversify, and tell our stories together with respect and understanding.

**To all who visit and venture into the region and realm of Hervey Bay Regional Gallery, we as Butchulla, warmly welcome you to our Butchulla Country.**

**Remember, walk strong and walk together – ngali yan.**

**Gallangor Nyin – thank you**

**Karen Hall  
December 2020**





# Message from our Mayor



It is my pleasure, on behalf of Fraser Coast Regional Council, to present the Hervey Bay Regional Gallery Strategic Plan for 2021–2026.

In doing so I acknowledge the Butchulla as Traditional Owners of the country on which Hervey Bay Regional Gallery operates, and recognise their continuing connection to land, sea, sky and culture. We also acknowledge and pay our respects to the cultural diversity of all Aboriginal and Torres Strait Islander people, Elders past, present, emerging and future, as well as the significant contribution Aboriginal and Torres Strait Islander people have made and continue to shape the identity of our region and beyond.

Public art galleries are vital places for community gathering and exchange. They play an important role in fostering and developing creativity, and in doing so leading cultural and creative change.

Hervey Bay Regional Gallery is committed to building better communities by engaging people through art, ideas, place, history and culture. At the heart of this is a vision is to connect, inspire and engage our diverse communities through storytelling.

Recently the Gallery building has undergone a significant period of remedial repair during which time it has been closed to the public. It has also been a period however that provided a pivotal moment for the Gallery and to deeply reflect and consult about its aspirations and future directions.

As we move towards re-opening, the Gallery renews its commitment to engaging with our diverse communities and stakeholders to establish strong partnerships, actively providing opportunities and advocating for our creative region; to partnering with the Butchulla people to support and promote their stories and histories through projects and programming; and delivering accessible and sustainable programs.

Known for its standards of excellence across its exhibitions, programs and supporting operations, the Gallery aspires to become a place of consequence by 2026. As part of this, I am pleased to announce an exciting initiative, the Fraser Coast National Art Prize, which supports our ambition to establish a public art collection of significance by 2035.

We warmly welcome you back to the Gallery and invite you to share in our creative vision.

**Mayor George Seymour**

# Introduction

**Hervey Bay Regional Gallery is a community cultural service of Fraser Coast Regional Council located on Butchulla country in the heart of Hervey Bay’s civic precinct.**

Public art galleries play multiple roles within our local and broader communities. As cultural and educational centres delivering programs to diverse audiences, they are vital places for community gathering, connection, engagement, recovery, and learning. In sharing stories that inspire, challenge, and extend knowledge they have the capacity to become powerful cultural agents.

Hervey Bay Regional Gallery is committed to encouraging a healthy and sustainable local arts community. Along with supporting the professional development of artists, encouraging community participation through responsive programming and promoting significant aspects of the region, Hervey Bay Regional Gallery is committed to fulfilling the ambitions outlined in the peak body’s (AMaGA) ground-breaking publication, *First Peoples: A Roadmap for Enhancing Indigenous Engagement in Museums and Galleries* (Janke, 2018). These ambitions include reimagining representation through truth-telling and building strong Indigenous engagement via meaningful relationships. This Strategic Plan aims to action the critical pathways and key transformations relevant to local government authorities and public art galleries outlined in the “Roadmap from Alignment to Acceleration”.

Domestic tourism is growing in Australia, with an increasing appetite for authentic cultural tourism experiences. This change is amplified in domestic arts tourism, where Australians are travelling further, staying longer and spending more. According to Tourism Research Australia, visiting art galleries is one of the primary activities of the domestic cultural tourist (Australia Council for the Arts, 2020). With tourists currently accounting for approximately half of the Gallery’s annual general visitation, this trend presents the Gallery with

opportunities to enhance visitor experiences with programs that connect to place and country.

The arts play an important role in rebuilding community and assisting with community recovery after a disaster (NSF Consulting, 2011). The arts help create new connections when old ones have been severed, while storytelling is a common thread throughout successful recovery projects (NSF Consulting, 2011). As the Fraser Coast region develops community recovery projects in response to the COVID-19 pandemic, the arts will provide opportunities for our community to connect and move forward together. Hervey Bay Regional Gallery will play an important role in this recovery.

