

15.2 Memorandum of Understanding - South Coast Arts

- CSP Objective: Outcome 1.1: We want a strong sense of community and belonging, where social and cultural life can flourish; and our families, friends and visitors feel welcome and included.
- CSP Strategy: 1.1.1 Provide spaces, services and initiatives that foster a proud, inclusive, and connected community for all.
- Delivery Program: 1.1.1.1 Review Council's Arts and Cultural Strategy and policy framework and implement priority actions.

Item 15.2

Summary

At its meeting on 28 June 2022, Council resolved to:

1. *Support the continued development and establishment of the South Coast Regional Arts Development Organisation.*
2. *Nominate a Councillor to represent Kiama Municipal Council on the Board of the South Coast Regional Arts Development Organisation with an appropriate staff member as support person and proxy.*
3. *Allocate \$19,412 from the general funds in the 2022/23 FY budget as Council's financial contribution and recurrent funding + 3.5% increase year on year thereafter.*
4. *Approve under delegation that the Chief Executive Officer (Director Environmental Services) enter into a Memorandum of Understanding (MOU) with South Coast Regional Arts Development Organisation which will also detail the provision of in-kind support to be provided by Council.*

The Memorandum of Understanding (MOU) between Council and the South Coast Arts (SCA) expires in December 2024. Initiated by Create NSW, the intent of the MOU was to establish cooperation between the Kiama, Shoalhaven and Shellharbour councils through the SCA. The financial contributions of participating councils supported the establishment and operational costs of the SCA. The SCA also receives funding from Create NSW and Regional Arts NSW.

Council has received correspondences from the SCA, requesting the renewal of the MOU for a further five years and seeking financial contributions of \$23,000 to \$26,000 per annum, over the next five years.

Since the MOU in 2022, Council has allocated in house resource to arts and cultural work and have commenced development of a Cultural Plan (draft). With this in mind, staff have assessed the SCA membership renewal request and have been investigating a revised model to this partnership, a 'fee for service' model. In this model, instead of a full membership as stipulated under the MOU, Council can retain partnership for services and products that complement Council's direction and resources.

The purpose of this report is to seek Council's endorsement to enter into a revised partnership model with SCA.

Financial implication

The table below outlines the financial implications for the above two options, as well as the for the renewal of the MOU as the third option over the next five years:

Year	Option 1 (GST Excl.)	Quote 2 (GST Excl.)	MOU (GST Excl.)
2024/25	\$10,053	\$15,337	\$22,874
2025/26	\$10,404	\$15,873	\$23,674
2026/27	\$10,768	\$16,428	\$24,503
2027/28	\$11,144	\$17,002	\$25,360
2028/29	\$11,534	\$17,597	\$26,248

The estimates are based on quotation from SCA. All options will acquire a 3.5% annual CPI increase.

Risk implication

Should Council decide to not renew the MOU or enter into a partnership agreement under presented options, it is likely that:

- Council and community are excluded from regional representation through the SCA networks;
- Council potentially misses out on funding opportunities where regional partnerships are a requirement;
- Limit community access to regional programs and cultural activities delivered through SCA; and
- The likelihood of organisational reputational risk and from the cultural and arts sector.

Further consideration is noted in the 'background' section of this report.

Policy

- Community Strategic Plan 2022 – 2032.
- Draft Cultural Plan 2024.

Consultation (internal)

Library and Cultural Services.

Communication/Community engagement

Nil.

Attachments

- 1 Council - MOU Reporting - South Coast Arts - 2022 to 2024 [↓](#)

Report of the Director Planning, Environment and Communities

15.2 Memorandum of Understanding - South Coast Arts (cont)

- 2 MOU Kiama Council and South Coast Art - 6 July 2022 [↓](#)
- 3 South Coast Arts - Quote for annual membership 2024-2025 [↓](#)

Enclosures

Nil

RECOMMENDATION

That Council:

1. Receive and note this report.
2. Endorse Council entering into an annual membership model, including membership of the South Coast Arts Board, with South Coast Arts (i.e. Option 2).
3. Delegates to the CEO to write to the South Coast Arts Board advising of Council's decision.

Background

At its meeting held on 28 June 2022, Council resolved to:

1. *Support the continued development and establishment of the South Coast Regional Arts Development Organisation.*
2. *Nominate a Councillor to represent Kiama Municipal Council on the Board of the South Coast Regional Arts Development Organisation with an appropriate staff member as support person and proxy.*
3. *Allocate \$19,412 from the general funds in the 2022/23 FY budget as Council's financial contribution and recurrent funding + 3.5% increase year on year thereafter.*
4. *Approve under delegation that the Chief Executive Officer (Director Environmental Services) enter into a Memorandum of Understanding (MOU) with South Coast Regional Arts Development Organisation which will also detail the provision of in-kind support to be provided by Council.*

The Memorandum of Understanding (MOU) between Council and the South Coast Arts (SCA) expires in December 2024. The intent of the MOU was to establish cooperation between the Kiama, Shoalhaven and Shellharbour councils and the SCA. It is noted that Shoalhaven and Shellharbour councils have renewed their MOU with SCA for the next term. The Wollongong is classified as a 'city' by Create NSW and likely to have own body.

Council has received correspondence from the SCA, requesting renewal of the MOU for a further five years, seeking financial contributions within \$23,000 to \$26,000 range per annum, over the next five years. The SCA has submitted its annual report, attached for Council's information.

Options

The SCA has been consulted on a tailored option/s that are financially sustainable, avoids service duplication and responds to Kiama’s unmet gaps in services and resources. The SCA have provided two options for a revised partnership model in addition to the option of renewing the MOU and ceasing membership with SCA:

- **Option 1** – an annual membership comprised of promotion and showcase of regional products and offerings, bi-monthly newsletter, industry mixers and panels, Weave Artist Directory, First Nations engagement and South Coast Cultural Tourism Map.
- **Option 2** – an annual membership which include all offerings in Option 1, plus advice, advocacy and cross sector collaboration including supporting artists in growth and business ventures, and membership on the SCA Board.
- **Option 3** – Renew MOU.
- **Option 4** – cease membership with SCA and reallocate funding for in-house services.

