The City of Greater Dandenong
Arts and Cultural Heritage Strategy

REPORT CARD
Year Three 2018-2019

For more information contact the City of Greater Dandenong
Telephone: 8571 0000
greaterdandenong.com/arts
OUR VISION FOR THE ARTS IN GREATER DANDENONG

The City of Greater Dandenong will be recognised as a creative and vibrant city, rich in arts and cultural heritage.

Arts and cultural heritage give the city soul and are central to its definition, character, health and wellbeing.

Greater Dandenong will be recognised as one of Melbourne’s unique destinations for cultural tourism and cultural experiences. It will be home to cultural venues of excellence that provide a platform for high quality arts participation in performances, programs, exhibitions, cultural celebrations, festivals and events.

Cultural diversity and the distinctive cultural heritage of our communities, including our Indigenous community will continue to be celebrated and promoted.

Arts and cultural heritage initiatives will be inclusive and accessible, attracting high levels of engagement and participation by both local residents and visitors from across Greater Melbourne and beyond.

Arts and cultural heritage will continue to be core to the city’s health and wellbeing.
ARTS AND CULTURAL HERITAGE STRATEGY

OVERVIEW

The Arts and Cultural Heritage Strategy has been developed to support this vision and provide a long-term strategic direction to guide Council’s efforts to further enable a creative, vibrant city and celebrate cultural heritage.

The strategy provides Council with future directions, to promote, support and grow arts and cultural heritage in the City of Greater Dandenong and to make decisions in relation to arts and cultural heritage programs, facilities and capital investments.

OUR PROGRESS

Looking to the future, Council will continue to create efficiencies and innovation in the planning and delivery of its arts and cultural heritage agenda. This includes ongoing evaluation against community benefit outcomes and assessment and review of our progress in delivering the Strategy objectives.

This report outlines our progress to date.

The Highlights and Achievements listed are brief snapshots of key initiatives that have been developed and delivered in direct response to the objectives in the Arts and Cultural Heritage Strategy.

This report is not intended as an exhaustive list of all our work and achievements for the year. For further information about the full arts portfolio and its activities, and for a copy of the Arts and Cultural Strategy, please visit our website: www.greaterdandenong.com/arts
THEMES, OBJECTIVES AND KEY DIRECTIONS

The Arts and Cultural Heritage Strategy is framed around five themes. Each theme has a clear objective and multiple key directions. The themes, objectives and key directions have been established in response to needs and priorities identified through background research and the community engagement process.

Refer to page 5-6 of the Arts and Cultural Heritage Strategy, www.greaterdandenong.com/arts
### OUR PROGRESS 2018

<table>
<thead>
<tr>
<th>2018-19</th>
<th>2017-18</th>
<th>2016-17</th>
</tr>
</thead>
<tbody>
<tr>
<td>43 exhibitions showcased across the City</td>
<td>50 exhibitions showcased across the City</td>
<td>50 exhibitions showcased across the City</td>
</tr>
<tr>
<td>1533 people participated in 227 workshops</td>
<td>1804 people participated in 232 workshops</td>
<td>1083 people participated in 269 workshops</td>
</tr>
<tr>
<td>Approximately 50% of artists represented through exhibitions and workshops were local</td>
<td>Approximately 50% of artists represented through exhibitions and workshops were local</td>
<td>More than 50% of artists represented through exhibitions and workshops were local</td>
</tr>
<tr>
<td>More than 451,000 people attended CGD supported and delivered events</td>
<td>More than 480,000 people attended CGD supported and delivered events</td>
<td>More than 418,700 people attended CGD supported and delivered events</td>
</tr>
<tr>
<td>89% average customer satisfaction rating at Council-led events</td>
<td>90% average customer satisfaction rating at Council-led events</td>
<td>90% of people rated their arts and cultural experience as Very Good or above</td>
</tr>
<tr>
<td>12,567 page views of the digital heritage collection</td>
<td>6,638 page views of the digital heritage collection</td>
<td>4,994 page views of the digital heritage collection</td>
</tr>
</tbody>
</table>