The five key objectives identified in the Key Statements section that follows capture Hervey Bay Regional Gallery’s operations, while striving to stimulate community engagement, interactivity, increased access, outreach and storytelling.

# Key Statements

## Vision Statement

**Connecting communities through storytelling.**

## Mission

**Hervey Bay Regional Gallery builds better communities by engaging people through ideas, art, place, history and culture.**

## Values

Hervey Bay Regional Gallery follows Fraser Coast Regional Council's TRAITS values:

**Trust**  
**Respect**  
**Accountability**  
**Initiative**  
**Teamwork**  
**Service**

## Strategic Alignment Statement

The Council's purpose statement is:

**Building better communities**

## Objectives

Hervey Bay Regional Gallery has identified five key objectives to focus our strategies and directions:

1. Hervey Bay Regional Gallery will become a place of consequence by 2026, known for excellence, engagement, accessibility and sustainability across its exhibitions, outreach and public programs.
2. We will support people to create, interact, learn and tell their stories by developing and delivering opportunities that connect communities within the region and beyond.
3. We will recognise, celebrate and support the Butchulla (Badtjala) people who are the traditional custodians of country (land, sea and sky) on which the Hervey Bay Regional Gallery operates.
4. We will build and maintain an art collection of State significance by 2035.
5. We will engage with our diverse communities and stakeholders within the region and beyond to establish strong partnerships and we will advocate for our creative region.

**As the first, most essential form of human learning, storytelling is a common thread that binds all cultures and communities.**

**The art of storytelling is the act of conveying ideas in words, gestures, images, sound or other expressive forms.**

# Purpose and Methodology

## Purpose

**The Hervey Bay Regional Gallery Strategic Plan 2021-2026 has been developed in recognition of the vital roles that storytelling, in all of its forms including contemporary art and the interpretation of culture, history and place, plays in building and supporting the Fraser Coast region's vibrant and diverse communities.**

Further, this plan aims to provide an open understanding of the past, a constructive perspective of today, and a creative vision for the future that encompasses all of our region's histories, cultures and creative aspirations.

This Strategic Plan identifies the key objectives that will inform and expand Hervey Bay Regional Gallery's future, ensuring it fulfils both the vision and mission statements. Detailed implementation of the plan will be outlined in the supporting Action Plan, which will inform annual business / operation plans. It is widely understood that while some aspects of arts and culture activities are quantifiable, such as visitation and quantifiable engagement, many aspects of arts and culture activities are gauged in qualitative data. This data is primarily the feedback of peers, community and critics across both the short-term, such as specific programs, as well as the long-term, such as annual programs.

## Methodology

The methodological approach used in formulating this plan during 2019-21 is as follows:



# History and Context

**The Fraser Coast Regional Council includes two major cities, Hervey Bay and Maryborough, with an estimated population of 110,000 residents across a geographical area of 7,125km<sup>2</sup>.**

The region is renowned for being the first World Whale Heritage Site and is host to migratory humpback whales annually from July to October. Located off the coast of Hervey Bay is K'gari (Fraser Island), the world's largest sand island and home to unique sand dune rainforests and ecosystems, as well as being a site of significance to the Butchulla people.

Hervey Bay Regional Gallery is located in Pialba, the heart of Hervey Bay's civic precinct. It first opened in May 1997 as part of the then Hervey Bay City Council's new Cultural Services complex at 161 Old Maryborough Road. Along with the Gallery, the purpose-built venue included Hervey Bay Library and a shared courtyard with University of Southern Queensland. This first building was funded by Hervey Bay City Council with assistance from the Queensland State Government and University of Southern Queensland. This partnership between the Council and the University of Southern Queensland resulted in the first joint use community and university library in Australia.

Gallery operations initially came under the portfolio of the Library and Gallery Services, and in February 1997, two interim advisory panels comprised of representatives from the local arts community and Hervey Bay City Council provided assistance during the first year of operations. The first Director was appointed in February 1998.

In 2007, it was recognised that the Cultural Services Department of Council, which at that time incorporated the gallery, library, museums, and community and

cultural development services, had outgrown its location. Plans were initiated for the construction of a new gallery venue and cultural space, as well as a separate building for a new community centre within the grounds of City Park inside the Civic Precinct. The following year in March 2008, a decision was made to amalgamate the Hervey Bay, Maryborough and Woocoo Councils, alongside two divisions of the Tiaro Shire to form the Fraser Coast Regional Council.