The request to renew the MOU has been examined in accordance with the following criteria, to assist with making an informed decision:

- Strategic Alignment
- Value for money
- Governance & Risk

Strategic alignment	
Option 1	The work of the SCA under this option align with the objective Objective:1.1.3: <i>Provie and promote cultural and artistic activities and program</i> of the Kiama’s Community Strategic Plan. This option would supplement Council’s existing work in the arts and culture space (see below).
Option 2	The work of the SCA under this option align with the objective Objective:1.1.3: <i>Provie and promote cultural and artistic activities and program</i> of the Kiama’s Community Strategic Plan. This option would supplement Council’s existing work in the arts and culture space (see below).
Option 3	The work of the SCA under this option align with the objective Objective:1.1.3: <i>Provie and promote cultural and artistic activities and program</i> of the Kiama’s Community Strategic Plan. However, this option would duplicate Council’s existing work in the arts and culture space (see below).

Option 4	<p>Since the signing of the above-mentioned MOU in 2022, there have been significant improvements to Council’s role in supporting arts and cultural, such as:</p> <ul style="list-style-type: none"> • the newly adopted Council’s Grants and Donations Program with a portion of its budget allocated to the arts projects across various grants programs: <ul style="list-style-type: none"> ○ Cultural Arts, ○ Destination Events Grants, ○ Signature Community Events and ○ Small Community Events grants. <p>Council has also prepared a draft Cultural Strategy to further develop the Municipality’s cultural ecosystem and support the role of artists as key contributors to the local economy.</p> <p>However, under the option Council would not have access to products such as the showcase of regional products and offerings, bi-monthly newsletter, industry mixers and panels, Weave Artist Directory, First Nations engagement and South Coast Cultural Tourism Map.</p>
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A partnership an Options 1 or 2 is found to be more fitting for Kiama’s creative communities and Council.

Value for Money			
Year	Option 1 (GST Excl.)	Quote 2 (GST Excl.)	Option 3 (GST Excl.)
2024/25	\$10,053	\$15,337	\$22,874
2025/26	\$10,404	\$15,873	\$23,674
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2027/28	\$11,144	\$17,002	\$25,360
2028/29	\$11,534	\$17,597	\$26,248

Under Option 4 the above funding would be reallocated for in-house services.

The potential for collaboration, networking and resource sharing opportunities with neighbouring councils and SCA is of great benefit to arts and culture in community, and likely to broaden the exposure to grants for regional arts initiatives.

Benefits and outcomes to date – The SCA engagement with the Kiama community has been low (8%). A fee for service model would assist Council to measure and evaluate value for money and return on investment.

Governance & Risk	
Option 1	Some duplication of resources under the current MOU have been identified, including the grants program and in house resources. The Schedule 1 of the existing MOU is mostly duplication of resource and this will be removed under this Option.
Option 2	Some duplication of resources under the current MOU have been identified, including the grants program and in house resources. The Schedule 1 of the existing MOU is mostly duplication of resources and this will be removed under this Option. This Option also enables Council to have elect a board member, thereby having greater involvement in SCA activities.
Option 3	Some duplication of resources under the current MOU have been identified, including the grants program and in house resources. The Schedule 1 of the existing MOU is mostly duplication of resources.
Option 4	Should Council decide to not renew the MOU or enter into a partnership agreement under presented options, it is likely that: <ul style="list-style-type: none"> • Council and community are excluded from regional representation through the SCA networks; • Council misses out on funding opportunities; • Limit community access to regional programs and cultural activities delivered through SCA; and • The likelihood of organisational reputational risk and isolation from the cultural and arts sector.

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Conclusion

Since the establishment of the MOU with the SCA in 2022, Council has made sustainable improvements to support arts and cultural through cash contribution (grants and donations) and in-kind support. While Council has broadened its engagement with the arts and cultural groups locally, it is important that Council retains and strengthen regional collaboration for Kiama’s creative communities. Therefore, and withing this context, a revised model of ‘fee for services’ is recommended.

This report is submitted to Council for consideration and decision on presented options.

Report to Councils South Coast Arts 2022 to 2024

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About South Coast Arts

South Coast Arts is a not for profit, registered charity and incorporated association, overseen by a volunteer Board of Management, comprised of skilled representatives from the creative community and elected officials from our three local councils.

Our core funding is provided through Create NSW, with additional funding via annual contributions from each of our three local councils of Shellharbour, Kiama and Shoalhaven. However, our relationship with local government goes far beyond one of funding with our Council partners being critical to ensuring informed, appropriate and coordinated project delivery and support, to the cultural arts within each local government area and regionally.

South Coast Arts also serves as a Regional Arts Development Organisation (RADO), one of fifteen throughout the state of NSW. This network ensures not only the delivery of regional and cross-regional arts but also statewide creative projects.

South Coast Arts mission is to contribute to the vibrancy and diversity of South Coast cultural arts and inspire community through shared and inclusive creative experiences, connection and belonging.

As a RADO, South Coast Arts plays a crucial role in fostering the growth of the creative arts sector in our region through; the cultivation of partnerships, securing funding and grant opportunities, offering professional development and mentorship programs, facilitating networking and advocacy, and developing collaborative creative projects.

Working closely with local councils and other stakeholders, we champion creativity in the region, emphasising cultural arts significance as a vital contributor to the social, cultural, and economic fabric of the South Coast.

Board Members

Community

Marla Guppy, Chair

Marla Guppy is an artist, cultural planner and public art strategist. As a strong advocate for cultural sustainability in urban Australia, Marla received the Ros Bower Memorial Award from Paul Keating for her work in community cultural development. Over the last thirty years, Marla has directed Guppy Art Management, a Shoalhaven-based creative consultancy.

Joni Braham, Deputy Chair (January 2022 to December 2023)

A musician, artist and writer, Joni has extensive qualifications, professional experience and skills in governance, planning, quality assurance, organisational and staff management, contract management, policy development, community development, and education. Joni is also the founding member of 'Which Witch', formed in 1989 and still playing, making it one of the country's longest-running women's rock bands.

Amanda Reynolds, Secretary (January 2022 to December 2023)

Amanda is a Guringai curator, cloak-maker, storyteller and multimedia artist passionate about cultural healing and connection; community-based collaborations; exhibitions, public art and publications. Her heart and spirit are devoted to the flourishing of south-eastern cultures, knowledge and histories and to transforming public and institutional spaces of colonial dominance by holding space for community voices, collaborations and creativity.

