

Community Partnerships sector plan 2010-2012 for community arts and cultural development (revised version May 2011)

1.1 The Community Arts and Cultural Development Sector in Australia

Community Arts and Cultural Development practice encompasses collaborations between professional artists and communities based on a desire to achieve innovative artistic and cultural development outcomes.

In the research commissioned by the Australia Council, *More than bums on seats: Australian participation in the arts*, 24% of Australian residents stated that they had been involved in Community arts. Community arts was defined as 'when the art has been created as part of a community group together with a professional artist who has been paid for their involvement.' This is one of the first times we have research which gives us a good indicator of how many people are engaged either as direct participants in, or attendees at, projects utilizing community arts and cultural development practice.

The Throsby Report *Do you really expect to get paid?* shows that there are 1,900 people that identified primarily as community arts and cultural development practitioners and there has been a substantial change in the incomes of community arts and cultural development workers since 2001/02, they are now earning creative incomes greater than those for other artists. The reason is that the previous survey was done at a time of transition for the community arts movement. Previously most practitioners in this field saw themselves as 'community artists'. The new terminology that was being adopted at the time of the last survey and that has now become widely accepted replaces 'community arts' with 'community cultural development', and the titles of workers in the field has shifted accordingly. While to qualify for inclusion in the survey, they must have a professional creative practice of their own, many of them are in full or part-time employment, for example in local government and major not for profit organisations.

The CACD sector has a range of strengths which include:

- the highly skilled and committed practitioners who operate on a freelance basis or within established CACD organizations
- the capacity to develop partnerships which bring together both resources and expertise needed to operate with some of the most disenfranchised members of our society
- increasing collaboration and intersections with a range of non arts sectors
- increasing collaborations and partnerships with arts organizations from across other arts practice areas.

1.2 The Community Arts and Cultural Development Sector and the Australia Council

In 2009/2010 the Australia Council invested almost \$9 million in community arts and cultural development. The Community Partnerships Committee, currently funds 11 Key Producers – companies that from 2008 were provided with 6 years of recurrent funding. The Committee also funds 11 annual program organisations and provides a range of project funding options for individuals, communities and organisations. Through the Australian Government's Creative Communities Initiative funds we have also been able to support over 35 significant long term projects which bring together a range of arts and non-arts partners. In financial terms there are significant partners including federal, state and local government agencies which cover a broad range of sectors such as health, education, justice and so on. There is also significant support generated through philanthropic and private sector support. In the main, this is driven by the applicants themselves, however, the CP section has established program criteria which require significant co-funding outcomes and, there is also strong support provided by Artsupport to a range of CP companies.