In December 2012, Hervey Bay Regional Gallery relocated and commenced operations in the newly purpose-built Fraser Coast Cultural Centre, located at 166 Old Maryborough Road. Designed by architect Grant Calder, the building has received numerous awards for its outstanding design. The facility incorporated two art exhibition spaces—the Main Gallery and Access Gallery, foyer, retail space, children's workshop room, Theatre multimedia room and the Fraser Coast Discovery Sphere—a static interpretive environmental and cultural display. Fraser Coast Tourism and Events partnered with Council at different stages in the management and delivery of the Fraser Coast Discovery Sphere.

Since its opening in 2012, the venue has experienced ongoing challenges, including establishing community awareness and understanding of its identity and purpose. In late 2019, a new curatorial position was established to drive necessary improvements and to ensure that the Regional Gallery meets community and industry expectations. These expectations include building a reputation for best practice and excellence in its operations; significance and sustainability of its exhibitions, public programming and art collection; a high level of community and visitor engagement; and a high level of support to the local arts industry.

**“HBRG is a venue where I expect to be inspired, challenged and moved by contemporary artworks. As a regional gallery, it is a lighthouse for visual art development on the Fraser Coast, offering opportunities to experience a variety of work from artists with a national, sometimes international, profile.**

*Valerie McIntosh, Visual Artist*

# Constraints

**During 2019 and 2020 substantial key stakeholder consultation was undertaken via the formation of the Hervey Bay Regional Gallery Consultative Group. This group provides valuable insights and feedback on Regional Gallery directions and programming.**

A number of focus areas and constraints were identified from this process including: conflicting perceptions around the venue's identity, programming constraints, reputational growth, and the strategic framework around the Council's Art Collection.

Hosting exhibitions has been constrained by the size, functionality and division of spaces within the venue. Exhibition space has been over capacity with minimal room to increase touring exhibitions, whilst also maintaining the high demand for local artist and community exhibitions and meeting best practice display and interpretation methods. Similarly, inadequate space and resources, as well as the ineffective use of existing space limited programming of community engagement and professional arts development activities such as workshops, tutorials, children's activities, artist-in-residence programs and more.

These constraints, in conjunction with a historic pattern of venue hire, shifted the facility's use away from its core purpose of providing creative, artistic, cultural

and natural heritage programming. Over time the Regional Gallery's program became locked into annual commitments with specific community groups, greatly impacting strategic programming of high quality touring exhibitions and in-house curated exhibitions. A change in the approach to programming will enable the delivery of engaging, challenging, and inspirational programs that are not accessible elsewhere within the community, as well as sharing local creative content.

A Collection audit commenced in April 2020, led by Regional Gallery and Museums staff. This project will provide a greater understanding of the various component collections that Council holds, by establishing benchmark quality records and embedding improved collection management practices, as well as forming a base from which to strategically develop policy and procedures.

Strategic development of Council's Art Collection will be vital for future-proofing, building reputation, and furthering programming capability. It has been identified, for example, that Council requires a customised solution for housing the Collection, inclusive of climate control and a storage system that meets accessibility requirements and industry standards. The Fraser Coast National Art Prize initiative to be launched in 2021, will become a primary acquisition method to increase the significance and value (cultural, creative and monetary) of Council's collection.

# Opportunities

**In 2019 investigation into a potential extension of the venue was completed. This included a draft design that due to the complexity of the building and roof design could only achieve a maximum total increase of approximately 60m<sup>2</sup> in floor space.**

The associated cost for the extension did not provide adequate value for money and did not address all of the operational issues requiring attention.

A serious climate control incident became apparent in the building in 2020. In the process of managing a set of complex issues, an unforeseen opportunity arose to address operational concerns within the existing footprint of the venue. The extent of the incident allowed a viable reconsideration and reconfiguration of the interior spaces and galleries.

Having not been updated since its opening in 2012, the Discovery Sphere was at end-of-life. It required significant upgrades and modifications in order to deliver current community expectations and priorities. The division of the space and static nature of the displays limited visitor pathways and public programming opportunities. It is acknowledged that the themes previously interpreted within this exhibition space including Butchulla Cultural Heritage and Natural Heritage remain important and will be addressed in future programming allowing improved engagement.