Claire Chapman, Treasurer

Claire Chapman is a theatre maker and producer interested in audience participation and interactivity. Claire has been mentored and worked with renowned contemporary theatre-makers and performers and performed across locations in Australia, the UK and Spain. Shifting her practice from performance to facilitation, Claire is now Co-Director of The Deadly South, a not-for-profit performing arts organisation helping regional artists establish and maintain their careers here on the South Coast.

Rosalind Moffatt

Rosalind is a small business owner and proactive solicitor in technology contracts, intellectual property, privacy, commercial and consumer law. She has in-house legal experience across the health, entertainment, arts and insurance sectors. Rosalind also offers pro-bono work with Arts Law and has advised Nyngan Local Land Council and Bangarra Dance Theatre.



Paul Ducco (January 2022 to July 2023)

Paul Ducco is a multidisciplinary Creative Director, designer, and strategist with over 25 years experience in the creative, tech and film industries. Passionate about connecting culture, education, and the environment, Paul has become a sought-after collaborator in various fields. As the Director of Supernaut, a design-led and future-thinking studio, he has established ongoing relationships with culturally significant institutions such as Carriageworks, the Art Gallery of NSW, State Library of NSW, and Bundanon Trust.

Lisa Anthony

Lisa Anthony has a long international and Australian journalism career and has written for, edited and published award-winning media across numerous platforms. She has many years of professional experience in the creative industries and cultural communication, having worked for major arts organisations, including Sydney Writers Festival. Lisa manages cultural events on the South Coast, working from her base in Kangaroo Valley. She is passionate about supporting artists in their work and connecting them with the wider community.

Councillor Representatives

Cr Robert Petreski

Robert Petreski is a Shellharbour City Councillor who was born in the Illawarra and has lived in Shellharbour for over 30 years. Robert works as a High School Teacher. He has an Honours Degree in Design & Technology plus qualifications in Training & Assessment, Information Technology and Electrotechnology. Robert established, built and sold a thriving local Electronics business in the region. His formal qualification in Design and Technology gives him a genuine insight and appreciation for a well-functioning, aesthetic design where form meets function.

Cr Imogen Draisma

Imogen Draisma is Deputy Mayor of Kiama Municipal Council and has lived in the Kiama area since a young age. She completed her education at Wollongong High School of the Performing Arts and is currently completing a double degree, Bachelor of Arts/Bachelor of Laws, at the University of Wollongong. She has worked for members of both NSW and Australian parliaments and, as one of the youngest politicians in Australia, sees diversity as a core value of public life.

Cr Tonia Gray

Tonia Gray is a Shoalhaven Councillor with an enduring interest in the Arts. Inspired by her mother, a landscape artist and potter, Tonia continues infusing arts-based practice and creative teaching



methods in her University lecturing. With a Masters in Community Health and a PhD in Education, Tonia’s research explores human-nature relationships and their impact on health and well-being. As an academic, she has worked closely with Bundanon to evaluate their highly successful ‘Touched by the Earth’ Arts program and has presented the findings at multiple EcoArts and Environmental Education conferences, both nationally and internationally.

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Attachment 1

Progress Report

2022

Building Foundations

2022 was a year of building foundations for South Coast Arts by establishing a new not-for-profit organisation from the ground up. Consultant Regina Heilmann started with a regional working group, developing the constitution and Board establishment, with final incorporation occurring in May 2022.

During this setup year, the Board met monthly and worked closely to:

- develop organisational Policy and Procedures
- contract a bookkeeper and set up bookkeeping processes
- complete funding requirements and establish protocols
- start the recruitment process for an Executive Director

Promotion and COmmunication

Key to setting the foundations for South Coast Arts marketing and promotion was setting up Facebook and Instagram accounts and designing and developing a website. This has resulted in a comprehensive and solid foundation from which to grow our online presence.

CASP Seed Funding

The first Country Arts Support Program (CASP) funding round for the South Coast Arts region was undertaken in 2022, with nine applications received and six applicants successful for funding.

The successful applicants and projects were:

- Hein Cooper, The Weatherman, Music Project
- Jodie Edwards, Cultural Spaces for Young People Project
- Peter Lavelle, Shoalhaven Shakespeare Company Project
- Jacob Peterson, Hip Hop EP Project
- Greer Taylor, Jillian O'Dowd and Harry Kielly, Co-evolved Poetry and Film Project
- Nigel Helyer, Jervis Bay Sound and Film Project

2023

CASP 2023

In 2023 our 2022 CASP funding round was resolved with a presentation event held in May to hear the outcomes of the successfully funded projects. The event was attended by approximately 40 people from across the region.

Our 2023 CASP funding round distributed \$18 000 to six projects throughout the region, activating a diversity of projects and target audiences.

