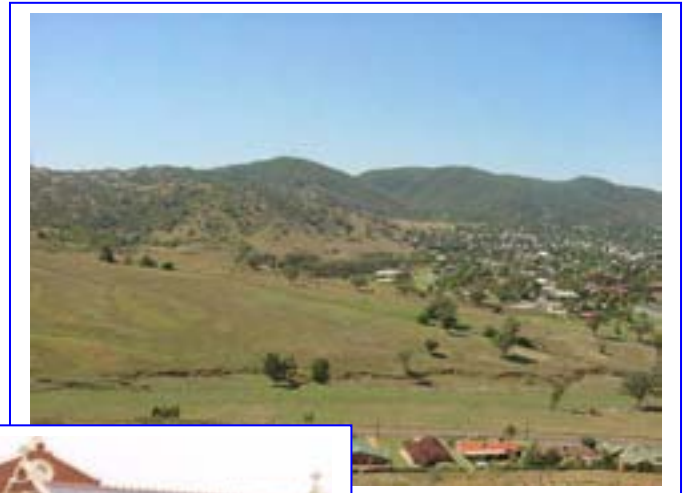
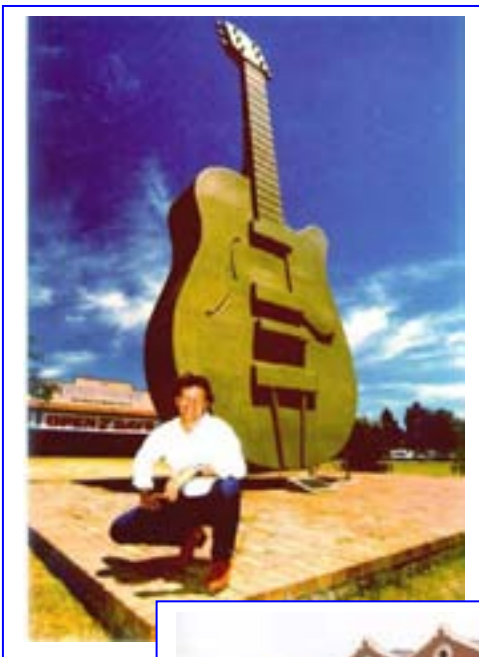


TAMWORTH CITY COUNCIL

CULTURAL PLAN



Adopted February 2003

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EXECUTIVE SUMMARY

The Tamworth Cultural Plan is intended to express the community's objectives and needs for cultural services and facilities. Tamworth has a community that is actively involved in a wide range of cultural activities. This plan will provide a framework for decisions relating to the scope and quality of cultural opportunities to meet the needs of the City's residents and visitors.



Outdoor dining in Peel Street



Calala Cottage



Anzac Memorial Gates, Anzac Park

BACKGROUND AND NEED FOR THE PLAN

This Cultural Plan aims to provide a set of guiding principles and actions to assist the development/support of cultural opportunities within the City. The scope of this plan is broader than the 'arts' sector and recognises that culture is an "expression" of the community.

Council's Corporate Plan, "**Tamworth 2020 Vision**", highlights the need for Council to display 'social and community leadership'. This charter includes the provision of cultural services and facilities, which are commensurate with the needs and expectations of the Community. Council must manage these expectations within ever-increasing budgetary constraints. Furthermore, local government is not the only player in the 'cultural' development of the City. It is therefore important that this Plan not only focus on actions that Council can take, but where appropriate enlist the co-operation and enthusiasm of the 'cultural community' to ensure the best result.

Generous support for sporting facilities is an important part of the 'cultural history' of Tamworth. However, the interests of the voluntary non-profit organisations established for broad cultural pursuits in Tamworth, have perhaps not received the same level of recognition in terms of funding and support.

To date, Council has developed/acquired/supported cultural services and facilities on an ad-hoc basis. It is desirable in future that the provision of cultural services/infrastructure is undertaken in accordance with an overall plan.

For the purposes of this Plan, the term 'culture' is used to describe all of the customs and activities which constitute lifestyle. It includes :

- design and ownership of public buildings/spaces;
- community events;
- heritage and history;
- visual and performing arts;
- popular entertainment; and
- all other forms of creative activity

The Cultural Plan does not specifically include sporting and recreational activities as these aspects of culture were identified and addressed in a separate Recreation Plan in 1999.

Tamworth has a unique community that is actively involved in a diverse range of cultural pursuits. These pursuits have become increasingly important contributors to the City's economic base. The most recent national figures suggest that the arts and cultural sector is the second fastest growth sector for employment. This includes both cultural occupations and cultural industries (employees who are engaged in production, promotion, and sale of cultural products/services such as music and entertainment, art and craft etc). Provision/support for cultural services/facilities within Tamworth will also build upon Tamworth's tourism opportunities : the basic principle of tourism is that a place is attractive to visit if it is attractive to live in. Pursuit of tourism, therefore, should complement actions to enhance cultural life in Tamworth.

GUIDING PRINCIPLES OF THIS PLAN

Tamworth's Cultural Plan is underpinned by the following six (6) principles :

CULTURAL DIVERSITY

The City's diversity of cultures comprises countries and cultures of origin, leisure pursuits, social affiliations and the many forms of creative expression. It is a unique asset and should be recognised, supported and celebrated.

LOCAL IDENTITY

The City has a vibrant community which is rich in history and heritage and provides commercial, health, educational and community services to the New England North West region. Best known as the Country Music Capital of Australia, Tamworth is also an important retail and industrial hub. The City's identity should be preserved and promoted.

CULTURE AND THE LOCAL ECONOMY

Participation in the cultural life of the City has numerous beneficial economic impacts. An environment should therefore be provided in which cultural enterprise can flourish. Participation in the development and practice of cultural activity must be fostered and encouraged.

CULTURAL ACTIVITIES

There is a vast array of activities, assets and networks that form the cultural 'fabric' of Tamworth. It is imperative therefore that leadership, co-ordination and support be provided for artists and cultural organisations/industries to facilitate their continued contribution to Tamworth's development. It is also vital that both formal and informal opportunities are provided to enable the community to gain access to information about cultural activities, thereby promoting increased cultural awareness.



Peel Street Markets



Tamworth Community Centre, by night

CULTURAL HERITAGE

Tamworth has a rich history which is reflected in both the natural and built elements of the City's landscape and local heritage collections. This history must continue to be recorded, preserved and made more accessible to the community.

A CULTURAL VISION FOR TAMWORTH

A city's culture reflects the people that live, work and visit in it together with the historical and geographical context of the City's development. Responsibility for enhancing the 'cultural' life of a community often rests with local government. Councils implement the planning and urban design parameters that strongly influence local identity and sense of place, and have a key role to play in providing social and cultural infrastructure and services. Tamworth City Council's Corporate Plan, "**Tamworth 2020 Vision**" outlines the broad strategic direction for Council's initiatives over a 20 year period :

"Quality of life, strength in community"

is the Council's vision for the future.

From a cultural perspective, the plan's objective is that :

"Cultural facilities and services will match community needs".

This Cultural Plan will implement the above objective, by informing Council's annual Budget/Management Plan process.



Calrossy School



Aboriginal dancers



Peel Street busker

USE OF TERMS

Arts	refers to the full range of creative expressions, such as the visual arts, performance, puppetry, drama, dance, circus, film, music, photography, video, crafts, literature and cross artform collaborations. Art expresses culture.
Culture	is defined principally as ‘a way of life’ – this may include customs, rituals, traditions, religious/spiritual beliefs, community events, recreation/leisure and entertainment activities, the arts, language, architecture, lifestyle (food, dress) and sport. In short, culture encompasses the everyday interactions of people within their environment and each other.
Cultural Diversity	refers to the community’s composition in terms of ethnicity, gender, aboriginality, religious or spiritual beliefs, age, income, employment, politics and lifestyle preferences.
Cultural Heritage	incorporates a community’s evolving history, both oral and material. It includes the significance of Aboriginal and early settler stories, artefacts, architecture, rituals, documents, and land use. It refers not only to the past but also to aspects of modern life.
Cultural Industries	are defined in this plan as those industries/businesses which provide a service to, or support, cultural activities. These include those engaged in the production/sale/promotion of cultural products/services (such as recording studios, publishers, cafes, bookshops, educational providers, etc.)
Cultural Planning	is a “strategic process for deciding how best to use a community’s cultural resources to promote social and economic development and consequently enhance quality of life”.
Cultural Tourism	refers to the movement of people who are motivated by an opportunity for new knowledge/experience gained through the cultural offerings of a place.

METHODOLOGY

The methodology for this project involved a number of key tasks.

An Arts and Cultural Advisory Working Group was formed to oversee the preparation of the Plan. Membership consisted of :

Three (3) Councillors :

Cr Esther Halliday (Chairperson)
Cr Barry Murphy
Cr David Foster

Four (4) Community representatives :

Mr Robert Hurcum (Community member)
Mr Graeme Mitchell (Friends of Tamworth City Gallery)
Ms Glenys Mann (Community member)
Ms Anne Brown (Friends of Tamworth Libraries)

Council Officers who provided support to the Working Group :

Mr Phil Lyon (General Manager)
Mr Stephen Bartlett (Community & Corporate Services Director)
Ms Meg Larkin (Cultural and Community Services Manager)
Ms Genevieve Harrison (Strategic & Corporate Planning Manager)
Mr Alan Barclay/Ms Kay Delahunt (Tamworth City Library)
Mr Brian Langer (Tamworth City Gallery)
Mrs Joanne Gwatkin (Community Projects Officer).

The Arts and Cultural Advisory Working Group provided valuable input/feedback in relation to the Plan, and it is anticipated that the Group, in an expanded form, will continue to monitor the implementation of the Plan.

In addition to the data provided by the Working Group, extensive research and consultation with the community was undertaken. The following elements have helped to inform the Cultural Plan :

- A 'desktop' audit of cultural organisations, artists, events, activities, venues/facilities and industries;
- A literature review of key strategic documents, 'best practice' Cultural Plans compiled for other areas and Australian Bureau of Statistics (ABS) cultural statistics;
- A survey of randomly selected residents to ascertain their preferred cultural activities (and other culturally related issues);
- A series of focus groups involving key individuals from a broad range of arts/cultural groups plus a cross-sectoral community workshop;
- A socio-demographic analysis of the community (based on the 2001 Census).

TAMWORTH - WHAT MAKES US UNIQUE?

Cultural planning requires recognition of a place's identity. Every place has a unique identity and Tamworth is no exception. The following snapshot provides an overview of the City's character.

Our History

The City of Tamworth was founded in 1877 and covers 194 square kilometres. Tamworth's early history is bound closely to the Australian Agricultural Company who, in 1834, were given a grant of 313,298 acres of land on the western bank of the Peel River in exchange for their Port Stephen's estate. AA Company Commissioner Colonel Dumaresq decided to call the settlement on the Peel, "Tamworth" because the Prime Minister of England, Sir Robert Peel (after whom the first white explorer of the area, John Oxley named the Peel River), was the Member of Parliament for Tamworth, England.

In 1888, Tamworth became the first town in the Southern Hemisphere to have electric street lighting provided by a municipal power plant.