An improved curatorial framework will address experimental, creative, cultural, environmental, Indigenous and regional themes. Further changes include climate controlled storage for Council's collections. This will ensure that the Regional Gallery's management of collections meets best practice standards thereby increasing both internal and external stakeholder access to the collection.

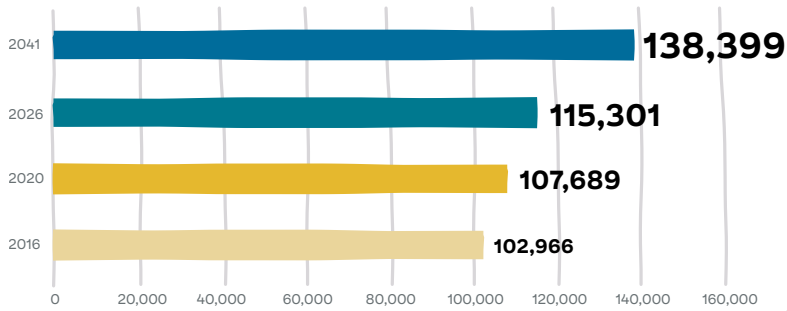


**“...as an educator who happens to work in the Arts, I have always felt that the gallery was a place to be inspired, find the unexpected, and take a look at the world through a different lens.**

*Liza Young, HOD Creative Futures, Urangan State High School*

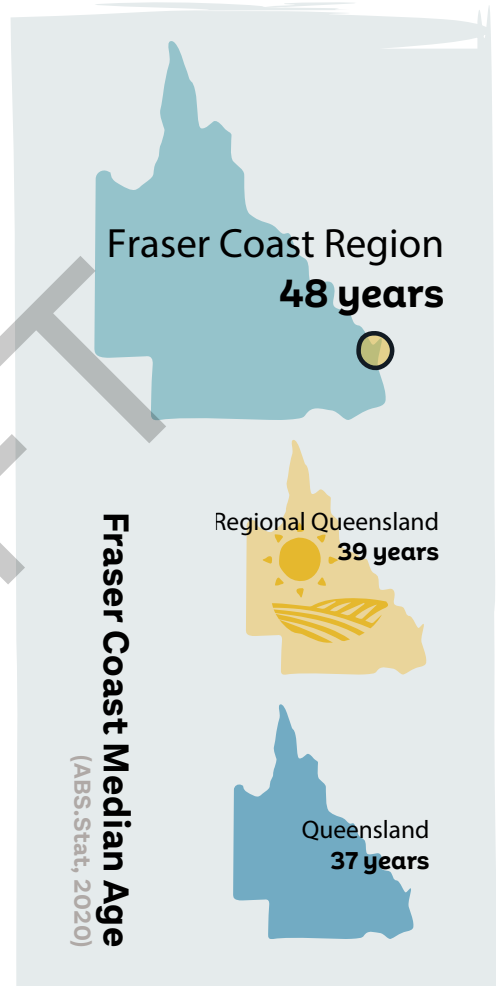
# Our Community

## Fraser Coast Population and Growth

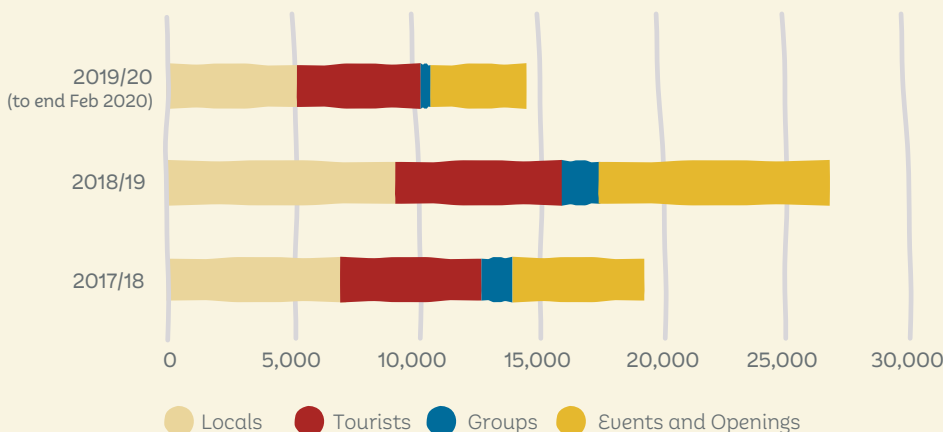


## Highest Forecast Population Growth on Fraser Coast between 2016 and 2041

Source: (.id the population experts, 2020)