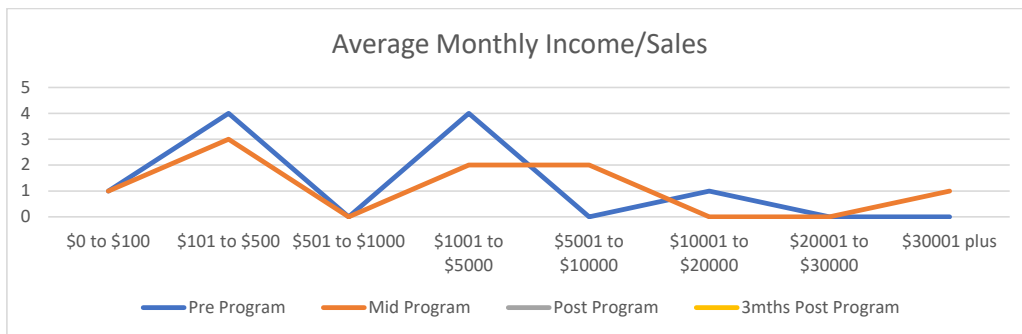
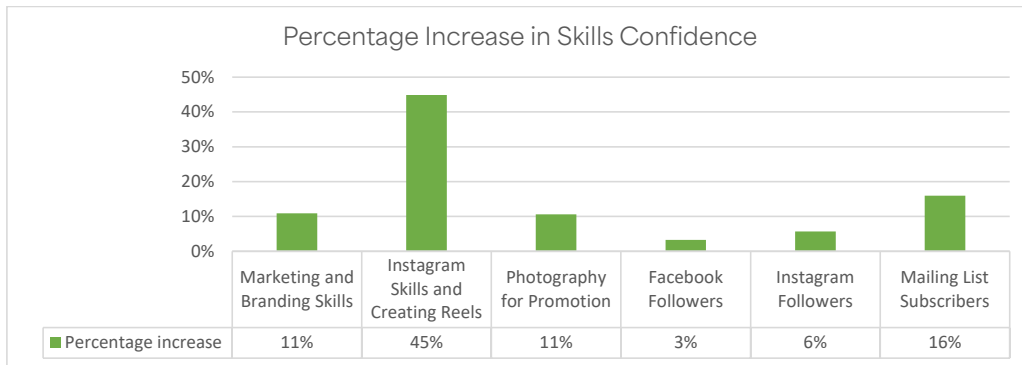
- Gerringong and District Historical Society, Lloyd Rees Revisited
An exhibition of paintings, prints and drawings, biographical text and photos illustrating Lloyd Rees' life in Werri Beach at the Gerringong Library and Museum Gallery.
- Gemma Hart, TeenTours
A series of audio stories focussed on the history and culture of regional towns - as told by its resident young people of the Shoalhaven.
- Melissa Mylchreest, Rewilding Life: Draw and Explore
Based on concepts from the applicant's art-based nature books, community walks are about encouraging discovery, mindfulness and creativity. Exploring the local environment and drawing on what is found, learning techniques and creating art.
- Shoalhaven Health and Arts, Developing a performance making model for Older People
The development of an ongoing skills-development and performance-making program for older people. The program is underpinned by an ethos of 'care' and provides a platform that challenges 'ageist' stereotypical views.
- Soul Clay Studios, Perpetual Pottery Project
Repurposing, reusing and upcycling discarded, forgotten, unfinished pottery projects from yesteryear to create joy today and every day.
- Michelle Springett, Expressive Art Wall Trail
Building an independent website for the Expressive Art Wall Trail, a multi-location exhibition that changes regularly. Encouraging locals and visitors to view and purchase regional Artist's work in our local venues.

Creative Pulse

Creative Pulse: The Art of Business Growth is a business learning initiative, funded by Create NSW’s Rescue and Restart program. The program spans August 2023 to May 2024 and offers a comprehensive blend of skill development workshops and personalised business coaching over a six-month period.

Ten carefully chosen participants, hailing from diverse backgrounds, including each of our three local government areas, visual and multidisciplinary arts, disability, and First Nations arts, are actively engaged in this journey.

Evaluation processes have been undertaken throughout the project, culminating in a mid-project review that highlights significant skill enhancements across various domains and a slight increase in participant monthly income/sales.



Branding Project

Supported by the Create NSW Rescue and Restart audience development fund, our branding initiative seeks to unveil a brand/campaign for our creative South Coast. Its purpose is to both acknowledge individual creatives and to spotlight the wider creative sector and community within our region. This distinctive marker will enable audiences to directly engage with authentic South Coast creativity.

The mission of this project is to illuminate the Creative Spirit of the South Coast by spotlighting our unique offering and ensuring a welcoming and exciting space where everyone can feel a sense of belonging.

Our goal is to create a region where creative experiences thrive, where barriers to entry and engagement are dismantled, and a collective energy can ignite the region, inspiring a future rich in creativity, culture, and innovation.

Work continues on this project into 2024, with the brand being unveiled later in the year.

Weave Directory

The Weave Artists Directory, initially conceived and launched in 2016 by Kiama and Shellharbour Councils, was officially transferred to South Coast Arts in 2023.

Via Create NSW’s Rescue and Restart audience development fund, funding has been secured to revamp the site. The new site will expand the directory platform to include a public facing events calendar and a back-end creatives community forum to foster collaboration among creatives across the region.

The new site is expected to launch in 2024.

Promotion and Communication

South Coast Arts started its bi-monthly newsletter for our region’s creative community in late 2023. Subscribers now number 337, with a further 617 followers on Facebook and 550 on Instagram.

Our newsletter provides updates on South Coast Arts initiatives, promotes regionally significant events and creative opportunities and upcoming funding.



Collaborative Regional Projects

MOSA

South Coast Arts was invited to join a Destination Sydney South Surrounds Working Group for the development of a business case for a Museum of Saltwater Art project for our south coast. This project was undertaken by a consultant supported by advice from the Working Group across the November 2023 to January 2024 period.

Shoalhaven and Shellharbour Hospital Developments

South Coast Arts was also invited in 2023 to join the Department of Health, Art Working Groups for each of the Shellharbour and Shoalhaven hospital developments.

These collaborative groups have worked closely with consultants throughout 2023 to develop Arts in Health Strategies tailored to each development site. These strategies will guide decisions on what, where, when, and how art will be integrated into the new site developments. Expressions of Interest and Tenders for artists will roll out in 2024.

Collaborative Cross-Regional Projects

Creative South Cultural Tourism Map

Creative South is a partnership project with South East Arts (SEA) and Southern Tablelands Arts (STA) RADOs. Developed in 2022-23 this online platform was built with South Coast Arts in mind as a project partner and offers an interactive cultural tourism mapping platform. South Coast Arts has been working towards its data inclusion in the online map with this work extending in 2024.

<https://creativesouth.com.au/>

Collaborative Statewide Projects

Regional Futures Project

Regional Futures was a RADO network, statewide, program of creative development and conversations. Placing artists at the centre of a dialogue, exploring a future vision for where they live and create. The project culminated in an exhibition of artists from across the state at the Casula Powerhouse from June to September 2023 and a one Symposium. Our south coast region was represented by Shoalhaven multidisciplinary artist, Anna Glynn.



Work of Art

Work of Art is a creative women’s business development program spanning 12 months from 2023 to 2024. The project, facilitated by Regional Arts NSW, works with each of the RADOs in NSW to coordinate training sessions, networking and mentoring opportunities. The South Coast has three artists from across our region participating in this program.