The City is best known as the Country Music Capital of Australia; in excess of 50,000 people visit Tamworth each January for the highly acclaimed "Country Music Festival".

The City has a vibrant, cosmopolitan atmosphere coupled with a country lifestyle and plays a pivotal role in the provision of services to the surrounding agricultural district. Tamworth is also an important commercial and industrial centre within the region, particularly in relation to aviation, food processing, manufacturing, abattoirs and retail development.

The Kamilaroi people were the original inhabitants of the area. Their cultural heritage is gradually being explored and interpreted by the community.

The City's architectural heritage reflects that of its early settlers with numerous Victorian residences and examples of the City's historical development as a road, rail and air transport hub.

Natural heritage is the City's greatest physical asset encompassing the Woolomol Hills/Wentworth Mounds as a backdrop to the urban landscape and the Peel River/floodplain area, which bisects the City.



Aerial view of the Tamworth District

Our Residents

The following snapshot provides an overview of the City's population profile.

POPULATION

Tamworth is a diverse community of 35,465 people - 17,067 males and 19,398 females were counted in the 2001 census
The population is growing at around 1% per year.

AGE

14% of the population are aged over 65 years and 23% of the population are aged under 14 years.

ANCESTRY

Three most common ancestries are Australian (54%), English (36%) and Irish (11%).
A total of 91% of the population were born in Australia.

LANGUAGE

Three most common languages spoken at home, other than English, are Chinese (0.34%), Italian (0.15%) and Arabic (including Lebanese) 0.14%.

INDIGENOUS PEOPLE

2225 people (6.3% of the population) identify themselves as being of indigenous origin.

MARITAL STATUS (persons aged 15 years and over)

50% of the population is married; 4.2% is separated; 7.4% is divorced; 8.0% is widowed; and 3.1% have never married.

INCOME

Median weekly income for people aged 15 years and over in 2001 was \$300-\$399.

COMPUTER USAGE

In the week preceding the 2001 Census, 12,762 people (36%) had used a personal computer at home.

FAMILY LIFE

43% of households comprise family couples with children, 36% are couples without children and 19% comprise single parent families. 2.8% of the population live in group households, and 10% live on their own.

HOUSING

63% of the population either own or are purchasing their own home. There are 10,998 separate houses, 472 townhouses, 1617 flats and 243 'other' dwellings (such as caravans).

What makes Tamworth, Tamworth?

Here is a selection of comments received during the focus groups held in July 2002.

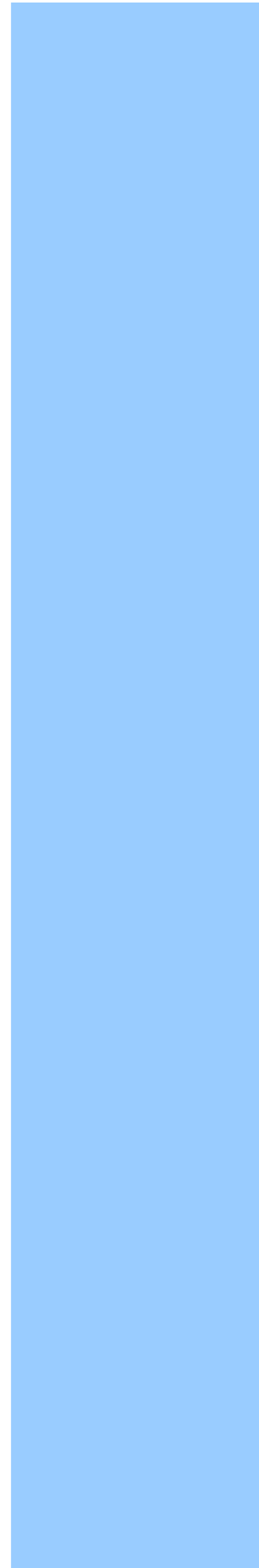
- Historical landmarks – Former Mechanics Institute, Calala Cottage, Former ANZ Bank building, Golden Guitar, Oxley Lookout, Conservatorium of Music, Obelisk at the Powerhouse, Powerstation Museum, Churches, Town Hall, Post Office, Railway Station, Regent Theatre;
- Relaxed 'country' lifestyle;
- Natural features – parks and gardens (especially Anzac, Bicentennial and Endeavour), Botanic Gardens, floodplain, hills behind the city, Peel River;



View of Tamworth from Oxley Lookout

- Country Music Festival;
- City small enough for everyone to know each other;
- Our sense of ourselves as a regional centre e.g. regional produce, cultural activities;
- Beauty of main street/Peel Street cafes;
- Broad range of recreational and educational facilities;
- Willingness of volunteers (estimated 400,000 hours of community work);
- People feel responsible for each other – service clubs and sporting clubs also bring the community together;
- Things are cheaper – compared to Sydney or Newcastle;
- Our people – skills, depth of knowledge and contribution to the community.

CULTURAL AUDIT



RESOURCES

Opportunities for cultural development and for the development of individual (and combined) talents can be influenced by the availability and accessibility of cultural resources in an area. Cultural resources include cultural classes/programs, performing and art centres, public and private galleries, libraries and open spaces etc.

A list of these resources in Tamworth has been compiled using publications, like the Events Calendar and Telephone Directory together with information provided by the Focus Groups and Council's Arts and Cultural Advisory Working Group. The audit listing is not exhaustive – it does not attempt to provide a detailed account of individual artists nor to list all the private businesses which support/service the cultural sector. Instead the audit represents a first attempt at capturing the 'cultural landscape' of the city in terms of its artists; facilities/venues; organisations; festivals/events and associated cultural industries.



Powerstation Obelisk



Tamworth Regional Botanic Gardens

Ideally, a more comprehensive directory of Tamworth's Cultural Resources should be developed and made available for the benefit of residents, organisations and visitors to the City. In the interim a copy of the database which has been developed for the Cultural Plan will be made available on Council's web-site in the near future.

ARTISTS

Numerous professional artists, entertainers and cultural workers reside in Tamworth and help create a distinctive 'cultural' community, They comprise :

- Visual artists, including local painters;



Georgie Altona – Circle of Life



Troy Cassar-Daley and Slim Dusty

- Street performers;
- Musicians;
- Librarians;
- Contemporary bands;
- Craftspeople, including textile artists, blacksmiths and potters;
- Photographers, including graphic designers and video photographers;
- Dance groups, including local indigenous groups;
- Public Art Consultant;
- Singers representing the classical, contemporary and country music genres;
- Writers, including novelists and poets.

ORGANISATIONS

Tamworth has a significant number of organisations (mostly community-based) who are actively involved in providing and promoting opportunities for cultural development.

Country Music

- Australian Country Music Foundation (ACMF);
- Country Music Association of Australia (CMAA);
- Capital Country Music Association (CCMA);
- Tamworth Songwriters Association (TSA)
- Country Music Heritage Hall;
- Tamworth Independent Artists Recognition Awards (TIARA's);
- Oxley Line Dancers;
- Red Hot and Country Line Dancers;
- Silver Spurs Line Dancing;
- Tamworth Bootscooters.



Beccy Cole and Adam Brand, Golden Guitar Winners

Other Music, Dance and Performing Arts

- Tamworth Musical Society;
- Tamworth Choral Society;
- Tamworth Dramatic Society;
- Tamworth Foundation for Musical Education;
- Friends of Tamworth Regional Conservatorium of Music;
- City of Tamworth Eisteddfod Society;
- Golden Oldies Dance Group;
- McMahon Academy of Dance;
- Tamworth 50/50 Dance Club;
- Tamworth Highland Society Pipe Band;
- Tamworth RSL and Citizens Brass Band;
- Tamworth Clarinet Choir;
- Tamworth Poetry Reading Group;



Tamworth Regional Conservatorium of Music – Finale at Gala Concert 2002

- Tamworth Eisteddfod.

Craft

- Tamworth Regional Craft Centre Inc;
- Tamworth Handspinners and Weavers Guild;
- Tamworth Lapidary Club;
- Tamworth Woodturners Club;
- Tamworth Philatelic Society;
- Australian Blacksmiths Association;
- Loose Threads.

Visual Arts, Literary Organisations

- Gamilarart;
- Friends of Tamworth City Gallery;
- Friends of Tamworth Libraries;
- Tamworth Film Society;
- Reading Groups.

General

- Arts North West;
- Tamworth Arts Council.

History and Heritage

- Tamworth Historical Society;
- National Trust (local branch);
- National Parks Association (local branch);
- Tamworth Family History Group;
- North West Chapter, Fellowship of First Fleeters;
- New England Film and Sound Archive.

Educational Organisations

- University of New England, Tamworth Campus;
- New England Institute of TAFE, Tamworth Campus;
- Local Primary and Secondary schools;
- Churches;
- Tamworth Regional Conservatorium of Music;
- Country Music College;
- Tamworth City Library;
- Tamworth City Gallery;
- Studio B;
- Camerata Junior Music College
- Antics Children's Theatre;
- Tamworth Adult Education Centre;
- Jenni Heaton's School of Performing Arts;
- Ballet studios;
- Youth drama Groups;
- Private tuition;
- Dance schools;
- Folmac Video productions.

FACILITIES AND VENUES

Numerous facilities and venues, some purpose-built, are available for cultural activities within the city.

- Tamworth Regional Entertainment Centre (TREC);
- Tamworth War Memorial Town Hall;
- Tamworth Regional Conservatorium of Music;
- Retreat Theatre;
- Regent Cinema;
- Tamworth Community Centre;
- Coledale Community Centre;



Coledale Community Centre



Tamworth Regional Conservatorium of Music

- Golden Guitar Complex;
- Hands of Fame Park;
- Country Music Roll of Renown;
- Tamworth Songwriters Association Songwriter Tribute;
- Hawking Bros Memorial;
- Joe Maguire's Pub (Noses of Fame);
- Tamworth City Library;
- South Tamworth Library;
- Tamworth City Gallery;
- Weswal Gallery;



Retreat Theatre

- Pat Chaffey's Studio and Gallery;
- Hickson's Studio;
- Calala Cottage;
- Australian Country Music Foundation Museum;
- Powerstation Museum;
- Wax Museum;
- Walk a Country Mile Interpretative Centre;
- Tamworth Aircraft Museum;
- St John's Anglican Church;
- Tamworth Bridge Club;



St Johns Anglican Church, Carthage Street

- School/TAFE and Church Halls/Auditoriums;
- Clubs/Pubs/Hotels/Restaurants/Cafes;
- Tamworth Racecourse;
- Tamworth Showground;
- Bicentennial Park/Anzac Park/Tamworth Regional Botanic Gardens;
- Gipps Street playing fields;
- Riverside Sporting Complex;
- Peel Street.

EVENTS

Festivals and events in Tamworth range from the internationally acclaimed Country Music Festival to the local Peel Street markets. The events celebrate visual arts and craft, music, dance and community activities.