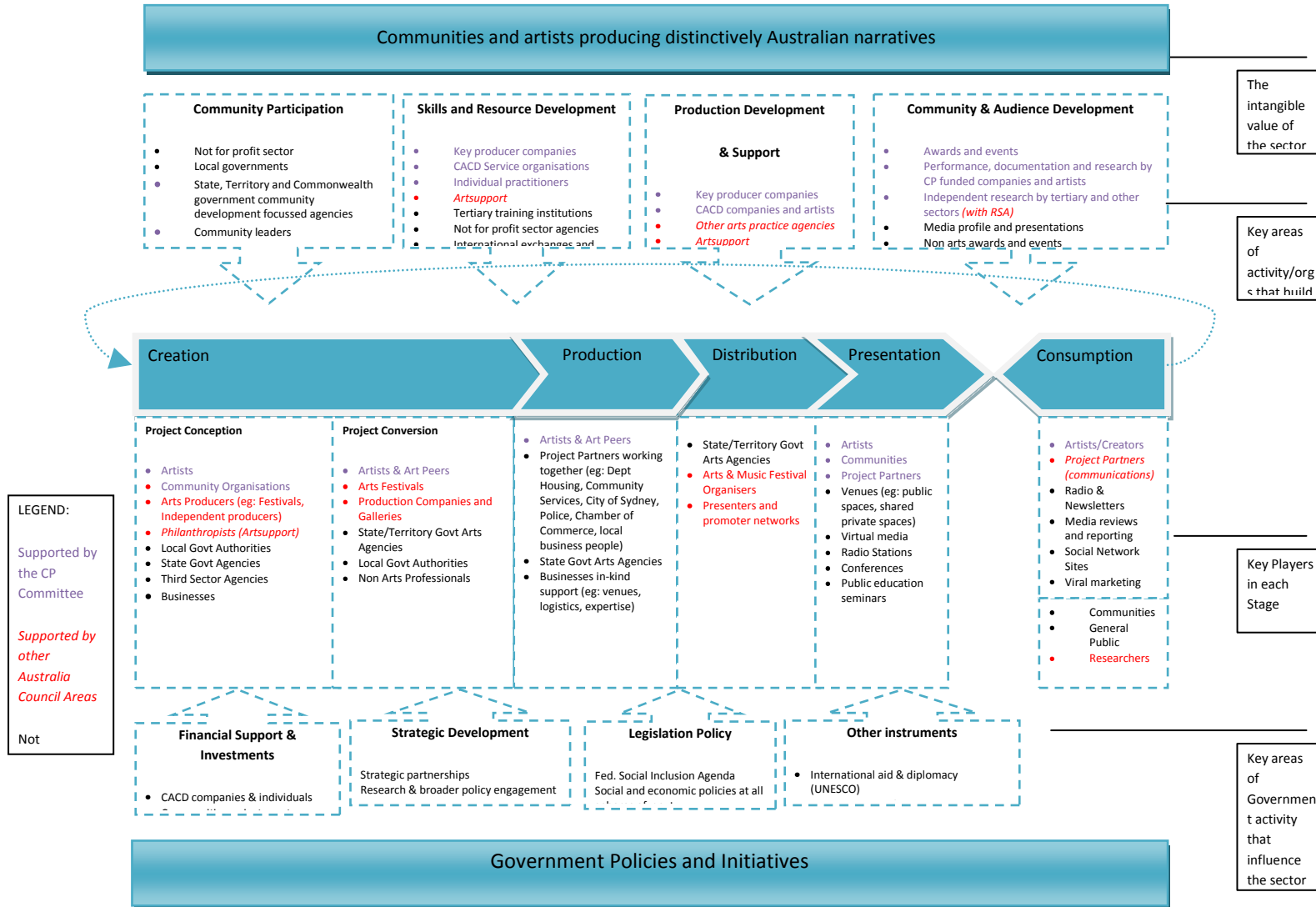
Community Partnerships has been delivering its discrete CACD programs since 2007. There have been changes in the sector and the broader cultural and social policy areas. There is now a considerable amount of research and other related data which has been accumulated and we have undertaken internal analysis and interpretation to assess the positioning of CACD in the current plan period. After analysis of the data the Committee has determined that the programs in the main are operating well and assisting the sector to explore, innovate and develop. One change has been enacted is the separating out as a discrete category for the Professional Development for individual artists. Considering these changes and Council's commitment to increasing resources for practitioners to produce works of excellence the Committee is reflecting on the resources it currently invests in service delivery. If any changes take once in this regard they will not be enacted until the end of 2012.

The Council also welcomes that the Commonwealth Government initiative funding for the Creative Communities Partnerships Initiative has now been made an ongoing program within our core budget. This provides ongoing resources to support significant Community Arts and Cultural Development projects involving a diversity of non arts partners.

The Council has a significant non-financial influence in the CACD Sector, due to factors such as:

- fostering support for CACD across civil society and government through policy and programmatic leadership which is developed in consultation with the sector and based on facilitating the creation of excellence in community arts and cultural development
- our funding decisions, in common with other areas of arts practice in the Australia Council, are driven by excellence in CACD practice and this gives a leverage value to practitioners and companies well beyond the actual amounts we grant
- the organisations and arts practitioners we support build up a capacity and spheres of influence which strengthen the sector more generally and increase support and participation in CACD across other sectors of society.

1.3 The Australian Community Arts and Cultural Development Sector Ecosystem



Sector issues of concern to Community Partnerships

CACD practice in Australia today is responsive, builds social capital and high quality hybrid art works through the use of cutting edge intersections of art, technology and significant social issues. Australian CACD practitioners and companies are considered among the world leaders in this type of practice.