## Venue Visitation – by financial year





# Consultation

**This strategy was developed by the Hervey Bay Regional Gallery Curator in close consultation with the broader Cultural Services team, Council, key stakeholders and the community.**

The initial research stage of this Strategic Plan occurred in late 2019, with consultation between key Council staff and the Hervey Bay Regional Gallery Consultative Group.

Key priorities coming out of the initial research included the development of new initiatives such as the Fiona Foley Residency Program and the *Fraser Coast National Art Prize*, alongside acknowledgement that the Fraser Coast Discovery Sphere no longer held the same significance for the region as it had when first opened in 2012. This is primarily due to changing audiences, tourism products and aging technology within the permanent and static display. The Consultative Group raised a number of operational constraints and challenges as priority action areas for the short-term, which are addressed in the Action Plan.

In July 2020, key stakeholders were invited to participate in a creative workshop jointly facilitated by Fraser Coast Regional Council (Hervey Bay Regional Gallery) and Gilimbaa Creative Agency to unpack key messages underpinning both this strategic plan and the gallery's brand redevelopment.

Stakeholders included Fraser Coast Councillors, key Council staff, Hervey Bay Regional Gallery Consultative Group, Butchulla community representatives, and Hervey Bay Regional Gallery volunteer representatives. Current and emerging Butchulla Elders continue to play an integral part in the consultation process in relation to future directions of Hervey Bay Regional Gallery. Hervey Bay Regional Gallery's brand represents what the venue means to the community, alongside its service delivery commitments.

Key themes and terminology identified during the consultation process included:

- Storytelling and learning through art literacy
- Meaningful outreach and educational programming
- Place of consequence and excellence
- Interactive and immersive experiences
- Engagement, communication, connection and access
- Place, sustainability and connection to country

**“Our gallery is a centre of opportunity for the artistic and cultural life of our city and region. This simple assembly of walls and spaces provides a focus for the intersection of art and life, artist and community, and allows our most creative people to share with us their visions, their ideas and their stories.**

*Councillor David Lewis, Division 6, Fraser Coast Regional Council*

# Our transformative vision— Connecting communities through storytelling

**Hervey Bay Regional Gallery is committed to building better communities by engaging people through ideas, art, place, history and culture. We recognise the integral role that storytelling plays to connect communities through the shared exchange of ideas.**

The Council's purpose statement of *Building Better Communities* and TRAITS values underpin our creative purpose, outreach, public programming, collections management, and development of our people and our operational infrastructure.

The implementation of this Strategic Plan relies on the meaningful engagement of key stakeholders including: Council, Hervey Bay Regional Gallery Consultative Group, artists and creatives, Butchulla (Badtjala) community representatives, Hervey Bay Regional Gallery volunteers, and the local community. The Objectives breakdown in this Plan identify specific goals within each objective that will inform a responsive Action Plan.



*Marina DeBris, Karen Hall, Wayne Budge and Cr David Lewis.*

**“In 5 years’ time I would like to see ... the Gallery as a welcoming multi/interactive space for young and old.**

*Aunty Jan Williams, Butchulla community representative.*

# Towards 2026

**Hervey Bay Regional Gallery will be established as the preeminent public art gallery in the Wide Bay-Burnett region by 2026. The Regional Gallery's growing reputation at a state and national level will support the aspirational vision of the venue as a place of consequence, championing excellence in the development and delivery of exhibitions, outreach, public programming, collections management, and operational infrastructure.**

The Regional Gallery will support the growth of a resilient regional arts sector, which is adaptable to change and responds to audience demand (Department of Environment and Science, 2020). A vibrant activity hub within the Regional Gallery, including makers' spaces, self-led creative activities and programmed workshops, will activate and energise the venue, while supporting creative talent locally, regionally and nationally. A growing artisan retail shop will enhance the local economic value of arts, culture and creativity by focusing on supporting and providing opportunities to local and regional artisans.