Welcome to Tamworth Country Music Festival

The following range of annual/monthly events have been identified :

- Tamworth Country Music Festival;
- “Hats Off to Country” Music Festival
- Fibre Textile Biennial (plus others at the City Gallery);
- Carols in Bicentennial Park;
- Tamworth Show;
- Eisteddfods, Dramafest, Dance ensembles;



The 14th Fibre Textile Biennial – “Frisson”

- Tamworth Regional Conservatorium of Music concerts;
- Musica Viva concerts



Tamworth Regional Conservatorium of Music - Beginner Strings Group

- Calala Cottage Open Day;
- Rotary book sale;
- Electric lighting celebrations;
- Antiques and Collectables Fair;
- Contemporary music artists/bands (live entertainment);
- Monthly markets (Peel Street, Robert Street, Showground, "Growers");
- Australia Day/Anzac Day events;
- Local theatre productions;
- TASTE;
- Blackened Billy Verse Competitions;
- Home and Leisure Show;
- Country Music Jamboree; Showcase and Music Jam; Howdy's Hoedown; Lawrie Minson's Songwriter's Night; Brett Dallas and the Dirtwater Jam Band;
- Stamp and Coin Market Days;
- Monthly Dance events (Linedancing, contemporary).



Children celebrating Australia Day in Tamworth



Linedancing

CULTURAL INDUSTRIES

Tamworth businesses, retailers and educational institutions provide a significant range of services and employment associated with cultural activities :

- Printing;
- Publishing;
- Film and video services;
- Radio and television services;
- Video hire outlets;
- Photographic studios;
- Sound recording studios;
- Supplies for music and theatre productions;
- Suppliers of products for use in art and craft;
- Retail outlets for art, craft, recorded music, photographic equipment, books, film;
- Venue operators (licensed pubs and clubs);
- Accommodation;
- Cafes;
- Restaurants;
- Agents, promoters, managers, consultants;
- Media organisations;
- Photographic film processing;
- Computer services;
- Legal and financial services;
- Distributors;
- Equipment sales, hire and repair (technicians);
- Schools;
- Churches.



COMMUNITY SURVEY

RESULTS OF THE COMMUNITY SURVEY

This part of the Plan involved a broad scale survey of residents to ascertain a range of issues associated with their cultural activities. The survey covered the following key issues :

- Preferred cultural activities and impediments to undertaking them;
- Adequacy of local cultural facilities and the need to seek them outside Tamworth;
- Typical expenditure on cultural activities and events;
- Development options and preferences for a performing arts venue in Tamworth.

The survey was undertaken in March 2002, by the Hunter Valley Research Foundation in consultation with Council's Arts and Cultural Advisory Working Group. Approximately 360 residents were surveyed in a questionnaire administered on a computer-aided telephone (CATI) system. In summary, the following principal observations were noted :

1. Facilities and Venues

(i) Visitation rates

Participants were presented with a series of venues and facilities and asked to indicate how often they had visited or used them in the previous 6 months.

The two most popular venues were pubs/clubs (to hear live music or see a performance) and the Regent Cinema (to see a movie). Approximately one third (1/3) of all respondents had visited these venues at least once a month. Visitation to the Town Hall and public library were the next most popular; both being visited by approximately half the respondents at least once or twice in the six months prior to the survey.

Of the remaining ten venues, at least two thirds (2/3) of all Tamworth residents (aged 16 years and over) had not visited them at all in the six months prior to the survey.

(ii) Quality of Venues

Having established the visitation patterns for specific venues/facilities, respondents were then asked to rate the overall quality of the venues in Tamworth. Eight (8) out of ten (10) respondents stated that Tamworth's venues were at least of moderate quality. Only 3% of residents said that the venues were of fair/poor quality. Respondents were asked to provide suggestions as to how the quality of venues could be improved. The primary suggestions related to improving the use of existing venues, either explicitly or indirectly, by raising awareness through advertising. Improved seating quality (possibly related to the use of the Tamworth Regional Entertainment Centre) was also identified as one of the principal issues.

2. Events

In a similar manner to the exploration of Tamworth's venues, participants were presented with a series of sixteen (16) events and asked to indicate how often they had visited such events in the previous six months.

Outdoor markets were identified as the most frequently visited event, with over one third (1/3) of all respondents visiting them at least once per month. Consistent with the "venue" responses, the next two most popular events were live music concerts and the movies.

In association with the sixteen (16) events, respondents were asked to indicate approximately how much they personally had spent during the previous month in attending events. These values should be taken as being broadly "indicative" of the level of expenditure, as results are based around respondents' recall of expenditures (and as such are prone to a degree of variability). Nonetheless, on average, each respondent spent approximately \$47 per month on such events. With a total of 28,000 persons (aged over 16 years of age), and assuming a conservative average expenditure of \$40 per person per month, the average annual expenditure on attending events is approximately \$13million.

In order to explore the main impediments to accessing any of the surveyed events in Tamworth, respondents were asked to nominate one type of event that was the most difficult for them to access in the City and why. Almost three-quarters (3/4) of respondents did not nominate any event they had difficulty accessing, indicating that their demands for cultural events were largely met at present.

Of the one-quarter (1/4) who indicated access difficulties, the main events were large scale shows/concerts, the Tamworth Regional Entertainment Centre (TREC), cinema and licensed clubs. The principal impediments identified were :

- Big shows - lack of such events being presented in Tamworth;
- TREC - distance of the centre from the City and the lack of transport to reach it;
- Cinemas and Clubs – parking problems and physical disability issues.



Country Music Festival Opening Concert, Bicentennial Park

3. Cultural Activities

Participants were presented with a series of culturally based activities and asked to indicate how often they had undertaken them in the previous six months. Activities ranged from participation in drama/dance/music lessons to purchase/hire of art/craft/books/CDs/videos etc. Of the three aspects of 'culture' explored in the survey (venues, events and activities), direct participation in culturally related activities was found to have the lowest level of community involvement, with 9 of the 14 activities showing that at least 85% of respondents had not undertaken them in the last 6 months.

Among the five activities with the higher levels of participation, the purchase/hire of videos and CDs were the two highest. The next most popular activities were the purchase of a new or second hand book, the purchase of an item at an outdoor market, and the purchase of a completed piece of art or craft supplies.

Expenditure on cultural activities was also surveyed. Nine (9) out of ten (10) respondents had made some expenditure during the previous month on a cultural activity, with half of those having spent at least \$51. In terms of average expenditure, this equals approximately \$111 per person. This figure is considerably higher than that recorded for events, which may reflect a small number of very high expenditures on cultural activities (such as the purchase of a musical instrument or a piece of artwork). As such, the mean value is not the most appropriate measure but rather the median (middle) value of these expenditures should be used. The median value for the city is \$55 per person per month, which is more in keeping with the expenditure on events. Using the same population category and calculation method, this yields an estimate of approximately \$18million on cultural activities by Tamworth residents.

As with events, participants were asked to nominate one type of activity that was most difficult for them to access in Tamworth and why. Over 85% did not indicate any activity that was difficult for them to access; a higher level than the 75% of respondents to the events question. Again, this indicates that resident's demands for cultural activities are largely being met at present in Tamworth. The main activities that people appear to have difficulty in accessing are :

- Theatres and shows;
- Books and videos;
- Art and craft supplies;
- Music lessons and CDs.

The principal difficulty for residents in being able to undertake most of their activities was their lack of availability.

4. Events/Activities outside Tamworth

In the previous section, three quarters (3/4) of Tamworth residents were satisfied with their current access to cultural activities and events. Of those respondents who accessed the majority of their cultural activities/events outside the City, the most common 'event' was big shows and concerts. Other types of activity included shopping, sporting events, museum/art exhibitions and expos.

5. Performing Arts Theatre

The survey also examined the potential demand for a performing arts complex in Tamworth, that is, a state of the art theatre for the performance of dance, drama and theatre. It was envisaged by the performing arts community, that this facility would be purpose built for a seating capacity of 300-500 with raked seating, lighting and quality acoustics.

For comparison, the Retreat Theatre seats about 50, the Town Hall about 1100 and TREC seats 5000.

In response to questions relating to the importance of such a venue, 60% of respondents rated the development of such a venue as at least “moderately important” (or more). Of those who rated the proposed theatre as being of moderate importance or higher, the majority identified the following primary activities which could take place :

- Concerts and bigger shows;
- Plays and theatre;
- Dance;
- Children’s activities.

In addition to the nature of activities, respondents also indicated their preferred seating capacity for such a venue. Preferences fell into three broad bands with one quarter (1/4) wanting a smaller size of 500-600 seats; one quarter (1/4) wanting a medium size of 1000-1500 seats; and half (1/2) wanting a medium-larger size of 2000-5000 seats. Overall the average size of the potential venue was 1800 seats.



Tamworth Regional Entertainment Centre

6. Tamworth Regional Entertainment Centre (TREC)

In relation to a larger venue, participants were asked to rate the quality of TREC as a venue for events and performances. Respondents were divided 60/40 between those who rate TREC as a moderate or better venue, and those who rated it as being poor or fair. Of those who rated TREC as poor/fair, dissatisfied respondents were asked to indicate the one main thing that would assist to increase their opinion of it as a venue. Supplying seating, better acoustics and better/more acts were prominent responses.

CULTURAL/SPECIAL INTEREST FOCUS GROUPS

CULTURAL/SPECIAL INTEREST FOCUS GROUPS

A series of cultural focus groups were held with key stakeholders on 21st and 22nd June 2002. The workshops were facilitated by Ms Jill Jordan, a cultural planner with extensive experience in conducting/facilitating community-based workshops. It is acknowledged that the views put forward by these groups do not necessarily reflect the overall preferences of the population. Nevertheless, they provide comprehensive guidance from well-informed and important “participants” in cultural activities throughout the City.

The information obtained from participants at the workshops comprised the following :

- * Results from a questionnaire designed to gather qualitative information as to the cultural interests and icons of the residents of the City, and how well they perceive their needs to be met by existing cultural facilities and services;*
- * Listing and ranking (prioritising) of potential issues/areas that the Cultural Plan should address;*
- * A partial cultural audit of groups involved in cultural activities within the City;*
- * A SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis of ‘cultural’ life in Tamworth;*
- * A cultural ‘needs’ analysis based on the issues/areas identified as components of the Cultural Plan; and*
- * Results of a small workshop to identify ‘youth’ cultural needs within the City.*

(i) Questionnaire results

The following information was collected from each of the participants at the various focus groups :

What are your interests?

Awareness of different issues involving people	Antiques/ Antique Fair	Architecture environment and	Art/Visual arts/ Decorative and fine arts/ Christian art/ My art
Art for all (especially those with disabilities)	Art Gallery	Arts training	Audio-visual media
Ballet	Black-smithing	Brass Banding	Church
Community activities	Computing	Cooking	Copper-work
Country Music / Country Music retailing	Craft work/ Craft	Culture/ My culture	Dancing
Design/graphics	Development of Tamworth	Digital imaging	Electronics – film and sound archives
Embroidery	Family/ My family	Family History	Festival Tourism
Films	Fossicking	Gardening	Giving free space to Community Centre
Gym	Health and fitness	History and Heritage (local)/ History and Heritage/ Local and regional history/ Preserve our heritage for our children, and children's children	Hockey
Horse-riding	Jazz	Lapidary	Library
Music	Music History	National Trust	Networking with others of similar interests
People	Performing arts/ Performing arts (all aspects)	Philately	Photography
Poetry	Portraiture	Pottery	Reading (Cultural/Travel)/ Reading
Rotary Club	Sculpture	Seeing our great City prosper and be promoted as a spot to live, work and play	School community
Scouting	Song-writing	Sports	Stained glass
Swimming	Teaching art to the public	Textile art	Theatre/ Drama
Travel	Videos	Vintage cars	Walking
Wood-work	World and local affairs.		