#### Arts and Cultural Community Activities
- Emerging Writers’ Festival
- Good Food Month
- Home - Refugee and Asylum Seeker Exhibition
- International Women’s Day
- Melbourne Food and Wine Festival
- Melbourne Writers Festival
- She Exhibition
- Short Cuts Film Festival
- [Sub]urban Studio Closing Showcase
- Sustainability Festival
- White Ribbon Day
- 9 x 5 Exhibition
- DandyCon
- STEAM Festival

#### Council Festivals
- Australia Day
- Big Picnic
- Greater Dandenong’s Children Festival
- Greater Dandenong’s Christmas Carols in Harmony square
- Little Day Out
- New Year’s Eve
- Springvale Snow Fest
- Sustainability Festival
- Cinema in the square
Arts and Cultural Partnerships, Sponsorships and Collaborations

- AMES
- Craft Victoria
- Creative Victoria
- Connecting Communities (in partnership with Dandenong Market)
- Dandenong Historical Society
- Springvale & District Historical Society
- Emerging Writers' Festival
- Local Primary and Secondary Schools
- Melbourne Writers Festival
- Multicultural Arts Victoria
- Municipal Association of Victoria
- National Trusts Australian Heritage Festival
- Royal Historical Society of Victoria's History Week
- South East Community Links
- The Open Door
- VicHealth
- Centre for Multicultural Youth
- Parkmore Shopping Centre
- Wellsprings for Women
- Springvale Neighbourhood House
- IKEA Springvale
- Arts Access

Support for local Artists and Creatives

- Chisholm Institute Graduates
- City of Greater Dandenong Band
- Connection Art Space
- Fusion Theatre
- Hive Artist Network and Exhibition
- Noble Park Art Show
- Noble Park Primary School
- Social Knitwork
- Burn City Movement
- Southern Migrant Resource Centre
COMMUNITY CONNECTION

OBJECTIVE

To build community connection and strength through arts and cultural heritage.

How we will do this:

• Deliver and support vibrant festivals and events
• Maximise opportunities for the community to engage and participate in arts and cultural heritage through performance, exhibitions and other activities
• Implement community development initiatives using arts and heritage as a tool for engagement
• Build community cohesion and community connectedness, celebrate diversity of people of all backgrounds and abilities and remove barriers to participation.

HIGHLIGHTS AND ACHIEVEMENTS 2018

• Delivered a series of annual council led and supported events with a level of 89% satisfaction from attendees.
• More than 451,000 people attended CGD supported and delivered events including those delivered in partnership with Dandenong Market.
• Supported and guided community organisers of festivals and events, by providing training and information at an annual meeting and distributing a quarterly newsletter.
• Provided a program of diverse arts, cultural and heritage events at Drum Theatre, Heritage Hill Museum and Historic Gardens, Walker Street Gallery, Dandenong and Springvale Libraries and The Castle.
• Delivered Home exhibition targeted specifically for artists from Refugee and Asylum Seeker backgrounds. The exhibition received broad press coverage.
• Participation in underrepresented art forms was enhanced through the [SUB]urban Studio project which provided workshops in dance, puppetry and spoken word.
• ‘Artist Conversation’ engagement sessions were held at The Drum Theatre. 70 local artists/organisations attended over two sessions.
• A Community Connection Working Group has been developed with organisations including SMART Recycling, Noble Park Community Arts Show and Connection Art Space partnering to work on local art projects as a result.

Refer to page 24 of the Arts and Cultural Heritage Strategy, www.greaterdandenong.com/arts
Theme 2: CULTURAL DESTINATION

OBJECTIVE
To establish the City of Greater Dandenong as a cultural destination where people want to live, work and visit.

How we will do this:
• Activate public places and spaces through public art and other arts and cultural initiatives.
• Incorporate creative elements into future building and infrastructure projects.
• Strengthen the City of Greater Dandenong’s offer as a cultural destination and increase visitation numbers and experience.

HIGHLIGHTS AND ACHIEVEMENTS 2018
• Established multiple permanent and temporary artworks throughout Greater Dandenong.
• Delivered the Home exhibition that attracted broad media coverage both regionally and nationally.
• Attendance at the Short Cuts Film Festival doubled from the previous year with 50% of the audience travelling to the event from beyond the City of Greater Dandenong.
• 4,800 people attended the inaugural DandyCon event celebrating comics and pop culture at Dandenong Library.
• Promoted, encouraged and supported local businesses to participate in Victorian events such as Melbourne Food and Wine Festival, Good Food and Wine Show.