Thoughtful annual programs comprising exhibitions, educational opportunities, creative workshops and outreach will support the growth of a creative, connected and engaged Fraser Coast community, with opportunities for lifelong learning and connection through storytelling. Recognised for its diversity of programs and opportunities, there will be a focus on the professional development of local artists, creative development of young people, and programming led by and engaging with our Indigenous communities. The growth and development of a high quality outreach program that partners with schools and educational institutions will form a key part of the Regional Gallery's offerings for enriched community engagement.

These activities will contribute to the establishment of the Regional Gallery as a safe space where artists and communities can share their individual and collective stories through creative arts encompassing visual arts, multi-media installations, interpretative exhibitions and experimental artforms.

Hervey Bay Regional Gallery will commit to delivering, as best as we can, the 5 key elements for change and timeframes outlined in *First Peoples: A Roadmap for Enhancing Indigenous Engagement in Museums and Galleries* (Janke, *First Peoples: A Roadmap for Enhancing Indigenous Engagement in Museums and Galleries*, 2018). Our program will provide paid opportunities for professional Aboriginal and Torres Strait Islander arts workers to develop and deliver programming, and continue to strengthen our relationships and long-term goals together. These programs will include identified opportunities for Butchulla artists and community representatives. In addition to these key focuses, our program will meet national standards for arts accessibility, and will be rich with programs that engage with, or are led by, people of all abilities, ages and backgrounds.

The Fraser Coast Regional Council Art Collection will be strategically developed through Hervey Bay Regional Gallery's programs, commencing with the acquisitive Fraser Coast National Art Prize, and extending through to a best practice approach for the acquisition and management of art collections. Opportunities to share, inform and encourage an understanding of Council's Collection alongside collection management principles will be available to both the Fraser Coast community and Council. The Collection will continue to be displayed through appropriate municipal buildings, alongside interpretative information to further engage and inform our broader audience.

**“ In 5 years' time I would like to see ... the establishment of a permanent collection that is focused and responsive to the region.**

*Liza Young, HOD Creative Futures, Urangan State High School*

# Objectives

# 1

**Hervey Bay Regional Gallery will become a place of consequence by 2026, known for excellence, engagement, accessibility and sustainability across its exhibitions, outreach and public programs.**

**To achieve this we will:**

- Provide opportunities for lifelong learning for people of all ages and abilities through outreach and public programming.
- Develop programs that are truth-telling, compelling, challenging and questioning to re-contextualise our understanding of the past, be constructive in the present, and aspirational for our future.
- Reflect industry best practice and the highest standard of excellence in contemporary visual arts practice, gallery operations and collection management.
- Follow the pathways outlined in AMaGA's "First Peoples Roadmap for Enhancing Indigenous Engagement in Museums and Galleries," commit to meeting Council's Reconciliation Action Plan, and provide opportunities for Aboriginal and Torres Strait Islander leadership, project delivery and storytelling.
- Become sustainability leaders in the Fraser Coast region through conscious operational and programming decisions.
- Commit to meeting national industry standards related to accessibility and inclusion.
- Implement continuous improvement and reviewal practices that identify changing needs such as staffing and budgetary resourcing in order to drive strategic objectives and meet community expectations.

# 2

**We will support people to create, interact, learn and tell their stories by developing and delivering opportunities that connect communities within the region and beyond.**

**To achieve this we will:**

- Deliver diverse, immersive and accessible exhibitions, public programs and outreach that focus on storytelling, lifelong learning and high quality community engagement, which are accessible to people of all ages and abilities.
- Create opportunities for artists and cultural practitioners to develop programs and participate in professional development, both at the Regional Gallery and as outreach.
- Bring programs of state, national and international significance to the region to provide opportunities for our community to connect into the larger arts networks and communities.
- Strategically develop annual programs that identify current cultural, social, environmental and creative themes that tie into national and international standards.
- Provide opportunities for local businesses to grow via stocking local artisan products, as well as supporting or developing related economic development initiatives.
- Acknowledge and celebrate the cultural diversity of our community who have shaped and continue to shape the identity of the Fraser Coast.