Horizons

Horizons is a RADO network, statewide project, providing a 12-month program of creative mentoring for creative young people from across NSW. Three young people from the South Coast are currently participating in this program. Expert mentors are teamed with young people around their particular area of creativity and will work with them to support their entry into their art form as a career.

The Horizons and Works of Art projects will culminate in a showcase exhibition in Orange, NSW in November 2024.

Creative Support and Advice

In 2023 South Coast Arts provided five hours of formal one-on-one support to creatives within the performing arts sector and facilitated two meetings of the Local Government Cultural Develop Officers Network, providing support and collaborative discussion with Shoalhaven, Shellharbour, Kiama and Wollongong Council cultural arts officers.

Advocacy and Networking

2023 brought several opportunities for South Coast Arts to engage in advocacy work that helped to highlight the creative needs of our region.

RADO Network Meetings

NSW RADO Network meetings are held bi-monthly, both online and face to face (quarterly) South Coast Arts has committed to attending these meetings throughout 2023 and 2024 and has consequently been involved in discussions with:

- Create NSW
- Sound NSW
- Music NSW
- Shadow Minister for the Arts
- Department of Regional NSW
- Department of Education and Training (DET) - Arts Unit

2024 has seen South Coast Arts additional consultation with Create NSW on the development of the new creative spaces strategy following the development of our NSW Arts Policy. Additionally, a



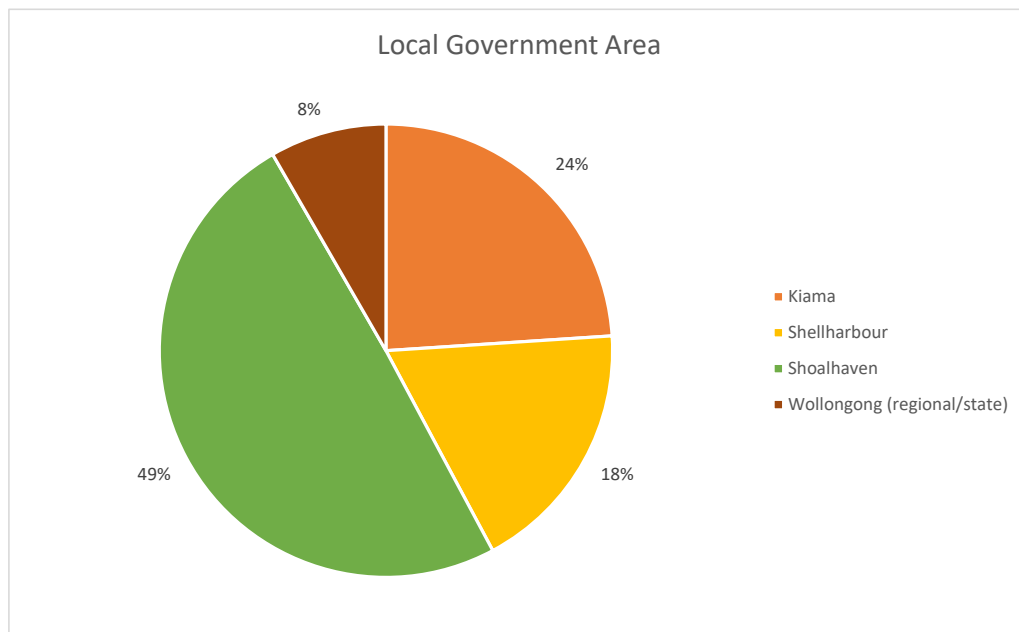
discussion has been undertaken in consultation with the Office of the 24hr Economy regarding First Nations involvement in this evolving state government strategy.

NSW State Arts Policy

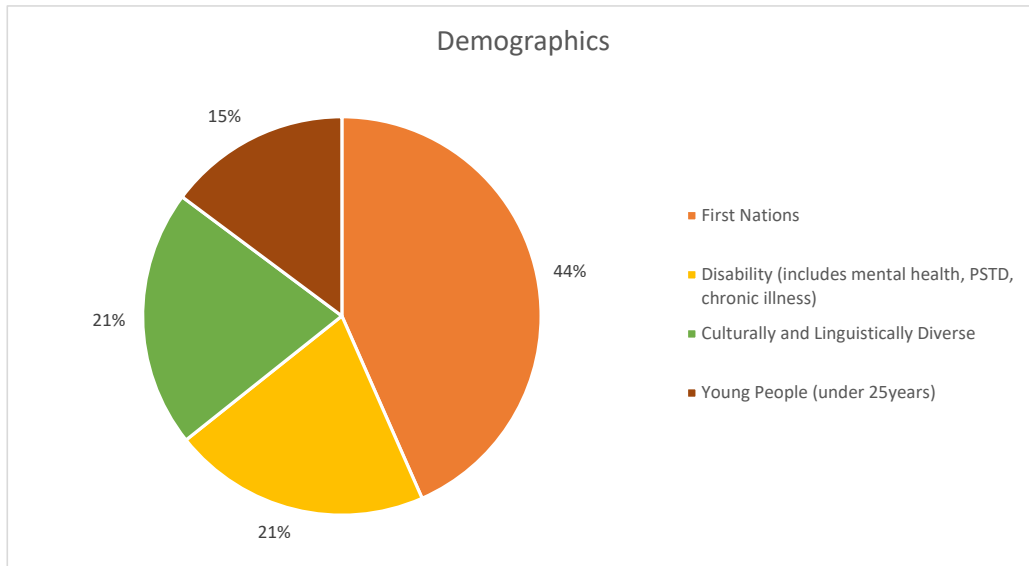
South Coast Arts Executive Director attended the Wollongong Townhall consultation for the development of the NSW State Arts Policy. South Coast Arts also submitted written submissions to the NSW Government consultation both independently and in collaboration with the NSW RADO network.

Evaluation

In 2023, engagement with South Coast Arts spanned the entire region, with a significant turnout from the Shoalhaven local government area contributing nearly half of the participants. While Shellharbour and Kiama accounted for 18% and 24%, respectively. Additionally, regional arts organisations and state government representatives made up 8% of total participation.



