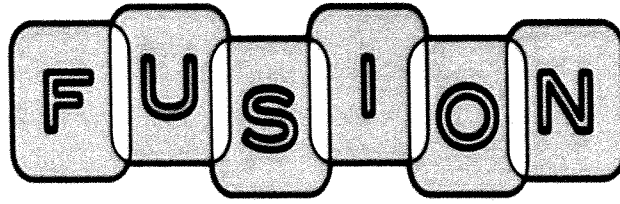


Submission
No 54

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

Organisation: Fusion Central Coast
Name: Ms Nina Angelo
Position: President
Telephone:
Date Received: 01/09/2008



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25th August 2008.

Catherine Watson,
Committee Manager,
Standing Committee on Public Works,
Legislative Assembly,
Parliament of New South Wales,
Macquarie Street
Sydney N.S.W. 2000.



Dear Catherine,

In response to correspondence of the 4th August for the NSW Public Works Committee's inquiry into the development of arts and cultural infrastructure outside the Sydney CBD, we would like to take this opportunity to submit relevant details for the Standing Committee on Public Work's perusal;

- ***any relevant arts and cultural planning or strategies;***

Fusion Arts Central Coast Incorporated (Fusion Inc.) became incorporated in 2003. The steering committee meets on a monthly basis, items of importance to art and culture on the Central Coast are discussed. The aims are to embody the arts community on the Central Coast by;

- representing and be accessible to all demographics of the community involved in arts and cultural activity, and to facilitate their needs.
- Committee representatives acting as information channels to each discipline and also filter information back to the committee.
- promoting Fusion in the community, as a visible representation of the arts community and to use this visibility for promotion and recognition of the value of the arts.

Fusion Inc. has the ability and potential to engage the broader community from the Central Coast region. Fusion enjoys participation from a great network of existing community entities. The aim is to engage the participation of arts and cultural groups by developing a performance activity as a part of the project management of an 'Arts and Culture Forum' in 2009, to be known as "Performing Well". The 2009 Forum will refresh

the existing ideas of the broader community's perception of arts and culture of the Central Coast region, and allow new players to introduce themselves to others in the sector. An update and re-focus of community ideas regarding the performing arts will then be possible, and will generate a renewed interest from key stakeholders.

- ***your organisations experience with the State grants process;***

In mid-2007 Fusion submitted an application to Central Coast Region Of Councils (CCROC) for \$15,000 funding for the administration of the Fusion Arts Website. We had no response for a year. However, in June 2008, Fusion was requested to resubmit the application and present a case. CCCROC have requested that Fusion update financials, website statistics and sustainability plan, the application remains a work in progress.

Fusion Inc. endeavor to apply on an annual basis for Public Liability Insurance Premium funding grants and Community Printing grants also available through Gosford City Council (GCC). Further funding opportunities through the N.S.W. Ministry for the Arts for example, have not been investigated of late.

Fusion Inc. has recently been granted \$2,000 for cultural community development by GCC toward planning activity for the 2009 Forum. This will also give the broader community an opportunity to become involved in the development of an integrated methodology, and to take part in a feasibility study that reflects Gosford City's arts and cultural community by documenting findings on sustainability, audience development, strategic goals and economic sourcing that may be reported to Council as input for infrastructure and planning.

- ***the amount of funding spent on arts and cultural activities;***

The abovementioned funding does not cover the daily cost of the activities undertaken by the steering committee of Fusion Inc. The time and costs dedicated to conduct research, networking, telecommunications, strategic development, printing and producing coordination for fundraising activities and maintaining database integrity is enormous, all undertaken voluntarily, as is the nature of the not-for-profit activity of this community of peers.

Said assets available to Fusion Inc. are moreover derived from the existence of the diverse range of talented groups involved in the arts and cultural network of the Central Coast. Cultural groups such as; NAISDA, Central Coast Conservatorium Inc., the Performing Arts Precinct Committee, and the Gosford Musical Society for example, each have a unique focus, and will provide unique input into the many aspects of a public forum.

- ***the significance of any partnerships with private sector funding or private sector sponsorships in the area of arts and culture;***

The opportunity to further develop strategic alliances with new and emerging community groups is great. The presence of sector entities such as Museums Galleries NSW, and, Community Cultural Development NSW (the latter we are commencing negotiations for sponsorship in September 2008), may be able to present and provide a current view of

activities by cultural peers in the state. Similarly, involvement of the recently affiliated Darkinjung Land Council's cultural key contacts will give the arts and cultural community an opportunity to officially welcome a new phase in the indigenous cultural network development of the region. Diversely, the Central Coast Steiner School for example, may potentially include a whole new aspect of youth arts education into the public forum portfolio. It is anticipated that the multi-cultural groups that are supported by the Central Coast Multicultural project are continually encouraged to participate.

Through the Fusion Arts website, there is the potential to invite and include many new interested groups and individuals, which have previously not had the opportunity to have input into the current planning process. The Fusion Arts website currently averages a weekly visitation of over seven thousand individuals.