Do you participate in any arts (either visual or performing) or craft activities? If so, what?

Acting	Arts Administration	Art/Artist/ Visual arts/ Decorative and fine arts/ Christian art	Arts Council
Art Exhibitions (by Aboriginal people and non-Aboriginal people)	Art Teacher	Attend performing arts, jazz events, music events/ Attend literary events, films, music, theatre	Black-smith
Boot-scooting	Choral singing	Creation of calendar for historical collection	Coordinate Peel Street Cottage Craft Fair
Coordinating/producing role	Copper-tooling/ copper- work	Craft	Cultures
Custodian of historical collection and home	Design/image-making (full-time)	Directing (theatre)	Drama promotion
Drawing works on paper	Embroidery	Family History research	Film
Lapidary	Leather-craft	Museum	Musical director Tamworth Clarinet Choir/ Musical Society/ Musician (part-time)/member City Jazz Band/ Performing at Conservatorium/ Music creation – recording/ Music/ Organising concerts, workshops, show-cases, etc.
Needlework/ Patchwork	No	Oriental art	Painting
Performing/ Performing arts (drama, musicals, etc)	Philately	Photography/ Photographic displays	Poetry (reading and bush poetry competition)
Portraiture	Print-making	Promoting Tamworth	Rock and Roll Dance
Sculpture	Silk painting	Song-writing	Speech and drama
Stained glass	Teaching performance arts	Textile art	Theatre
Tutor drama workshops for youth, adults and disability groups	Video filming and editing	Violin playing	Visit Art Gallery
Volunteer at Craft Centre	Web Design	Wood-turning/ wood-work	Writing

Are these well-catered for in the City?

Yes 6 Fairly well 9 Could be improved 34

If not well-catered for, what suggestions do you have about how Council might improve the situation?

Arts Festival promotion	Assistance with grant applications	Better art gallery/ Develop a meaningful and dynamic Art Gallery/ Improved library and art gallery/ Build Art Gallery with studios, café and bookshop	Better theatre for bigger performances/ flexible, professional venue/with affordable charges/ provide a Performing Arts venue/ Theatre for presentation of music and drama/ Better venues/ Suitable venues
Build a cultural precinct of major proportions – incorporating all collections/ museums/ Provision of facilities in which groups can function and present material for display/ Include Family History group in archive centre together with sound and film archives, Council archives, etc./ Develop museum to preserve our heritage	Combined meeting of groups requiring archival support	Cultural Centre	Cultural Development Officer
Extend the Gallery	Facilitate opportunities for promotion/ Promotion/ Town to be publicised for itself	Financial support	Levy all capital works (private developments) to fund new cultural activities for artists
Meeting of groups involving other groups in the City	New larger, better-equipped library building	Promotion of artist spaces studios	Provide suitable venue for holding drama classes
Rehearsal studios (music) needed	This Forum is certainly the right way to go/ More workshops to instil the needs of our community as a whole/ View today's seminar proceedings	Training support	We (Calala Cottage) need more space – eg. purchase a building nearby
Web-site			

What, in your opinion, are the two most significant historical land-marks in the City?

ACMF	All of the old brick homes	ANZ Building (old one opposite CBA)	Are there any?
Britten's Brewery	Calala Cottage	Bicentennial Park	Central Hotel
Community Centre	Conservatorium of Music	Dominican Conven	Duri Peak
East Tamworth	Electrical Museum	Golden Guitar	Guy Kable Building
Hands of Fame	Look-outs at Oxley Park and West Tamworth	Mechanics Institute	Moonbi Ranges
Obelisk (power structure – what it means)/light obelisk	Oxley Anchor	Peel Street and City Centre	Post Office/Post Office clock/Town clock
Power House Museum/ Power Station Museum	Railway Station	Ray Walsh House	Regent Theatre
Regional Art Gallery	Retreat Theatr;	Roll of Renown	Slab hut at Calala Cottage
Song-maker Tribute	St. Nicholas' Church	Sunset	Tamworth City Heritage Building (Brisbane Street)
They were both pulled down!!	TIC	Town Hall/ Town clock	Town itself
TREC (could be put to better use!)	Tribal history	View of the valley	

What are your two most favourite natural places in the City?

All parks and gardens	Anzac Park	Bicentennial Park/ Bicentennial Park in the daylight	Botanic Gardens
Calala Cottage	Endeavour Park	Flagstaff	Floodplains
King George V Avenue	Library	Look-out/ Oxley Look-out/ Look-out and hills behind city/ Hills	Lucerne flats and trees
Marsupial Park	Mountains at City's backyard	My garden	Peel River/river/ riverside /river near Jewry St. bridge/riverside walk
Powerhouse Park	River flats (playing fields)/ Parklands all the way along Kable Avenue/Peel River parklands since sporting facilities have been included	Sylvio Apponyi's sculpture – one of the best in NSW	Wentworth mounds

What do you consider to be the two most important “community treasures” in the City? (these could be people / books or documents / buildings / collections, etc.)

Aboriginal history	ACMF	Any archival material/ film, sound, country music archives and artefacts	Anzac Park
Art collections/ Gallery collection/Art Gallery (not the venue)/ Art Gallery – Burdekin collection which is hidden in back room	Audria Rodgers	Bicentennial Park	Cafes
Calala Cottage	Churches	City Council archives (original documents – even on microfilm!)	City Oval
Collection of photographs – Tamworth Historical Society	Community Centre	Conservatorium /Conservatorium – for knowledge and learning presented there/ Conservatorium of Music building and activities	Country music
Craft Centre (centre of learning, community, and a rare example of a 1940s industrial building)	Electrical Museum	(Our) Environment, trees, etc; Fibre collection/ Textile, fibre collection	Hazel and Jeff Lee
Historical Society	History / Our History	Hotels	Ivory and stamp collections
James Treloar	John Oxley’s Journal (housed at Oxley High School)	Lands Office	Library/ library collections (NOT the venue/ building!)
Lyall Green/ Lyall Green historical collection	Meg Larkin	Musical Society	My husband, Henk
Natural beauty of City	Old ANZ building – now The Vault	Old buildings	PCYC
People in arts and education	Post Office	Powerstation Museum collection	Railway Station
Regon silver collection	Retreat Theatre	St. Nicholas’ Church	TAFE
Town Clock	Town Hall	Viaduct	World War Veterans

What, in your opinion, is the most important thing the Council could do that would advance Cultural Development in the City?

Appoint a full-time Cultural Development Officer	Attend performances and openings	Bring all groups together under one Cultural Museum – so all can appreciate our natural heritage	Build new library/art gallery/ New library
Build heated public pool (either in town or south)	Build a permanent venue for holding performing arts events/flexible theatre capable of holding 200-800 seats/ Finance a small tier-seated theatre/ Provide a Performing Arts venue	Build cultural precinct of major proportions to incorporate all collections/museums, and provide expertise in preservation and management/ Develop Archive Centre	Consult user groups in planning
Develop an Art, Literary and Performing Arts Precinct/ Build a bigger and better library, art gallery and theatre/ Improve availability and cost of suitable venues/ Build a combined cultural performing gallery centre (see today's seminar for further advice)	Develop a cultural calendar to prevent clashes in events	Develop awareness of cultures and arts	Don't put limitations, boundaries or stifle any of the different styles/events
Encourage communications between parties interested in culture in Tamworth	Facilitate as they are doing/ Hold follow-up Forums	Finish and implement the proposed Cultural Plan/ Develop a Cultural Plan	Give all cultural groups activities a public face – the Gallery Complex will be a good start!
Give help to groups with regards to promoting and arranging venues	Have a public Cultural Centre and Cultural Days	Improve facilities at TREC and reduce cost	Investigate funding for a new performance venue;
Implement a public art and design levy into any new commercial development	Jazz Festival/Art Festival/Multi-cultural Festival/Ethnic Art/Classic Music/Art Prizes	Look further into the future	Move the Gallery to the main street where the coffee shops are – not in the parklands
Open up to its people, and get to know them for what they are/ Open their minds to alternative options	Promote Tamworth as Music Industry City	Public education in arts and IT industries	Recognise the need for assistance to groups
Support a stand-alone Gallery	Use City Library as archive		

(ii) Areas that the Cultural Plan should address

Following discussions with participants at each of the Focus Groups, it was generally agreed that the Cultural Plan should address ten (10) main issues/areas. Participants at the Focus Groups were then asked to rank the areas in order of priority. The number of participants rating each area as one of their top three (3) in order of importance is highlighted below :

Cultural facilities and services	29	Overall ranking	1
Community awareness/involvement	22	Overall ranking	2
Cultural education/Training	19	Overall ranking	3
Promotions networking and resource-sharing	17	Overall ranking	4.5
Partnerships with Government and other resource/service providers	17	Overall ranking	4.5
Activities/events/festivals	14	Overall ranking	6.5
Cultural Industry development (including cultural tourism)	14	Overall ranking	6.5
History and heritage	11	Overall ranking	8
Lifestyle and Identity	9	Overall ranking	9
Cultural diversity and special needs	7	Overall ranking	10

(iii) SWOT Analysis

Participants at each workshop were invited to undertake an analysis of the City's strengths, weaknesses, opportunities and threats. The results of this analysis are shown below :

Strengths	Weaknesses	Opportunities	Threats
Availability of venues	Quality of venues not good	To expand/broaden the image of the City in the cultural sense	Public liability insurance
Breadth of involvement	Small group of people are involved in all organisations (not much breadth in social capital)	For promotion of the City as a regional medical centre (e.g. for longer stays to see specialists etc)	Sponsorship not accessible
Diversity of residents/organisations	No public transport at nights/weekends	For incentives for medical professionals to re-locate to Tamworth	The move towards "home-based everything"
Aboriginal Arts and Heritage course at TAFE	Misunderstanding/lack of acknowledgment of diversity/different cultures, including indigenous culture	For growth in Sunday supermarket trade	Community apathy/complacency
Parks/Botanic Gardens	Organisations work separately/see each other as "competitors"	For adding extra tourism nights	Family History about to lose its home!
City small enough for everyone to know each other	All getting older – not attracting youth into organisations	Developing a "City of Light" festival and "internal" events (a Ball) – re-promote/support/revive	Other towns being more proactive /"competitive" e.g. Armidale, Kempsey.
The Country Music Festival	Lack of access to "big shows"	To re-launch the TASTE festival	De-skilling of younger people in arts/crafts
Accessibility to Tamworth as a "hub"/central centre	Lot of venues under-utilised due to hire costs	As an archival centre	More vigilance on drink driving
The Country lifestyle	Town Hall acoustics not good	As a music industry cluster i.e. the Music Capital of Country Australia	Lack of skills and resources in relation to promotion and marketing
Willingness of volunteers (estimated 400,000 hours in community work)	Town Hall under-utilised (yet the floor is excellent for dancing)	To place greater emphasis on cultural activities and events in the City	Limited availability of funding for capital works projects i.e. performing arts theatre, archive centre
School halls are multi-purpose	School halls not used for events		
People feel responsible for each other/mutual responsibility (service clubs and sporting clubs also bring community together)	"Branding" as "Country Music Capital"		
Tamworth's "badging"/"branding" as Country Music Capital	"Branding" not consistent (e.g. "Country Music Capital" not visible on radio station, only one music store)		

