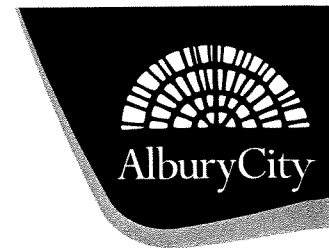


Submission
No 57

INQUIRY INTO THE DEVELOPMENT OF ARTS AND
CULTURAL INFRASTRUCTURE OUTSIDE THE SYDNEY
CBD

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Date Received: 01/09/2008



28 August 2008

The Committee Manager
Public Works Committee
Parliament House
Macquarie Street
Sydney NSW 2000

RECEIVED
01/09/08

Dear Committee Manager

Subject: Inquiry into development of arts and cultural infrastructure outside Sydney CBD

Thankyou for the opportunity to provide a submission to the inquiry. AlburyCity has a strong record in the provision of leading edge cultural services to Albury and the region. This document sets some clear strategies for improving the development of arts and cultural infrastructure in regional areas. The following is background information on AlburyCity cultural services, planning and infrastructure.

- AlburyCity has developed a Cultural Plan which is embedded in our Community Plan. This has the purpose of linking the shared objectives of the social, safety and recreation plans. These plans link directly to the 2008/2011 Council Plan which seeks to achieve the targets established in the *Albury 2030 Shaping our Future Strategy*.
- AlburyCity Cultural Services section incorporates a LibraryMuseum, a Branch Library, an Art Gallery, a Convention and Performing Arts Centre and a stand alone Collections Storage Facility. A Cultural Services Group Leader has overall responsibility for the management of the Cultural facilities and public art in the city, as well as a cultural planning role. AlburyCity also employs a Cultural Development Coordinator
- AlburyCity has a converged Cultural Services management structure, with Team Leaders responsible for programs, customer service and collections and assets across all cultural facilities and services. The exception is the Convention and Performing Arts Centre which has a dedicated team leader.
- AlburyCity's Cultural Services net budget result for 2007/8 was approximately \$5million.
- Albury LibraryMuseum is a major cultural infrastructure development which opened in July 2007, as a converged rather than co located facility. The total project budget was \$16million, of which \$1.3million was provided through State Government of NSW grant funds (Premiers fund, ArtsNSW Museum Program & State Library of NSW Development Fund). Federal funding amounted to \$330,000 (Regional Partnerships funding). AlburyCity provided the remainder and bulk of the funding.

- AlburyCity applies for grants through the ArtsNSW funding program, particularly through the Museum Program, Visual Arts and Craft program and the Capital infrastructure program. Grants in the main are used to enhance program and collection development.

The following is AlburyCity's response to some of the issues listed for consideration by the inquiry.

Funding issues

Access to private funding

Organisations and institutions based in regional Australia have minimal opportunities to secure significant private sector funding. The development of strong, active external foundations and trusts could provide the conduit to private funding if access to advisory services such as that offered by the Australia Council became the norm and not the exception for Councils and regional organisations.

Convergent funding

We would encourage the committee to consider the incorporation of public library funding into the arts funding arena. AlburyCity is leading the industry in the implementation of a converged management model across all of our Cultural Services (Library, Gallery, Museum, Performing Arts and Cultural Development). This is the way of the future allowing a customer focus across art forms and collection management.

In regional areas convergence and collocation of cultural facilities is often a sustainability issue. In AlburyCity the building of a converged LibraryMuseum has provided the community with a state of the art facility providing technology, information, library, heritage and exhibition services and opportunities. The Local Government Cultural Accord with ArtsNSW recognises and supports the greater integration and co-operation of local government cultural facilities in the sharing of resources and programming and the Arts NSW Cultural Grants has reflected this convergence principle in funding program objectives. To provide a holistic funding model across all arts sectors, including libraries, would better reflect the reality of cultural infrastructure development in regional areas.

Creative Regional Hubs

A regional focus

AlburyCity is a key contributor into this region's Regional Arts Board, Murray Arts. This resource is crucial in facilitating regional cooperation and providing targeted resources to the community sector. As a large regional council AlburyCity is continually approached to act as a regional broker. We are unable to resource this and therefore Murray Arts is important in creating a thriving regional

community cultural sector. Increasing the financial support for this organisation to allow an expansion of services offered is urgently required.

Access and management of Collections

Regional audiences demand access to contemporary and specialist collections yet our agencies have a limited ability to acquire these due to limited funds. With the rising travel costs touring exhibitions are also becoming more expensive. As a regional agency we are keen to engage in dialogue with the major collecting institutions to explore the dispersal of their collections either for short term exhibitions or long term loans. Support for a dialogue between regional institutions that will encourage rationalisation of collecting policies, develop tools that will provide access to a union catalogue of regional institutions and assist with the creation of more regional cultural tourism attractions would assist all regions.

In 2006 the Collections Council of Australia called for comment on a Regional Hub proposal that suggested the co-ordination of well targeted support for archival, gallery, library and museum collections through a network of Regional Collections Advisers. AlburyCity submitted a response expressing interest and support for the concept stressing that the long term commitment of state and federal government was essential in the success of such a venture. AlburyCity is often approached to assist regional volunteer museums and galleries with advice on collections and exhibitions management and generally assists with minor enquires or directs the organisation/ group to Museums & Galleries NSW. However the funding of a Regional Collections Advisor would assist in the sustainable management and interpretation of heritage and arts collections. The building and management of a community memory store can assist in the development of local identity.

Creative Hubs

AlburyCity delivers cultural services in a converged model. With the opening of our LibraryMuseum in 2007 the increased visitation and audience development opportunities is a demonstration of the benefit of combining these facilities. In the first year of operation the LibraryMuseum had approximately 230,000 visitors - 95% increase on visitors in previous years.

AlburyCity's LibraryMuseum is stage one in a planned cultural quarter development, which includes upgrades to the Art Gallery and Performing Arts and Conference Centre, as well as public space development. AlburyCity is currently in a community consultation and research phase regarding the

proposed cultural quarter public space, exploring options such as the inclusion of private industry and public art in the space.

Assisting the development of more proposed hubs such as Albury's through access to expertise in convergence, the development of cultural infrastructure and identification of potential funding resources would be beneficial.

Yours faithfully

Carina Clement
Cultural Programs Team Leader