# 3

## **We will recognise, celebrate and support the Butchulla (Badtjala) people who are the traditional custodians of country (land, sea and sky) on which the Hervey Bay Regional Gallery operates.**

### **To achieve this we will:**

- Provide annual and ongoing opportunities for Butchulla artists and community members to develop and deliver programming in partnership with the Regional Gallery.
- Recognise, celebrate and promote the story and histories of the Butchulla people, which will be developed and led by Butchulla people.
- Build strong relationships with the Butchulla people through consultation, collaborative projects, and supporting leadership.
- Commit to partnering with the Butchulla people to ensure the Regional Gallery meets appropriate cultural protocols and respects the three lores of the Butchulla Country on which it operates.

# 4

## **We will build and maintain an Art Collection of State significance by 2035.**

### **To achieve this we will:**

- Develop and deliver exhibitions and programs from the Art Collection with a focus on excellence in contemporary art from Australia, and a commitment to Queensland art and artists.
- Strategically develop the Art Collection through acquisitions of artworks that hold local, regional, State or national Significance.
- Manage the Art Collection to best practice standards, including the ICOM Code of Ethics and the National Standards for Australian Museums and Galleries.
- Ensure Council provides annual and ongoing operational budget for the acquisition, conservation and management of the Art Collection.

# 5

## **We will engage with our diverse communities and stakeholders within the region and beyond to establish strong partnerships and we will advocate for our creative region.**

### **To achieve this we will:**

- Commit to meaningful consultation with our community regarding new initiatives and directions.
- Promote contemporary visual art and cultural tourism experiences and educational opportunities across the Fraser Coast region.
- Develop collaborative partnership opportunities to extend the Regional Gallery's capacity, influence and reputation.
- Promote and market the Regional Gallery's annual program as part of the Fraser Coast region's cultural tourism experience.
- Support local artists and community groups in their growth, creativity and resilience, as well as supporting the delivery of outcomes at the Regional Gallery, across the Region and beyond.
- Advocate for adequate resourcing for high quality annual programs, new initiatives, facility maintenance, collection management and climate control.
- Provide a diverse range of opportunities for artists, communities and multi-sector groups within the region to engage with art and cultural experiences.



# Guiding Documents and Statements

## Fraser Coast Regional Council Key Statements and Documents

### **Purpose statement:**

Building Better Communities

### **Corporate Plan 2018-2023:**

<https://www.frasercoast.qld.gov.au/corporate-plan>

### **Annual Report:**

<https://www.frasercoast.qld.gov.au/annual-report>

### **Community Plan:**

<https://www.frasercoast.qld.gov.au/community-plan>

### **Our Sustainable Fraser Coast Charter:**

<https://www.frasercoast.qld.gov.au/our-sustainable-fraser-coast-charter>

### **Operational Plan:**

<https://www.frasercoast.qld.gov.au/downloads/file/2369/operational-plan-2020-2021>

### **Smart Communities Plan:**

<https://www.frasercoast.qld.gov.au/downloads/file/1655/fraser-smart-communities-planpdf>

### **Fraser Coast Youth Strategy 2015-19:**

<https://www.frasercoast.qld.gov.au/youth-page/youth-4/3>

### **Fraser Coast Regional Council's Corporate Plan 2018-2023**

Theme 2 – Section 3 Lifestyle: A community that values its arts, heritage and cultural diversity

1. Provide facilities and promote activities which celebrate arts and heritage across the region.
2. Support cultural events that highlight the cultural diversity of the region.

Theme 3 – Section 3 Prosperity: A growing tourism industry that capitalises on the full range of opportunities

1. Work in collaboration with tourism industry bodies, local businesses and all levels of government to build successful visitor experiences.

# References and Industry Guiding Documents

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## End notes

1 It is acknowledged that there are multiple spellings of Butchulla / Badtjala. This document will hereafter refer to the Butchulla (Badtjala) people as Butchulla in accordance with consensus from Butchulla community consultation reached during the development of this strategic plan. It is also recognised that the spelling 'Butchulla' is the spelling used in the vital book, *The Legends of Moonie Jarl* (Reeves & Miller, 1964), while the spelling 'Badtjala' is used in the key publication, *Badtjala - English English Badtjala Word List* (Foley & Wondunna Aboriginal Corporation, 2019).



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