Strengths	Weaknesses	Opportunities	Threats
"Add-ons" (concerts, art shows, events) from Festival, and its reputation put Tamworth "on the map"	"Branded" for life but only really <i>evident</i> at time of Country Music Festival		
Skills/depth of knowledge within organisations because of length of service / willingness to co-operate	No promotion of Art Gallery/Library/ Conservatorium/Craft Centre etc.		
Success is celebrated/acknowledged by others	Complacent about what we have		
Broad range of educational facilities	Library <i>building</i> is poor		
Ease of access (if you have a car) to venues/facilities	People need to leave the City to see "Disney on Ice" etc. Is TREC suitable for "big shows on a regional basis?"		
Tourist Information Centre booklet " <i>What's On</i> " plus new residents' information pack			
Our sense of ourselves as a regional centre (e.g. regional produce, cultural activities)			
Beauty of main street/ Peel Street cafes to add ambience			
Conservatorium/Music and Dramatic Societies			
Community Radio			
Family History			
Art Gallery and Library <i>services</i>			
Things are cheaper here (compared to Sydney/Newcastle)			

ISSUES, AIMS AND ACTIONS

FACILITIES AND SERVICES

The Cultural Audit, Community Survey and Focus Groups have identified that Tamworth has an extensive range of venues, both public and private, which are used (or are potentially available) for community and cultural activities. These venues range from the Tamworth Regional Entertainment Centre (TREC) and Town Hall through to licensed clubs, school auditoriums and recreation areas such as Bicentennial Park.



Tamworth War Memorial Town Hall



Bicentennial Park

Consultation with the community and user groups has highlighted a number of concerns in relation to the use of these facilities :

- * many venues are not suitable because they are simply not designed to cater for cultural activities;*
- * limited availability and restricted access to Council facilities for larger events;*
- * the costs associated with hiring venues and erecting promotional banners for exhibitions, performances etc;*
- * inadequate electricity, lighting, acoustics, and seating at certain venues;*
- * lack of information within the community in relation to the location, costs, availability and capacity of each venue (public and private);*
- * poor accessibility at certain venues for people with a physical disability;*
- * the City Library should be upgraded/improved;*
- * lack of a purpose-built performing arts theatre;*
- * there should be more consultation with appropriate user groups when developing new venues. A number of existing venues are inadequate.*

AIM : To maximise use of existing Council and private facilities, to develop/upgrade new cultural facilities in accordance with community priorities, and to facilitate service provision that is equitable and accessible to all residents.

ACTIONS (Strategies)	WHO (Stakeholders)	WHEN (Timeframe)	HOW (Outcomes)
Ensure that fees for the hire of cultural facilities are set at an affordable rate to ensure maximum community use (especially TREC)	<ul style="list-style-type: none"> Councillors / Council staff 	2003/2004	Fees revised and published in Council's Management Plan
Ensure that fees for the erection of promotional banners for cultural events/markets/fairs are not prohibitively expensive for the community	<ul style="list-style-type: none"> Councillors / Council staff 	2003/2004	Fees revised and published in Council's Management Plan
Consult with appropriate users of facilities when developing and constructing new venues in order to maximise the appropriateness of cultural infrastructure	<ul style="list-style-type: none"> Councillors / Council staff Representatives of relevant user groups 	Ongoing	Users consulted when new cultural venues are being planned and investigated.
Investigate the feasibility of resiting of the Norm McKellar stage in relation to the sun to allow more daytime concerts, with neither the performers nor the audience having to look into the sun.	<ul style="list-style-type: none"> Councillors / Council staff Representatives from relevant user groups 	2004/2005	Feasibility study completed and actioned
Upgrade the electricity in the Town Hall and assess the feasibility of improving acoustics in the Hall	<ul style="list-style-type: none"> Councillors / Council staff Representatives of relevant user groups 	2004/2005	Funding for the electricity upgrade is obtained and the feasibility of improving acoustics is assessed
Review the Information Centre as a ticketing centre with a view to providing a speedier and more cost-effective service to residents	<ul style="list-style-type: none"> Tourism Tamworth Council staff 	2003/2004	Review of ticketing venue/procedures is completed and actioned
Encourage further cultural exchanges (eg art and craft) within the Sister City program	<ul style="list-style-type: none"> Sister City Committee Local Cultural organisations 	2003/2004	Cultural exchange program developed

ACTIONS (Strategies)	WHO (Stakeholders)	WHEN (Timeframe)	HOW (Outcomes)
Employ a full-time Cultural Development Officer. This person may perform a dual role as the City Archivist and also assist cultural groups to secure grants/sponsorship.	<ul style="list-style-type: none"> • Council staff • Ministry for the Arts 	2003/2004	Funding received and Cultural Development Officer employed
Investigate the feasibility of developing a Performing Arts Complex to hold 500 patrons (with raked seating, quality acoustics, sound-proof rehearsal rooms and café/bar facilities	<ul style="list-style-type: none"> • Councillors / Council staff • Representatives from relevant Performing Arts Groups 	2004/2005	Feasibility study finalised and exhibited for public comment
Develop/redevelop a Library/Art Gallery venue, incorporating interactive displays, a café and meeting room/workshop space. If feasible, a historical records centre/local archive facility should be established as an adjunct to the new centre (following consultation with appropriate user groups).	<ul style="list-style-type: none"> • Councillors / Council staff • Relevant Library and Art Gallery organisations 	2003/2004	Development (or redevelopment) of a new Library and Art Gallery complex is completed
Seek funding to complete the development of the Regional Craft Centre e.g. finish the building, improve the grounds. In addition, the feasibility of establishing a “community” craft facility should be investigated. This facility would provide a venue and equipment (such as a pottery kiln) for use by the general public (for a nominal fee)	<ul style="list-style-type: none"> • Council staff • Representatives from the regional Art and Craft sector 	2003/2004	<p>Funding obtained to complete the Craft Centre</p> <p>Note : Grant of \$28000 received in September 2002 to assist with completion of the Regional Craft Centre</p> <p>Feasibility of “community craft centre” investigated and actioned</p>
Promote local craft and visual art displays in key locations e.g. the Visitors Centre, Libraries, Ray Walsh House, Peel Street etc.	<ul style="list-style-type: none"> • Council staff • Representatives from the local art and craft sector • Business representatives e.g. Chamber of Commerce 	2003/2004	Integration of local art and craft displays in key locations established
Upgrade TREC (especially tiered seating) to maximise usage. Professional marketing of TREC is also required to ensure that the “bigger shows” are secured locally	<ul style="list-style-type: none"> • Councillors / Council staff 	2003/2004	Funding is provided to upgrade TREC and the services of a professional marketer is secured

ACTIONS (Strategies)	WHO (Stakeholders)	WHEN (Timeframe)	HOW (Outcomes)
Investigate the feasibility of developing (or redeveloping an existing facility such as the Golden Guitar complex) as a “Country Music Hall of Fame”. The centre would be similar to the “Stockman’s Hall of Fame” at Longreach and would provide a one-stop facility for all things Country Music	<ul style="list-style-type: none"> • Council staff (especially the Events Co-ordinator) • Representatives from local businesses and the country music sector 	2004/2005	Feasibility study commissioned and a decision by Council
Build upon the work undertaken in the Cultural Audit and establish a comprehensive database of the City’s Cultural resources for the benefit of residents, visitors and organisations. The data base would capture the breadth of resources from individual artists/performers to the locations, cost, size and availability of facilities and should be extensively promoted, especially on Council’s website	<ul style="list-style-type: none"> • Council staff • Tourism Tamworth • Local Media • Local cultural organisations, artists and venue providers 	2003/2004	Data base is completed and made available in appropriate and high profile locations and outlets e.g. internet, library, video stores
Upgrade/continue to develop the Regional Botanic Gardens (especially sealing of the main access road) to maximise usage	<ul style="list-style-type: none"> • Councillors / Council staff • Friends of the Botanic Gardens 	2004/2005	Upgrading/development is completed (including sealing of the access road)

COMMUNITY AWARENESS/INVOLVEMENT

Participation in the cultural life of the City promotes social cohesion and a sense of belonging. Quality of life in Tamworth is enhanced by ensuring that all residents and visitors have access to cultural experiences/opportunities.

Underpinning the many cultural opportunities within the City is an array of informal networks, organisations and private infrastructure that support cultural activities. Practical factors such as cost and distance often inhibit involvement in these cultural activities. A more significant impediment to participation in cultural activities is the limited marketing and communication skills within the cultural sector (which are required to compete for public attention and to more broadly promote the value of cultural activities). Often, attention is directed at potential patrons in the corporate sector and in government, since they have been recognised as potential sources of funding which is considered necessary for the 'cultural sector' to survive financially.

Many cultural organisations are ill-equipped to compete for the same public attention as the often better-resourced and more professionally experienced "sports/recreation" sectors. This does not mean that there is a need for 'cultural organisations' to pursue a purely market-based approach, however there is scope for potential 'participants' in cultural activities/events to be better informed about opportunities within their community.



Bush Chapel at the Tamworth Regional Botanic Gardens



14 Gipps Street



Joe Maguire's Pub (formerly Tattersall's)

AIM : To raise awareness in the community of the value of culture, and to encourage participation by residents in local cultural activities.

ACTIONS (Strategies)	WHO (Stakeholders)	WHEN (Timeframe)	HOW (Outcomes)
Nominate a Councillor to hold the 'Cultural Development' portfolio for the Organisation (and chair the expanded Arts and Cultural Advisory Working Group)	<ul style="list-style-type: none"> • Councillors • Council staff 	2003/2004	Councillor nominated and appointed 'Chair' of expanded Working Group
Councillors to attend openings/cultural events and publicise the events as being of value	<ul style="list-style-type: none"> • Councillors • Media 	2003/2004	Attendance by Councillors at cultural events publicised in the media
Support the local theatre/drama groups to provide "theatre in the workplace"	<ul style="list-style-type: none"> • Councillors • Council staff • Local theatre/drama groups 	2004/2005	"Theatre in the Workplace" established
Council to support the concept of mounting art and cultural displays in shop windows	<ul style="list-style-type: none"> • Councillors • Council staff • Local businesses • Cultural workers/artists 	2003/2004	Displays established on an ongoing basis
Encourage cultural organisations to promote themselves by use of local media (radio, TV and newspaper) plus talks at meetings of other local community groups on different aspects of culture	<ul style="list-style-type: none"> • Council staff • Cultural organisations and artists • Community organisations • Media 	2003/2004	Dialogue between Council, community/cultural organisations and the media is undertaken and actioned
Support using sporting or other identities (i.e. cross cultural icons) to promote culture within the City	<ul style="list-style-type: none"> • Councillors • Council staff • Sport & Recreation Working Group 	2003/2004	Partnerships identified and appropriate promotions developed
Promote the value of participation in cultural groups and activities to residents as a way of enriching their lives	<ul style="list-style-type: none"> • Council staff • Cultural organisations 	2003/2004	Value of participation in cultural activities is promoted on an ongoing basis
Sponsor a "most promising artist award" re performing, visual, craft etc (similar to the "Sportsperson of the Year Award")	<ul style="list-style-type: none"> • Councillors • Council staff • Cultural organisations • General community 	2004/2005	"Artist/Performer of the Year" Award established

ACTIONS (Strategies)	WHO (Stakeholders)	WHEN (Timeframe)	HOW (Outcomes)
Optimise opportunities for cultural activities in the CBD (mainly Peel Street/Bicentennial Park) such as market days / lunchtime performances, street art, etc	<ul style="list-style-type: none"> • Councillors • Council staff 	2003/2004	Opportunities identified and actioned
Explore opportunities and resources to foster improved exchange of information, ideas, resources and projects between organisations involved in local arts and cultural activities	<ul style="list-style-type: none"> • Councillors • Council staff • Cultural organisations and artists 	2003/2004	Opportunities identified and explored
Liaise with local groups/organisations to establish an “outdoor concert series” and/or an “outdoor film series” (such as a ‘deckchair cinema’) in Tamworth’s parks and gardens	<ul style="list-style-type: none"> • Councillors • Council staff • Local film/concert organisers 	2004/2005	Investigations completed and film/concert series launched

EDUCATION AND TRAINING

With few exceptions within the City, Council has limited control over the delivery of cultural educational/training programs. These programs are provided, in the main, by local schools, adult education centres, community/church organisations and groups/individuals/businesses involved in cultural activities.