Refer to page 32 of the Arts and Cultural Heritage Strategy, www.greaterdandenong.com/arts
HISTORY AND HERITAGE

OBJECTIVE

To record and preserve history and heritage and increase community connection to it.

How we will do this:

• Capture and preserve local history and cultural heritage in a sustainable and accessible format.

• Increase opportunity for the community to engage and connect with Greater Dandenong’s history and cultural heritage.

• Respect and celebrate local indigenous culture and heritage.

HIGHLIGHTS AND ACHIEVEMENTS 2018

• Hammond Road Archive continues to operate and houses collections from the Civic collection and local Historical Societies.

• The Civic Collection was showcased through exhibition opportunities at Heritage Hill.

• The digitisation project continues to upload images to an online heritage portal for public access with 12,567 page views.

• History of the Bunjil ACDC of Wurundjeri and other Nations Dance Group exhibition, including a public program and related school tours was on display from February – July 2019.

• Heritage Bus Tour ‘Don’t keep Dandenong’s history a mystery’ was conducted in partnership with the Dandenong and District Historical Society and the Cultural Heritage Advisory Committee.

• Heritage exhibitions included Boundless Plains to Share Make do to Renew and Snap, Smile for the Camera.

Refer to page 38 of the Arts and Cultural Heritage Strategy, www.greaterdandenong.com/arts
CULTURAL VENUES

OBJECTIVE
To support arts and cultural heritage through a hierarchy of high quality and fit for purpose cultural venues.

How we will do this:
• Utilise cultural venues as a platform for supporting artist development, enabling community arts and increasing community engagement and participation.
• Enhance existing cultural venues and opportunities.
• Plan for future cultural venue upgrades and developments.

HIGHLIGHTS AND ACHIEVEMENTS 2018
• Provided opportunities for local artists to participate in local art with call-outs, exhibitions and facilitation of workshops.
• A significant program of maintenance was undertaken this year at The Drum including painting the building internally and externally.
• Opera Australia was resident at The Drum Theatre for the pre-production and launch of Madame Butterfly.
• Over 68,000 people attended a performance or event at The Drum Theatre.
• Children and Families shows at the Drum included sell out performances of The Gruffalo and the Wiggles.
• Partnered with local artists to present community-led performances to encourage participation and celebration by their local communities.
• The redevelopment of the Springvale Hub continues to progress toward providing a major cultural venue for the people of Springvale.
• Works progressed on the new Art Gallery development at Mason Street in Dandenong on the site of the old Masonic Hall. The installation of new roofing has been completed, preparing the heritage building for redevelopment.

Refer to page 44 of the Arts and Cultural Heritage Strategy, www.greaterdandenong.com/arts
PARTNERSHIPS AND EVALUATION

OBJECTIVE
To strengthen arts and cultural heritage in Greater Dandenong through partnerships, collaborations and relevant measures of success.

How we will do this:
• Strengthen internal partnerships and improve cross-departmental collaboration.
• Establish meaningful partnerships with external stakeholders to support a vibrant, healthy arts and cultural environment.
• Explore and identify opportunities to attract sponsorship and philanthropic investment in the creative arts and cultural heritage of our city.
• Develop and implement a program of relevant and meaningful measures of success to arts and cultural heritage initiatives.

HIGHLIGHTS AND ACHIEVEMENTS 2018
• Offered a diverse arts and culture program for all ages to activate spaces at all cultural venues.
• Identified cross-departmental marketing opportunities through printed materials and online resources for all programs and workshops, performances, festival and exhibitions.
• Worked with external partners to produce festivals and events.
• Partnership with IKEA Springvale supported the delivery of the Home exhibition and a range of supporting programs.
• Partnerships with the Emerging Writers’ Festival and Melbourne Writers’ Festival delivered successful events into the City of Greater Dandenong.

Refer to page 52 of the Arts and Cultural Heritage Strategy, www.greaterdandenong.com/arts
City of Greater Dandenong is proud of our achievements to-date and is excited by future opportunities to enhance the health and well being of our community through arts and cultural heritage.