

CULTURAL CREATIVE STRATEGY

Our cultural creative vision

CLARENCE: A GATEWAY TO TASMANIAN CULTURE

We acknowledge and embrace arts and culture as integral elements within our community and a significant contributor to wellbeing and prosperity.

Council encourages the pursuit of excellence in all cultural activities and will draw upon our unique geographic location to become a 'Gateway to Tasmanian Culture'.

Council recognises the importance and interest of our residents and visitors in arts and cultural activity and understand the need for a strategy that authentically and respectfully reflects community aspirations for a liveable city. The arts and culture make a valuable contribution to building a sense of identity, encouraging community spirit and cohesion, addressing social deficit concerns, and adding richness to life on the Eastern Shore.

Nurturing creative activity is critical in determining and expressing a sense of identity for Clarence. It identifies the unique 'essence' of Clarence, encompassing and highlighting our natural, built, and social environments. It also recognises and promotes the strength in the diverse nature of our communities.



PRIORITY ONE

A GATEWAY TO TASMANIAN CULTURE

Establishing and celebrating Clarence as a 'Gateway to Tasmanian culture'

Why is this important?

Establishing Clarence as a 'Gateway to Tasmanian Culture', enables us to position ourselves to derive community and economic benefit from our geographic connection to Hobart, and our strong historic and cultural attractions.

How will we make a difference?

We will work to establish and celebrate Clarence as a 'Gateway to Tasmanian Culture', recognising the strategic advantage of our State's main airport and arterial routes within the municipality.

We will work to leverage arts and cultural opportunities as representative examples of our State's defining arts, cultural, heritage and environment features.

Some objectives we will work towards include:

- Identify and respond to opportunities to reinforce the 'Clarence' cultural brand and identity
- Establish and build upon the interrelations between our tracks and trails, cultural history, community development, public art, events and arts to advance programming and identity



Clarence...
a brighter place



PRIORITY TWO

ENGAGE AND RECOGNISE ABORIGINAL CULTURAL AND CREATIVE PRACTICE

Reflecting, respecting and celebrating the Aboriginal community, their heritage and contemporary cultural practices within the cultural programs

Why is this important?

Tasmanian Aboriginal and First Nations culture is integral to Australia's past, present, and future. Reflecting, respecting and investing in Aboriginal community and their heritage provides for Indigenous culture to be preserved and celebrated.

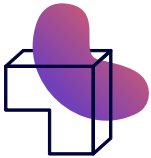
How will we make a difference?

We will ensure Aboriginal heritage and contemporary cultural practices are reflected and celebrated within the cultural programs.

Through listening and working with the community we will shift engagement practices to enable Aboriginal creative practitioners to better represent themselves.

Some objectives we will work towards include:

- Recognise Tasmanian Aboriginal people and develop a Reconciliation Action Plan based on the pillars of respect, relationships and opportunities
- Work collaboratively to ensure Aboriginal history, heritage and cultural practices are respectfully considered in asset and infrastructure projects



PRIORITY THREE

ACKNOWLEDGE AND EMBRACE THE ARTS AND CULTURE

Utilising the arts, culture and creativity within strategies to achieve our vision and goals

Why is this important?

The arts, culture and creativity connects individuals and communities and supports a thriving creative sector that reflects council's goal of a prosperous and creative city.

How will we make a difference?

We will recognise that the arts, culture and creativity are integral elements within community and increasingly significant contributors to wellbeing and prosperity.

Some objectives we will work towards include:

- Identify opportunities to reduce digital infrastructure gaps in our community to support economic growth
- Engage with businesses to establish operations within our city



PRIORITY FOUR

EMBED THE ARTS WITHIN KEY SERVICES

Ensuring the economic benefits and social inclusion function of the arts are utilised

Why is this important?

The arts are a key contributor to community health and wellbeing and play an important role in the lives of our community, particularly as a way of meeting other people, socialising and support.

How will we make a difference?

We will ensure all members of the community have the opportunity to participate in arts and cultural activities whether as performers, participants, or audience.

Some objectives we will work towards include:

- Deliver programs that are accessible to all in the community; that strengthen the arts sector and target identified needs within the local and broader arts and community sectors
- Recognise ageing trends and the therapeutic and social inclusion values of the arts
- Use public art works to connect and highlight our tracks and trails, cultural history and events