Apart from local primary and secondary schools, there are an extensive number of local facilities which provide training in music, singing, dance, speech, drama, visual art and craft. Whilst the cultural audit has identified most of these facilities, there is a distinct lack of information within the community in relation to the costs/availability/requirements for the courses offered.

Council is in a position to facilitate, complement and foster cultural education and training opportunities in the City.



Entrance, University of New England
Tamworth Campus



Tamworth Adult Education Centre



Tamworth Regional Conservatorium – Festival of Lessons 2001

AIM : To maximise potential leadership within the City, to encourage residents to undertake cultural training for their own cultural development (either as professionals or to improve their quality of life), and to encourage residents to share their skills with other members of the community.

ACTIONS (Strategies)	WHO (Stakeholders)	WHEN (Timeframe)	HOW (Outcomes)
Hold workshops on "How to write successful Grant Applications" and "How to gain sponsorship for your Group"	<ul style="list-style-type: none"> • Council staff • Arts North West • Local training providers 	2004/2005	Workshops established on an annual basis
Hold workshops on leadership training and how to work co-operatively within groups	<ul style="list-style-type: none"> • Council staff • Local training providers/community groups i.e. Rotary 	2004/2005	Workshops established on an annual basis
Support the development of 'summer' and 'winter' schools for various cultural mediums e.g. visual arts, music	<ul style="list-style-type: none"> • Council staff • Ministry for the Arts • Local and visiting tutors • Cultural organisations and artists 	2003/2004	'Summer' and 'Winter' cultural schools programs conducted on an annual basis
Involve the Arts and Media Department at Tamworth campus of TAFE as a focus for visual arts education/dialogue	<ul style="list-style-type: none"> • Council staff • TAFE • Media 	2003/2004	Education/dialogue undertaken and actioned
Encourage schools to increase individual music tuition, speech and drama by way of visiting teachers	<ul style="list-style-type: none"> • Council staff • Educational establishments 	2003/2004	Partnerships identified and implemented
Obtain funding for professional training in performing arts by local and visiting tutors through Arts North West	<ul style="list-style-type: none"> • Council staff • Arts North West 	2004/2005	Funding obtained for professional training
Support the use of local tutors in on-going craft courses	<ul style="list-style-type: none"> • Council staff • Representatives from the craft sector 	2004/2005	Initiatives examined and actions undertaken
Support applications by local cultural workers for positions within TAFE and other educational institutions	<ul style="list-style-type: none"> • Council staff • TAFE • Local cultural workers 	2004/2005	Applications supported

PROMOTIONS, NETWORKING, RESOURCE-SHARING

The Cultural Audit highlighted a vast network of groups and organisations involved in promoting cultural activities within the City. It is essential that Council forge and foster strong links with these groups.

Tamworth's educational institutions/private and community-based learning centres, together with the various cultural organisations, provide opportunities to develop positive relationships which will improve the 'cultural' well-being of the community.

Participants in the Focus Groups identified a need for improved networking and information sharing between the different cultural groups. In the past, there has been a distinct lack of information/resource sharing between organisations, groups and individuals with a 'cultural' focus (and even within certain groups). It is considered that a more co-ordinated approach to local cultural development should be pursued including sharing ideas/resources and developing opportunities for better promotion/marketing and funding. In this regard, there was overwhelming support from the Focus Groups for the establishment of a 'cultural forum' (on a six monthly or yearly basis) to discuss and exchange information between organisations involved in local cultural activities.

There was also considerable support for a 'cross-cultural' calendar which would comprehensively document and promote numerous cultural activities/events within the City which are currently informally promoted via notice boards, subscriber newsletters, street banners, venue operators, trade publications, and media advertising, i.e. gig guides, movie times, art gallery exhibitions, library hours etc.

The collage features several advertisements:

- Your BIG 3 Entertainment Venues:** Promoting a Jackpot Draw with a \$500 prize.
- The PUB:** Friday, November 1, featuring West's Fires Raffle and Howdy's Hoedown.
- The Family Hotel:** Wednesday, November 6, featuring Tamworth Country Music Jamboree.
- Southgate Inn:** Every Tuesday from 7.30pm, featuring Trivia Night.
- Tamworth Musical Society Inc.:** presents *The Sound of Music* in the Tamworth Town Hall, October/November 2002 Performances. Dates: November 1 at 8pm and November 2 at 8pm.
- Entertainment PLUS all weekend Saturday Night:** A-List Comedy Club, Tickets \$25.
- The entertainment continues at Wests...:** Ricky Skaggs and his band 'Kentucky Thunder'.
- West's:** THE FRIDAY'S SAGGE DRAW JACKPOT IS \$3000. PHONE 6765 7588. WEST TAMWORTH LEAGUE CLUB LIMITED.

Book at Draw's Newsagency in Peel St or Phone 6765 2364
 • Adults \$16 • Pensioners \$12
 • Children \$8
 By Arrangement with Warner/Chappell
 By Oscar Hammerstein II and Richard Rogers
 Book by Howard Lindsay and Russell Crouse

Gig Guide from Northern Daily Leader

AIM : To support cultural development by ensuring that residents and visitors are well-informed about cultural activities and opportunities, and to facilitate the creation of co-operative networks among the cultural sectors in order to produce the best use of resources.

ACTIONS (Strategies)	WHO (Stakeholders)	WHEN (Timeframe)	HOW (Outcomes)
Support the development of an 'umbrella' cultural organisation which represents the diversity of the cultural interest in the City	<ul style="list-style-type: none"> • Council staff • Cultural organisations 	2003/2004	"Umbrella" organisation established to represent a range of cultural interests
Assist in promoting Tamworth as a regional cultural centre	<ul style="list-style-type: none"> • Councillors • Council staff • Tamworth Development Corporation • Chamber of Commerce • Local cultural groups 	2003/2004	Tamworth identified as a regional cultural centre
Ensure that signage to cultural venues (privately owned as well as Council owned) is visible and appropriately placed	<ul style="list-style-type: none"> • Councillors • Council staff • Private venue operators 	2003/2004	Appropriate signage is provided in visible locations
Promote cultural activities as part of local media coverage, plus advocate to the local media for more coverage of local cultural events/activities	<ul style="list-style-type: none"> • Council staff • Media • Cultural activity/event organisers 	2003/2004	A suitable level of media coverage is obtained
Highlight the value of the Tamworth Regional Conservatorium of Music in any promotional strategies	<ul style="list-style-type: none"> • Council staff • Tamworth Regional Conservatorium of Music • Tourism Tamworth 	2003/2004	Value of Conservatorium is given appropriate recognition in promotional strategies
Invite Cultural Groups to include their brochures, event promotions in New Resident kits etc.	<ul style="list-style-type: none"> • Council staff • Cultural organisations 	2003/2004	Program initiated and promotional material incorporated
Provide assistance to cultural groups in the development of web-sites and build in linkages for existing groups which have already developed their web-sites (e.g. history collections, antique fair). These all need to be linked to a Council Cultural web-site	<ul style="list-style-type: none"> • Council staff • Cultural organisations 	2003/2004	Web-site links established

PARTNERSHIPS WITH GOVERNMENT AND OTHER SERVICE PROVIDERS

Implementation of this Plan will require that strong links be developed with key community/cultural stakeholders. These include both government and private organisations, educational institutions, and businesses together with a wide range of existing cultural and community groups. Collaborative work on major initiatives will ensure that the end result is truly representative of the community, its relationships and values. Numerous partnerships already exist with key stakeholders, including Federal and State government, i.e., PCYC/Youth Centre which is jointly funded/co-ordinated by Council and the NSW Police Service, and the recent acquisition of the “Shigeru” grand piano (under the joint auspices of Council and the Tamworth Regional Conservatorium of Music).

Discussion within the Focus Groups has also highlighted the existence of other networking and cultural partnership opportunities which Council is involved in :

- * the establishment of Advisory Committees incorporating community representation, (such as the Sister City Committee, the City Centre and Gateways Beautification Working Group, the Tidy Towns Committee, the “Winangali” Aboriginal Advisory Group, the Library and Art Gallery Investigation Working Group and the Arts and Cultural Advisory Group);*
- * the annual community donations program (whereby Council funding is allocated to various community/cultural projects);*
- * assisting community/cultural groups to access State/Federal funding for the arts and other culturally-related grants.*

As with most Council activities, it is possible that the scope/purpose of the committees/programs could be reviewed to provide a more effective means of supporting/promoting cultural activities and infrastructure. For instance, Council's involvement in the Sister City program could be ‘broadened’ to facilitate formal exchange (or interaction) of expertise between cities in the area of the “arts”.

The development of appropriate partnerships and provision of suitable resources is essential if cultural development is to have a real impetus. The proposed expansion of the Arts and Cultural Advisory Group will provide the mechanism for valuable interchange of information and ideas between the community and Council.

Many cultural projects require external funding assistance/corporate sponsorship and there are a number of opportunities available to Council and community-based organisations. These funding opportunities include, but are not limited to :

NSW State Government

- * Department of Education & Training
- * NSW Film and Television Office
- * NSW Ministry for the Arts
- * Planning NSW
- * Department of State and Regional Development
- * Department of Gaming and Racing (CDSE) – Casino Community Benefit Fund
- * NSW Heritage Office

Federal Government

- * Australia Council (for the Arts)
- * Australian Film Commission
- * Foundation for Young Australians
- * Australian Heritage Commission
- * Department of Communications, Information Technology and the Arts
- * Department of Transport and Regional Services

Non-Government

- * Various private grants, scholarships, foundations, trusts, private sponsorship arrangements and public fund-raising.

It must be emphasised that there is only a limited amount of financial assistance via 'grant funding'. For instance, many grants provided by government agencies require matching funding from the applicant (or his/her organisation). Also, sourcing funding, developing proposals, and preparing funding applications expend considerable time and resources.