Of the participants who identified as being a part of a community of diversity 44% of the respondents identified as First Nations. People with a disability and those identifying as culturally and linguistically diverse each made up 21% with young people making up 15%.



Each project and program undertaken by South Coast Arts incorporates a comprehensive evaluation process that includes data relating to the satisfaction levels of participants. Data is gathered on a program-by-program basis and across all projects.

Following is a summary of the overall project satisfaction results for South Coast Arts throughout the year:

- Usefulness of program or activity: An impressive 72% of participants found our programs and activities to be Very to Extremely useful.
- Relevance of program or activity: A substantial 76% rated the relevance of the programs and activities as Very to Extremely relevant.
- Overall Satisfaction: 80% expressed being Very to Extremely satisfied.
- Likelihood to recommend: An encouraging 84% would recommend our initiatives to others.
- Increase in feelings of connection and/or a sense of community: A significant 80% reported a Moderate to Big increase in their sense of connection and community.
- Enhanced connection with artists and creatives: a modest 56% experienced a Moderate to Big increase in their connections with fellow artists and creatives.



Strategic Planning

The second half of 2023 was predominated by consultation for the development of our first Strategic Plan. Our approach to consulting with the creative community aimed to offer diverse channels for engagement and dialogue. Our engagement processes provided over 52 hours of direct face-to-face consultation with our creative community.

- **Café Chats**
an informal connection and conversation point where creatives could discuss issues over a cuppa in a local cafe. This style of consultation facilitated mobility and broader geographic coverage with sessions held in Kiama, Gerringong, Shellharbour, Albion Park, Ulladulla, and Nowra.
- **Workshops**
Four formal face-to-face Workshops, lasting 2-3 hours, took place in each local government area, complemented by an additional online Workshop. An additional consultation was held with young creatives through Beyond Empathy.
- **Survey**
A comprehensive online survey provided participants with the opportunity to carefully respond to a series of questions, seeking individual insights into the experiences of the creative sector in the region.
- **Creative Sector Interviews**
One-on-one interviews were conducted with representatives from arts organisations, groups, and festival organisers across the region.
- **Non-Arts Sector**
Sharpe Advisory was engaged to undertake one on one interviews with regional stakeholders and stakeholders from sectors outside the arts. These interviews discussed the intersection between the creative sector and the non-arts sector and the potential relationship between these organisations and departments and South Coast Arts.
- **Review Workshop**
A Stakeholder Review Workshop, facilitated by Creative Plus Business, garnered feedback from a group of creative sector stakeholders in a comprehensive review of the draft Strategic Plan in April 2024.

The Strategic Plan will be formally approved by the South Coast Arts Board in May 2024.

Key findings and themes from the consultation are summarised in comprehensive Demographic and Consultation Reports available to our creative community.

2024

CASP 2024

Our third CASP funding round is due to open on 27 May 2024, with information workshops held in the first week of May. Grants of up to \$3000 will again be made available to fund six projects across the region.

Creative Pulse

Creative Pulse: The Art of Business Growth is due to conclude at the end of May 2024 with an end of program evaluation to be undertaken followed by a further participant survey in July 2024.

Branding Project

Work continues on this project and a brand launch is anticipated for mid to late 2024.

Weave Directory

The new site is expected to be launched in mid-2024 followed by training sessions for creatives to assist in engaging with the new platform and a promotional campaign to encourage the use of the public facing directory and events calendar.

Promotion and Communication

We continue to roll out our bi-monthly newsletter, which will be further supplemented by the Weave community forum as an online space for creatives to connect, share and collaborate.

Live Music Residency

Application has been made to Music NSW for funding for a partnership project between South Coast Arts, The Servo at Port Kembla, Filmores at Kiama and ElHorses at Nowra to facilitate a six-month live music residency for three emerging bands within our region. If successful, the bands will be provided with opportunities for live gigs across the three venues and mentorship and training in aspects of live performance and careers in music.

Collaborative Regional Projects

Shoalhaven and Shellharbour Hospital Developments

Work with the two hospital sites will continue throughout 2024 and into 2025 as tenders and expressions of interest are rolled out.



The Creative Edge

A series of workshops was rolled out in April/May 2024, in collaboration with Kiama and Shellharbour Councils, to support creatives interested in public artwork to be better equipped to engage with upcoming tenders and expression of interest.

The series included;

- an expert panel discussion and networking event.
- online workshops - managing negotiations and contract rights and obligations.
- face to face workshops - writing an artist CV and writing artist statements and bios.

Collaborative Cross-Regional Projects

Creative South Cultural Tourism Map

South Coast Arts will be working towards south coast cultural tourism data being included in this online map throughout 2024.

Collaborative Statewide Projects

Work on the Work of Arts and Horizons projects will continue throughout 2024.

South Coast Arts
Memorandum of Understanding
Shoalhaven City Council, Kiama Municipal Council, Shellharbour City Council
ABN 85 730 422 167

1

Memorandum of Understanding (updated July 6, 2022)

between
South Coast Arts (NSW) Inc
and
Kiama Municipal Council

1. Statement of understanding

This Memorandum of Understanding (MOU) is made between the following partner organisations:

- South Coast Arts (NSW) Inc
- Shoalhaven City Council
- Kiama Municipal Council
- Shellharbour City Council

This MOU sets out the objectives and management arrangements of the partner organisations. It is a statement of understanding and is not intended to create binding or legal obligations on any party. The parties agree to work together in good faith.

2. Commencement and Term

The memorandum of understanding will commence on July 1, 2022 until December 31, 2024, aligning with South Coast Arts' multi-year funding agreement with the NSW Government, through Create NSW. South Coast Arts will issue invoices to each of the Councils on July 1 (or as soon as practicable) of each year of MOU based on contribution amounts agreed to in this MOU.

3. Authorisation

The signing of this MOU is not a formal undertaking. It implies that the signatories will strive to reach the objectives stated in the MOU, to the best of their ability.

4. Intention

The intention of this MOU is to establish a formal level of cooperation between the three Councils and South Coast Arts. This strategic partnership will achieve cooperative arrangements and establish a framework to deliver greater efficiencies and progress strategies for the parties and the communities they represent.

It should be noted that each party is its own entity and will continue as independent organisations supporting and servicing their communities.