However, there are a number of issues and opportunities which require attention and support as follows:

- While the Sector practice and process is of a general high level of excellence, it could benefit from greater national and international market development.
- Career development opportunities for new and mid-career CACD practitioners need to be reconsidered in light of the Thorsby research which shows that the majority of the leading practitioners learn on the job and not through formal training.
- The Sector's strength in partnership development and brokerage needs to be supported and expanded to assist the CACD sector access both increased resources and support.
- The Sector has initiated artistic partnerships with other sectors of the Australian arts which have lead to artistic, cultural development and aesthetic benefits for all parties and we need to encourage growth in this trend.
- There has been a significant increase in evaluation, research and documentation of projects and it is a priority that this more widely accessible to the Sector and the arts and broader community.
- CACD practitioners demonstrate resilience in pursuing their practice and projects however there are issues of longer term career sustainability.
- There are a range of innovative and emerging companies which represent the underlying strength of the Sector and there are issues of how these organisations can achieve greater security to assist in their longer term development.

1.4 Community Partnerships - CACD Goals & Key Performance Indicators 2010- 2012

Increased capacity of Australia's diverse communities to access opportunities to strengthen and develop their cultural vibrancy

- Broader engagement of civil society involved in supporting and participating in CACD projects.
- Increase the strategic alliances with other government and non-government agencies to facilitate opportunities for CACD projects in communities.
- Increased philanthropic support for CACD activities.

Increased opportunities for individual community arts and cultural development practitioners and organisations to develop and pursue innovative and high quality practice

- More high quality CACD projects supported by CP and other agencies.
- Continue to facilitate collaborations between CACD practitioners and artists and companies from other arts practice areas.
- Increase the opportunities for individual professional development and organisational capacity building.

Increased cross sectoral strategic partnerships and alliances, public profile and understanding of the community arts and cultural development sector

- CACD practitioners expand their range of partners across a wider range of sectors.
- Mainstream profiling of CACD projects.
- CACD practitioners are recognised for their arts and social well being achievements by arts industry and stakeholder representatives.

1.5 Community Partnerships - CACD Work Plan 2010- 2012

1. Increased capacity of Australia's diverse communities to access opportunities to strengthen and develop their cultural vibrancy

- Develop and implement an advocacy plan to increase the number of community and government agencies as well as individual community arts and cultural development practitioners who are aware of the opportunities offered through the Australia Council via CP.
- Community arts and cultural development service network supported in States and Territories.
- Support a series of strategic arts based interventions and promotion campaign targeting government agencies and non government bodies.
- Maintain strong relationship with Artsupport Australia to ensure that CACD is promoted to philanthropic and high personal wealth individuals.

2. Increased opportunities for individual community arts and cultural development practitioners and organisations to develop and pursue innovative and high quality practice

- Allow resources for at least two Creative Producer grants.
- Continue support 11 Key Producers supported with core program funding.
- Develop at least four significant cross art practice initiatives to provide greater opportunities for CACD sector individuals and companies.
- Support individual professional development through a targeted program and strategic initiatives.
- Continue to offer assistance to individuals and companies through existing programs and initiatives.
- Ensure CACD practitioners are aware of the opportunities offered by ArtStart and Jump initiatives.
- Develop a market and audience development plan in collaboration with the Arts Development Division of the Council.
- Continue to collaborate with Arts Organisations to provide capacity building opportunities to CACD companies.

3. Increased cross sectoral strategic partnerships and alliances, public profile and understanding of the community arts and cultural development sector

- Ros Bower and Kirk Robson awards are maintained and the Awards are presented at a significant event.
- All major projects and investments require recipients to engage independent researchers and evaluation.
- Research and Strategic Analysis section of Council incorporates CACD.
- Support the sector to achieve wider dissemination of research findings, trends and documentation of CACD related practice and projects to multiple audiences and stakeholders.
- Develop a series of strategic arts based interventions and promotion campaign - targeting government agencies and non government bodies.
- Develop a stronger media plan targeting non arts media.
- By January 2012 have at least three significant research projects completed and disseminated.
- Facilitate at least 5 significant partnerships with Government and NGOs supporting CACD projects.