Cultural partnerships, programs and initiatives are not new to local government, however they have not been at the forefront of Tamworth Council's provision of services. The development/promotion of cultural opportunities within the City has, traditionally, been focussed on dealing with buildings and facilities ('bricks and mortar'), as opposed to integrating cultural artists and creative works into Council's major areas of activity. A shift from minor levels of support for the cultural community to a broader commitment to cultural development in Tamworth would provide Council with opportunities to make major contributions to local identity, quality of life, economic development and tourism.

The new NSW Local Government Act now requires Councils to take a more active role in community-building as a core business - cultural development falls into this category. In addition to this legislative requirement, the Ministry for the Arts, in consultation with the Department of Local Government, has prepared a set of 'draft cultural planning guidelines' for public comment. Whilst the guidelines, if adopted, will not legislate 'mandatory provisions' for cultural planning by local government, it is anticipated that most Councils will need to prepare a 'Cultural Plan' for their respective areas, prior to obtaining future funding from the Ministry for the Arts for cultural projects.

In addition to the preparation of a Cultural Plan, there is an ongoing need to appoint a Cultural Development Officer within the Council to facilitate/realise partnerships with the cultural community and to integrate and co-ordinate cultural development strategies across the organisation. It would also further links between Council and local business/educational establishments.

AIM : Collaborate with Federal/State government agencies and private service providers to secure the maximum benefits for cultural activities and ensure that the needs of the community are met.

ACTIONS (Strategies)	WHO (Stakeholders)	WHEN (Timeframe)	HOW (Outcomes)
Approach the State and Federal governments to develop a strategy which will produce affordable public liability insurance for all cultural groups	<ul style="list-style-type: none"> • Council staff • Member for Tamworth, John Cull MP • Member for New England, Tony Windsor MHR • Insurance brokers • Cultural organisations 	2003/2004	Affordable public liability insurance secured for cultural organisations
Be pro-active in seeking funding for major capital works projects for cultural facilities, i.e. a new Performing Arts Complex	<ul style="list-style-type: none"> • Councillors • Council staff • State and Federal government agencies involved in funding cultural projects 	2003/2004	Funding assistance obtained for major cultural facilities
Develop a partnership with the TAFE as a registered training organisation for film, video, graphic arts, music and the performing arts	<ul style="list-style-type: none"> • Council staff • TAFE • Cultural organisations 	2004/2005	Partnerships identified and TAFE established as a registered training organisation
Undertake a review of the Section 94 Contributions Plan to identify facilities for developer investment in the cultural infrastructure, such as public art	<ul style="list-style-type: none"> • Council staff • Developers 	2003/2004	A review of Council's Section 94 Plan is undertaken and adopted
Review the scope/purpose of Council committees to provide greater recognition/support for promotion of cultural activities	<ul style="list-style-type: none"> • Councillors • Council staff 	2003/2004	Committee structures/functions reviewed annually in September
Facilitate cultural development and the implementation of the Cultural Plan, investigate funding opportunities for a Cultural Development Officer (based at Council) and/or for additional resourcing of community-based cultural organisations	<ul style="list-style-type: none"> • Councillors • Council staff 	2003/2004	Cultural Plan adopted and implemented (including the resourcing of a Cultural Development Officer)

ACTIONS (Strategies)	WHO (Stakeholders)	WHEN (Timeframe)	HOW (Outcomes)
<p>Review funding under Council's Community Donations Policy to facilitate the establishment of an annual Cultural Investment Program (CIP) similar to the Council's Heritage Assistance Program (which provides financial assistance to owners of heritage properties for improvement/ renovation). The CIP would provide financial assistance to community groups and organisations who operate cultural services, or conduct cultural activities on a non-profit basis to benefit the residents of Tamworth</p>	<ul style="list-style-type: none"> • Councillors • Council staff 	<p>2003/2004</p>	<p>Community Donations Policy reviewed and new Cultural Investment Program established</p>

ACTIVITIES/EVENTS/FESTIVALS

The Tamworth community is an enthusiastic supporter of community events and festivals. The 2002 Community Survey identified 'outdoor markets' as the most frequently visited event, with over one third (1/3) of all residents visiting them at least once a month. The next two (2) most popular events were live music concerts (at pubs/clubs), and the movies. On average, each person in the City (aged 16 years and over) spends \$40 per month on such events. This equates to \$13million per annum. The Focus Groups also highlighted the popularity of recurring family-type events such as Carols in the Park, the Australia Day/Anzac Day celebrations, and recent fund-raising initiatives such as the "Relay for Life" to support cancer research.



Australia Day presentations 2002 – Mayor James Treloar and Australia Day Ambassador, Graeme Connors, with Young Citizen of the Year and other Youth Award Winners

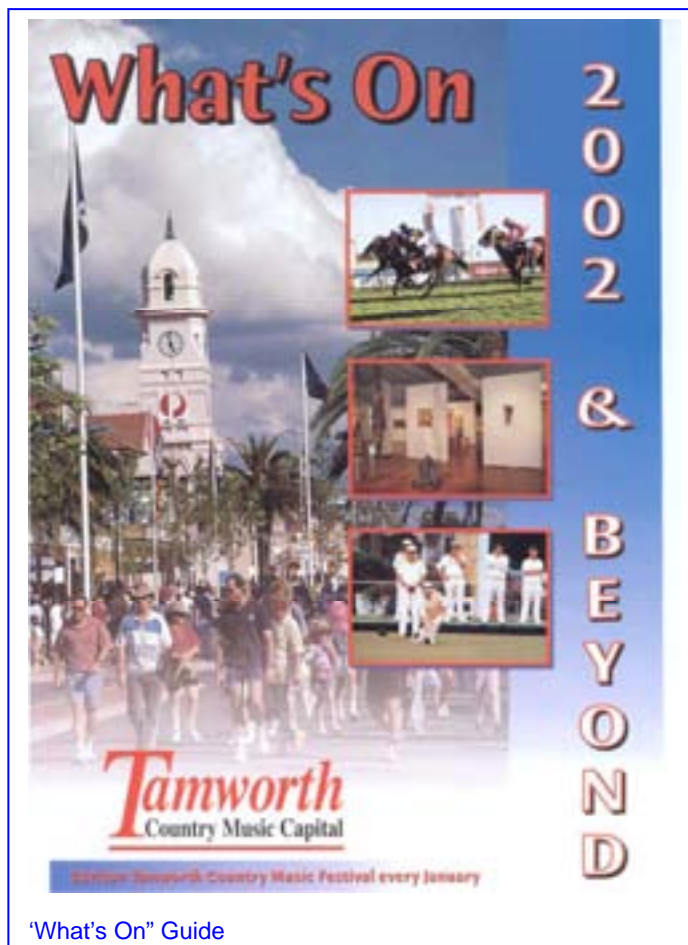
Whilst a number of events and festivals are held throughout the year, the pre-eminent event is the Country Music Festival which is held over a 10 day period in January each year. The festival generates in excess of \$50 million revenue for the city and promotes Tamworth as an international destination. It has earned Tamworth the title of "Home of Country Music" and has launched a series of tourist attractions : Golden Guitar, country music-oriented services and businesses such as recording studios and the Country Music College, together with a number of smaller events/activities such as "Hats Off to Country", "Country Music Jamboree" and line dancing clubs.

Tamworth City Council 'assumed' control of the Country Music Festival in 1998 and currently employs an Events Co-ordinator to plan for and promote the Festival. Council recognises the important role that the Festival plays in the City's economy and identity and also provides considerable financial support to ensure the 'smooth-running' of the event. It is clear from discussions within the Focus Groups that there is potential for Tamworth to become a 'music industry' centre (in addition to continuing to promote "country music"). In this regard there are a multitude of people, businesses and organisations located in the City, who are involved in, or are of service to the music industry. In particular, the Tamworth Regional Conservatorium of Music has over 1100 students and provides a diverse calendar of events for the community's enjoyment.



Tourism Tamworth currently produces a City-wide Calendar of Events which generally relies on notification by the relevant event organiser as to the date/location of their particular event. The Focus Groups and the Community Survey have identified that one of the greatest difficulties in attracting wider audiences to events/activities within Tamworth are the low levels of promotion for local events/performers.

Similarly, residents generally do not have a high level of knowledge of many local events, programs and activities. There is a tremendous opportunity for Council therefore to assist in promoting local cultural/artistic events/activities to a wider audience. Expansion of the current Calendar to a more broad-based 'cultural' calendar would be of benefit. Ideally, the calendar would be accessible through Council's website and possibly even high profile locations as shopping centres and video outlets.



"What's On" Guide

AIM : To maintain and enhance the City's cultural vibrancy by actively assisting and promoting a variety of cultural events, programs and activities.

ACTIONS (Strategies)	WHO (Stakeholders)	WHEN (Timeframe)	HOW (Outcomes)
Continue to support the "Country Music Festival"	<ul style="list-style-type: none"> • Councillors / Council staff • Tamworth community 	2003/2004 2004/2005	Country Music Festival is improved and attracts a larger audience each year
Explore the possibility of establishing/promoting Tamworth as a 'music industry' centre	<ul style="list-style-type: none"> • Council staff • Tamworth Development Corporation • Representatives from the music sector (all genres) • Educational establishments 	2004/2005	Feasibility study commissioned
Develop and sponsor a major art prize annually	<ul style="list-style-type: none"> • Councillors / Council staff • Educational establishments 	2004/2005	Annual Art Prize scheme is developed and funding obtained
Work co-operatively with cultural groups to establish a broad-based Cultural Calendar which is freely and widely available to residents	<ul style="list-style-type: none"> • Council staff • Cultural organisations, artists, venue operators • Local businesses • Media 	2003/2004	Calendar of Cultural Events is established and made available in appropriate outlets, including electronic mediums

CULTURAL INDUSTRY DEVELOPMENT/TOURISM

Cultural industries have played a pivotal role in the cultural and economic growth of the City. The vitality of the City's CBD is due, in part, to the emergence of outdoor dining establishments : the "café culture". A multitude of cultural industries/businesses have also developed in response to the needs of the 'music industry' : publicists, promoters and recording studios, to name a few. Although Tamworth has achieved national (and international) recognition as the Country Music Capital, it is also a place where many artists come to record and use existing services/facilities. These services include not only the recording studios, but all of the other music-related services and industries such as mastering facilities, piano tuners, photographers, record stores and equipment suppliers. Future local economic development initiatives might therefore be directed towards promoting and attracting additional music oriented companies, service providers and artists.



Tamworth Information Centre

From a tourism perspective, there is a tremendous opportunity to "sell" local cultural/artistic events and activities. In addition to the Country Music Festival, there are many events and activities which attract not only visitors from within the region but also from interstate and overseas. Whilst it is widely acknowledged that the Tamworth Regional Entertainment Centre (TREC) requires a number of improvements (mainly tiered seating opportunities and enhanced acoustics), the Centre represents a valuable resource which has the potential to deliver considerable economic benefits for the City.

Likewise, the City offers a vast array of 'tourist infrastructure' (accommodation and retail facilities) which would complement these initiatives. One resource that is enjoying increased visitation and usage for recreational and ceremonial events is the City's Regional Botanic Gardens. Continued development of, and support for this facility will provide both social and economic dividends.