- ***any issues related to the implementation of the arts/cultural grants program or with the implementation of any relevant government arts and cultural strategic plan;***

In regard to the GCC's 'Enhancing Arts and Culture 2008-2010' proposed program recently in circulation, Fusion Inc. responded to the 'Vision Strategy: Arts and Culture' section, and, in particular on the 'Cultural Information Data' provided;

- Fusion currently provide a comprehensive website and an events listing for arts and culture activity in the region.
- This initiative was funded through GCC, both to set up the website and is supported through the CCROC for the webmaster.
- Fusion currently receive approximately 36,000 hits to the website each month.
- Fusion's funding is reliant upon non-duplication of funding supporting and initiating arts and cultural activity in the region, however, this proposal appears to re-launch an existing strategy.

Fusion has utilised a total sum of \$25,000 on that media over a two year period, and are therefore particularly concerned that there will be excess capital funds spent in an annual year of \$90,000, and, that sustainability of this project may be underestimated by this data collection and may well prove an ineffective cost exercise.

- the 'Vision Strategy' for the 'Indigenous Cultural Planning Agenda' appears somewhat exclusive, particularly as multicultural strategies are not encompassed there. Fusion suggest that this topic needs to also include the broader community, one that is certainly thriving and one that will certainly require further consideration in the 2008 to 2010 period.

Fusion requested a response from GCC to the response correspondence submitted in May 2008, though no conclusive response has been received to date. This we believe is a necessary end in order to further develop a more realistic scope on proposed strategy by GCC in the future. The abovementioned points that have been raised encompass the points of view of active representatives of the arts and cultural community of the Central Coast region. These current issues are a prominent feature on the Fusion Arts website, and as such, the 'Enhancing Arts and Culture' documents proposed agenda has been questioned by a large number of our members.

Fusion's inclusion in the regional 2020 Summit's respective electorate forums was a healthy reminder that there is much potential for re-focusing Arts and Culture on the Central Coast. That it needs direction from confident community organisations, not just recognition from local government organisations.

Fusion's input and response to GCC's Corporate Plan 2008/09, was delivered with specific focus on the proposed arts and culture component and were forwarded within the time for community input (during May 2008). There are a number of expenditure items that have concerned us and we are awaiting their response.

Fusion Inc. aims to encourage and familiarise participants of the proposed 2009 Forum, by introducing a range of strategic activities. Fusion will initially advocate on behalf of the arts community and then open the Forum to;

- develop strategic partnerships with private enterprise in the region to support the arts.
- developing strategic partnerships with local, State and Federal government to support the arts in the region.
- effect change and influence policy development, through activity and liaison with Local, State and Federal Government.
- influence peak bodies strategies in relation to the cultural issues and concerns of Gosford City.

The anticipated numbers of persons expected to attend the 2009 Forum will likely be in the hundreds. Such participants will come from a diverse background of professional experience, therefore, the atmosphere will not only be one of communicating with new networks and creating key contacts, though will also present a unique opportunity to develop a new insight into the community and the current state of play.

The proposed performance activity will involve new and emerging artists in association with more experienced and professional performers, artistic directors and stage management.

Fusion Inc. is prepared to undertake the execution of the 2009 Forum project on a collaborative basis, and has factored in time management of same into the committee's 2008/9 Strategic Plan. Fusion has shown the capacity to manage funding and fulfil funding agreements with previous funds granted by GCC and the Central Coast Regional Organisation of Councils (CCROC) however, these funds are few and far between.

As Fusion Inc. is an incorporation of bodies, an Arts and Cultural Forum will be a timely, innovative and unique opportunity for the community at large. Whilst Fusion has held forums before, the performance activity that is anticipated to be a focal part of stimulating discussion aims to be a unique and innovative method of community consultation. Fusion Inc. is committed to developing the Central Coast community identity through;

- reflecting and maintaining relevance of the unique nature, activities and needs of the Central Coast area.

- unifying the community through art and culture, using community cultural development principles.
- developing the identity of the region through the arts on a State, National and International level.

Fusion Inc. aim to bring a positive change to the arts on the Central Coast, through the 2009 Forum, that will in turn assemble a consultation that encourages each Local Government Area to compliment rather than compete in the infrastructure it provides for its community by;

- encouraging professional practice in arts and cultural activity in the area.
- addressing the need for collaboration, networking and communication in the arts community.
- unifying all aspects of the hybrid arts under the banner of community cultural development and to do this equally.
- identifying and supporting existing resources in the community through arts and cultural activity.
- developing relationships with and encourage support from local arts facilities.

It is envisaged that the “Performing Well” Forum will provide the opportunity of further research gleaned from public discussion on the day, that will be further investigated and result in statistical data for further analysis for reporting to Council and key stakeholders for future projects such as;- sustainable development and support for the proposed Gosford City Cultural precinct, the Wyong Shire’s cultural planning portfolio, developing the potential Performing Arts College/Secondary College, and, better positioning responsibility from public forum activity.

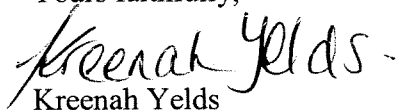
It is with the undertaking of delivering those results that the Central Coast region essentially requires the un-waivering support of the NSW State Plan, the Tourism Masterplan, and the close involvement of the Standing Committee on Public Works in the relevant planning strategies of the proposed cultural plan.

If we may provide any additional information or assistance to the Standing Committee on Public Works for this inquiry, or, if you may have any queries please do not hesitate to contact myself or Nina.

We look forward to a response from your office and to being in touch again at the next opportunity.

Thank you.

Yours faithfully,



Kreenah Yelds

Secretary

On behalf of Nina Angelo – President - Fusion Central Coast Inc. cc: N.Angelo