The Councils acknowledge the funding support and commitment to South Coast Arts by the State Government through Create NSW, with a multi-year commitment to South Coast Arts (and the State-wide network), which commenced in 2021.

It is acknowledged that the on-going viability of South Coast Arts and its aims and objectives are contingent upon continuing support of Councils and Create NSW.

Regional Arts NSW has developed a guide for 'contributing councils' (in consultation with local councils) for recommended 'minimum local government contributions to regional arts boards' per year. This model is based on incremental population groups and includes CPI of 3.5%

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5. Preamble

This MOU recognises the importance of the continued development of strong, resilient, unique and creative communities in the south coast region of NSW. The MOU outlines each partner's commitment to working together to achieve creative arts outcomes, enriched services and programming outcomes, magnified economic results and focused advocacy.

Key to achieving outcomes will be a commitment to the following objectives:

1. Identify and respond to issues that are of a regional nature i.e., the partnership will offer opportunity for regional south coast advocacy, strategic planning and implementation.
2. Build a dynamic relationship between our population centres.
3. Work within the NSW Government framework/policy.
4. Establish partnership and collaborative arrangements; and
5. Inter-governmental collaboration.

In order to develop a meaningful partnership, time needs to be dedicated to developing a model that works for all parties and their communities and ensures key outcomes are achieved.

6. Goals and objectives

The purpose of this MOU is to:

- clarify roles and accountabilities for South Coast Arts and the member Councils
- clearly define the scope and standards of services to be provided

By clarifying the roles and accountabilities, the MOU will help build a partnership approach to:

- enhance existing cultural services and activities within the region
- develop new cultural services and activities in the region
- advance cultural considerations as an integral part of the management and development plans for the region's natural and built environment
- foster an informed and skilled arts community as the basis of an involved, productive and creative community
- conserve and enhance the region's cultural heritage in its physical and social manifestations
- advocate on significant creative arts issues
- plan for a more sustainable future for the creative arts economy
- establish partnerships for cultural development with the community, the private sector and government agencies

7. Approach and Operational Framework

The partner organisations will:

- identify opportunities for joint initiatives and cooperation focused on long term sustainability
- implement projects through effective collaboration and resource sharing to optimise opportunities and improve outcomes for the community
- strengthen strategic collaboration and develop cooperative arrangements in areas such as regional planning, training, tourism, economic development, benchmarking, advocacy and asset management.;

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- stimulate innovation and pursue opportunities for greater efficiencies and regional impact; and
- examine areas for economic growth (tourism, business development, related infrastructure).

8. Roles and Responsibilities

The partners agree to:

- work collaboratively, plan to avoid duplication and maximize participation in activities/events
- maintain focus on agreed scope, outcomes and benefits
- monitor and manage the factors outside their control that are critical to its success
- conserve and enhance the region's cultural heritage in its physical and social manifestations
- advocate on significant creative arts issues
- plan for a more sustainable future for the creative arts economy
- establish partnerships for cultural development with the community, the private sector and government agencies
- jointly seek external funding opportunities where appropriate; and
- participate in feedback on formal evaluation of annual activities.

The partners agree that each of the members will be:

- provided with complete, accurate and meaningful information in a timely manner
- given reasonable time to make key decisions; and
- informed of potential risks and issues that could impact on an agreed project, as they arise.

The partners will commit to:

- attending scheduled meetings
- championing the partnership
- sharing relevant communications and information between the partners
- making timely decisions and taking action so as to not hold up agreed upon projects
- notifying each other as soon as practical, if any matter arises which may be deemed to affect the development of the collaboration; and
- developing an annual program together.

South Coast Arts' Undertakings

- South Coast Arts undertakes to provide, develop and evaluate the core services as identified in Schedule 1 to the communities of the three member Councils.
- South Coast Arts will present a forward plan each year of the agreement developed in consultation with the partners reflecting agreed priorities and foci.
- South Coast Arts will be an effective and committed advocate for State and Federal government resources for the cultural development of the region.
- South Coast Arts will supply member Councils with an annual report and audited financial statements, including performance review of programs and other updates as required.
- South Coast Arts will ensure that delivery of core services is not compromised when additional contracts are negotiated on a fee for service basis.

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The Councils' Undertakings

- The Councils will confirm an annual financial contribution in July for each year of this MOU, taking into consideration the Regional Arts NSW recommended levels (see Attachment A) and local resource allocations.
- The Councils will each nominate a representative to serve as a member of the South Coast Arts Board of Management.
- The Councils will each nominate a member of their respective staff as proxy for necessary and direct liaison with the Executive Director of South Coast Arts.

9. Meetings

- The South Coast Arts Executive Director will organise scheduled (2 times per year) meetings with senior Council representatives for planning and reporting purposes.
- All meetings will be chaired by the Executive Director of South Coast Arts.
- Meeting agendas and minutes will be provided by the Executive Director of South Coast Arts.
- Meetings will be held as determined, with location of meetings on a rotating basis across the region.
- If required, subgroup meetings will be arranged outside of these times at a time convenient to subgroup members.

10. Review and evaluation

- The Executive Director of South Coast Arts will provide an annual report to Councils and other updates as required.
- The Councils and South Coast Arts agree to review the terms of this MOU in May 2024.

11. Term and termination

This agreement shall be effective from July 1, 2022 until December 31, 2024. All parties may terminate this MOU by means of signing a termination addendum.

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THE UNDERSIGNED PARTIES ACKNOWLEDGE AND AGREE TO THIS MOU

1) On behalf of South Coast Arts

Signature	Name PRINTED	Position/Title
.....	MARLA GUPPY	Chairperson
Date		
.....		

2) On behalf of Kiama Municipal Council

Kiama Municipal Council agrees to allocate \$19,412 (+GST) from the general funds in 2022/23 FY budget as Council's contribution and recurrent funding + 3.5% increase year on year thereafter until December 31, 2024.

Signature	Name PRINTED	Position/Title
.....
Date		
.....		

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Schedule I

Ongoing core services provided by South Coast Arts to our member Councils:

- work collaboratively with member councils to deliver regional and locally relevant strategic arts and cultural priorities
- create and maintain an on-line regional database of artists, creative practitioners and arts organisations
- link Councils to regional, State and National networks relevant to the arts, culture and funding
- provide cultural development expertise, advice, support and training to the communities and artists
- identify opportunities for regional touring of visual and performing arts product through partnerships with Councils, commercial and community presenters
- administer the annual Country Arts Support Program (CASP) small grants funding for the region
- actively promote and market the arts and culture of the south coast throughout the region and beyond
- provide training and capacity building for community organisations and artists in a range of areas including funding, arts business and promotion and marketing
- maintain, update and distribute relevant information to the arts and cultural sector including research and cultural data of the region
- develop and participate in arts networks within the region and link to the cultural sector at a state and national level
- assist with the development of creative industries and cultural tourism opportunities in the region to support economic development
- participate in scheduled (2 times per year) meetings with senior Council representatives for planning and reporting purposes
- provide an evaluation report of projects undertaken as part of the yearly planning process

Service Delivery Quote

Kiama



Louise Croker
Executive Director

director@southcoastarts.org.au
0477 522 263

Strategic Goals

These goals will guide our work over the next 5 years towards our vision and enacting our mission.

Presented with no particular priority order, each goal holds its own intrinsic value, complementing each of the others. Together, they weave a tapestry that guides our path forward.

First Nations First

Listen to First Nations creatives and support the development of creative practices that are informed by cultural wisdom.

Connected & Informed Creative Community

Cultivate productive relationships that build a robust creative community and extend inclusive practices to individuals from diverse backgrounds.

Regional Projects

Facilitate and support the development of projects of regional impact and projects that contribute to the overall creative cultural input throughout our region.

Collaborative Planning

Support outcomes that contribute to the growth of our creative community and drive the development and advancement of our sector.

Building Creative Industry

Facilitate the ongoing development of our region's creative industries and empower creatives to actively participate within this industry.

Future Fit

Build a resilient and sustainable organisation that supports our creative and organisational goals and adapts to future challenges.

Quote One

\$10,053 pa (financial year)

Service Delivery

Cultural Vibrancy and Promotion:

LGA creatives inclusion in:

- **The Other Side campaign**
This campaign promotes original South Coast creative and cultural products, showcasing lesser-known local offerings to reframe regional identity beyond traditional tourism perspectives of sand, sea and bush.
- **Bi-monthly newsletters**
- **Perspectives – creatives in studio (video series)**

Short-form videos showcasing South Coast creatives' work and processes, sharing their stories across digital platforms to increase visibility and community engagement

We strive to not only contribute to the richness and diversity of our creative community but celebrate and voice all that our region has to offer.

Community Connection:

LGA creatives inclusion in:

- **Industry mixers and panel discussions**
Quarterly in-person and online creative industry events featuring expert panels and networking opportunities, connecting artists across all disciplines to foster collaboration and professional development.
- **Weave Directory and Events calendar and online Community**
Weave is an online platform connecting South Coast's creative community through an interactive directory, events calendar, and social media style networking feature, enhancing visibility and collaboration opportunities.

Building relationships that help inspire connection and collaboration. Our creative community needs opportunities to share, talk, create together, and inspire each other. Our work is to help ensure that those opportunities exist.

First Nations Engagement:

LGA First Nations creatives inclusion in:

- **All SCA services, funding and project development**
- **Advocacy for inclusion in creatives projects and program**
- **Programs of First Nations Cultural Arts Project Officer**

A dedicated First Nations SCA Project Officer will work to build relationships and develop culturally appropriate arts programs, increasing First Nations representation in South Coast's creative community.

We know that the power of our creative community is only deployed when our creatives feel supported and empowered to do what they do best. We are here to listen, guide, support, and nurture our creatives in ways that they need to prosper.

Strategic Planning, Cultural Mapping and Community Engagement:

LGA access to:

- Expert input on integrating arts and culture into community planning and development
- Creative industry reports and consultation data developed by South Coast Arts
- Promotion of council consultation and engagement to creatives

Collaborating with our creative communities and industries, seeking to join kindred organisations to work towards productive and sustainable change in service to the collective creative growth of our region.

Project Development and Delivery:

LGA inclusion in:

- **Creative South Cultural Tourism Map**
An interactive cultural tourism map, showcasing creative and cultural spaces and experiences. <https://creativesouth.com.au/>
- **LGA specific projects (additional negotiated funding)**

Working with our partners and collaborators to facilitate opportunities and projects that allow for engagement by our various audiences.

Quote Two

All services from Quote One, plus the following inclusions

\$15,337pa (financial year)

Service Delivery

Creative Advice & Support

Access by LGA creatives to:

- **SCA Creative Projects and Original Music grants program**
An annual small grants program with two streams - creative projects and original music - supporting diverse creative development across the region and fostering regional creative development
- **Support with grant applications** eg letters of support, application review and advice

We know that the power of our creative community is only deployed when our creatives feel supported and empowered to do what they do best. We are here to listen, guide, support, and nurture our creatives in ways that they need to prosper.

Advocacy and Cross-Sector Collaboration

Representation of LGA in:

- **Advocacy to state and federal ministers, peak arts organisations and govt departments**
- **Partnerships between arts and other sectors** (e.g. health, education)
- **Cross-sector initiatives leveraging arts for community benefits**

Collaborating with our creative communities and industries, seeking to join kindred organisations to work towards productive and sustainable change in service to the collective creative growth of our region.

Creative Industry Growth and Economic

LGA creatives access to:

- **Creative Pulse Business Growth Program**
Combining workshops on creative business essentials with six months of one-on-one coaching, helping artists and creative entrepreneurs develop sustainable businesses through personalised support
- **One-on-one advice and support to creatives**
- **Promotion of LGA creative offerings**
- **Statewide Cultural Tourism project (2024-25)**
State-wide research into NSW cultural tourism opportunities, building on year one findings while fostering collaboration between creative organisations and tourism bodies
- **Training and development programs and workshops for creatives**

Providing a bridge between the business world and creativity, aiming to support skills development and understanding for the generation and growth of an informed and well-equipped creative industry.

Project Development and Delivery

LGA inclusion in:

- **LGA specific projects**

Working with our partners and collaborators to facilitate opportunities and projects that allow for engagement by our various audiences.

Governance

- **Council representative on SCA Board**