AIM : To facilitate cultural industry development/tourism by promoting existing cultural industries and supporting the development of new cultural industries.

ACTIONS (Strategies)	WHO (Stakeholders)	WHEN (Timeframe)	HOW (Outcomes)
Support the concept of "street art" throughout the year (not just during the Country Music Festival)	<ul style="list-style-type: none"> • Councillors • Council staff 	2003/2004	Support provided by liaising with relevant groups
Assist in the development of the music industry by offering incentives to existing industries outside Tamworth to relocate to the City.	<ul style="list-style-type: none"> • Councillors • Council staff • Tamworth Development Corporation • Local music, artists and service providers 	2004/2005	Incentives policy established
Investigate options for obtaining affordable public liability insurance for craft market stall-holders and other cultural events	<ul style="list-style-type: none"> • Council staff • Local market organisers/stall holders • Chamber of Commerce • Insurance companies 	2004/2005	Public liability issue investigated and actioned
Encourage businesses and tourist operators to use local artists and performers where possible	<ul style="list-style-type: none"> • Council staff • Business owners • Local artists and performers • Tourist operators 	2003/2004	Discussions undertaken and actioned
Facilitate quarterly meetings of cultural industry representatives to encourage strategic and co-operative development of the cultural industry	<ul style="list-style-type: none"> • Council staff • Representatives from cultural industries 	2003/2004	Quarterly meetings established
Consider broadening the 'branding' of Tamworth as the "Country Music Capital" to capitalise on the breadth of the existing music industry	<ul style="list-style-type: none"> • Councillors • Council staff • Country music organisations • Other music groups • Tourism Tamworth 	2004/2005	Branding of Tamworth 'broadened' to include all music sectors
Work co-operatively with tourism organisations and economic development agencies to promote Tamworth as having broad music industry capabilities	<ul style="list-style-type: none"> • Councillors • Council staff • Tamworth Development Corporation 	2004/2005	Music industry capabilities recognised outside Tamworth

HISTORY AND HERITAGE

The Tamworth area clearly differentiates from other regional centres by the history of its people. Community consultation has revealed that residents are aware of, and place considerable value on the City's heritage.

A number of local groups (and individuals) have spent many hours recording, presenting and commemorating Tamworth's history. Several written histories have been compiled, the most recent being "Tamworth – A Pictorial History" by Warren Newman and Lyall Green (with assistance from the Tamworth Historical Society and Tamworth Family History Group). Several oral histories have also been undertaken, including the current work-in-progress by George Nethery. The City boasts a number of valuable local history collections of data/publications/photos and memorabilia which are housed in a range of suitable/accessible (and not so suitable/accessible) locations and conditions as follows :

** Maps, photos, memorabilia, original documents*

Calala Cottage

** Family History records*

Above the City Library in V Guy Kable building

** Local Newspaper articles*

Basement of City Library

** Photos/memorabilia and music collections (including Country Music Festival records)*

Resident's households, Australian Country Music Foundation, Wax Museum, Walk a Country Mile Interpretive Centre



Tamworth Railway Station

** Local government records (rates, electoral roles, Council reports and minutes, building plans)*

Ray Walsh House

- * *Russian ivory, silver, stamps* *Resident's households,
Tamworth City Gallery*
- * *Aircraft/Aviation history* *Tamworth Airport (Aircraft
Museum)*
- * *Film/Sound History* *New England Film &
Sound Archive, Ray
Walsh House basement*
- * *Electric Lighting Memorabilia* *Powerstation Museum*
- * *Rock and Mineral Collection* *Golden Guitar tourist
complex*



Powerstation Museum

The Indigenous history of the City is generally less documented and represented in historical collections. "Tamworth : A Pictorial History" contains a brief overview of Tamworth's indigenous history. A number of significant Aboriginal sites have been identified in the City that contain cutting tools, scar trees and stone adzes. A number of these artefacts have been recovered and relocated to the University of New England, Armidale for storage pending the completion of a local 'Keeping Place' at the City's Regional Botanic Gardens. The artefacts are significant because the type of stone found in the area was prized by the Aboriginal people and examples originating in Tamworth have been found far beyond the lands of the Kamilaroi people.



Selected Aboriginal artefacts found at the site of the Tamworth Regional Botanic Gardens

Nevertheless it is recognised that Indigenous heritage has been under-represented in heritage activities to date and there may be further opportunities to more fully recognise the cultural significance of these elements of the City's past.



Slab Hut at Calala Cottage, Denison Street

A Heritage Study conducted in 1986 identified approximately 240 historical buildings and structures worthy of protection/preservation. Similarly, a Register of Significant Trees was carried out in 1992 which identified trees in parks, streets and private properties that were highly valued by the community. Both the buildings/structures and the trees are protected by the Council's Local Environmental Plan and a Tree Preservation Order respectively.

Council, in conjunction with the NSW Heritage Office has also initiated a very successful 'Heritage Assistance Program' which provides financial assistance to restore/repaint heritage buildings (particularly those in the main street). Council further assists by employing a Heritage Adviser to guide conservation and protection, including research and advice on historical significance and restoration techniques. A Heritage Walking Trail throughout the CBD is currently being developed by Council and the Tamworth Historical Society and will help identify and celebrate significant heritage sites.

Whilst the above examples represent important initiatives to conserve and promote the City's history, there is considerable scope to develop collaborative projects with the various stakeholders to more fully promote the history/heritage of Tamworth.



Mechanics Institute, now Australian Country Music Foundation Museum



Tamworth Post Office

AIM : To recognise, value and protect Tamworth's history and heritage, including its heritage sites and buildings, its numerous collections and archives, and to encourage community recognition of the City's past as a key to its potential future.

ACTIONS (Strategies)	WHO (Stakeholders)	WHEN (Timeframe)	HOW (Outcomes)
Investigate the scope, nature and location for a new archive centre/repository for all historical records, photographs and other documentation relating to the City's history. It is envisaged that such a facility could be co-located in either the new Library/Art Gallery complex or as an extension to Calala Cottage	<ul style="list-style-type: none"> Residents with expertise in archiving should be co-opted to assist with this project Country Music organisations Council staff Relevant historical organisations e.g. Historical Society, Family History Group, New England Film and Sound Archive Prominent local historians 	2003/2004	Task Force established and Feasibility study undertaken
Investigate the development of display facilities for the City's collections, e.g. Russian ivory, silver, stamps	<ul style="list-style-type: none"> Council staff (especially the Gallery Director) Current custodians of collections within the community 	2004/2005	Feasibility study commissioned
Seek funding to establish an Aboriginal Keeping Place at the Botanic Gardens in order to safely store and display items of indigenous culture	<ul style="list-style-type: none"> Council staff Local Aboriginal Land Council Local Indigenous representatives 	2003/2004	Funding obtained and Keeping Place established
Facilitate the use of stories and cultural activities from the past by the media in order to increase resident's awareness of Tamworth's rich heritage and to assist to unite groups across different sectors	<ul style="list-style-type: none"> Council staff (especially Council's Public Relations Officer) 	2003/2004	Program initiated and stories published/displayed in print and sound media
Support the practice of regular historical story-telling sessions at the Library	<ul style="list-style-type: none"> Council staff (especially Library staff) 	2003/2004	Historical story-telling program developed and conducted monthly
Re-establish a biennial Heritage Awards Programs to recognise and celebrate projects which preserve/promote the City's history and heritage	<ul style="list-style-type: none"> Council staff NSW Heritage Office 	2003/2004	Funding received and Heritage Awards held

ACTIONS (Strategies)	WHO (Stakeholders)	WHEN (Timeframe)	HOW (Outcomes)
Continue to protect and preserve items/places of Indigenous and European heritage	<ul style="list-style-type: none"> • Council staff • National Parks and Wildlife Service • Tamworth Historical Society • NSW Heritage Office 	2003/2004	Items/places protected and preserved
Complete the Tamworth Heritage Walk and the Heritage Drive	<ul style="list-style-type: none"> • Council staff • Tamworth Historical Society 	2003/2004	Funding obtained to finalise brochures, signage and widespread distribution (including electronic access)
Develop public art projects promoting Tamworth's history	<ul style="list-style-type: none"> • Councillors • Council staff • Local artists 	2003/2004	Public artwork developed and displayed

LIFESTYLE AND IDENTITY

One of Tamworth's greatest strengths is its people. The community is not diverse in terms of ethnic population (91% of the population were born in Australia), however there is a tremendous diversity in terms of age, religion, lifestyle and cultural backgrounds.

Cultural activities can be used to celebrate and recognise diversity, as well as to bring the community together, or to help bridge gaps between generations or cultures. The Anzac Day and Australia Day celebrations can and do contribute to positive outcomes, not only for the participants, but also for the broader community.

Throughout Tamworth's history, the identity of the City and the positive sense of community enjoyed by residents have been 'heightened' by local success stories and contributions made by certain individuals. They are part of the City's cultural identity and have been recognised over the years in various ways, including the Citizen of the Year Award. Council also sponsors annual Volunteer Awards, known as the Gift of Time, to acknowledge the valuable contribution (400,000 hours in 2001) provided by our community.



Volunteers at the Tamworth Tourist Information Centre



Summer Art Workshops for Children

In addition to its 'people', Tamworth's identity is closely linked to the built and natural environment of the City. From a cultural perspective, many of Tamworth's historical buildings and public spaces (such as Peel Street and Bicentennial Park) are a focus for activities and events such as outdoor markets and concerts.

AIM : To support and facilitate cultural development which builds on the natural beauty of the City; the diversity, knowledge and skills of the local arts and cultural workers, and the commitment of volunteers to enhance a lifestyle which is appreciated by both residents and visitors.

ACTIONS (Strategies)	WHO (Stakeholders)	WHEN (Timeframe)	HOW (Outcomes)
Continue/expand the Arts and Cultural Advisory Working Group (incorporating representatives from all sectors of the cultural community) to oversee the implementation of the Tamworth Cultural Plan.	<ul style="list-style-type: none"> • Councillors • Council staff • Representatives from Cultural organisations 	2003/2004 2004/2005	Working Group renamed and composition expanded
Continue to hold the Volunteer Awards on an annual basis to acknowledge the contribution of local volunteers in developing a vibrant and creative City.	<ul style="list-style-type: none"> • Council staff • Representatives from the community (including volunteers) 	2003/2004 2004/2005	Funding obtained to hold the Annual Volunteers Awards
Explore opportunities to provide public art and/or community cultural development projects within the development of all new or renovated Council buildings and in open space areas such as streets and parks.	<ul style="list-style-type: none"> • Council staff • Representatives from the Arts community 	2003/2004 2004/2005	Full utilisation of Council's buildings and open spaces for public art projects
Encourage private developers to include art or craft works within all major commercial developments.	<ul style="list-style-type: none"> • Council staff • Developers 	2003/2004 2004/2005	Partnerships identified and art/craft work displayed
Encourage signage (including billboards) to encompass local artwork/photography etc.	<ul style="list-style-type: none"> • Council staff • Local sign businesses/artists • Chamber of Commerce 	2003/2004 2004/2005	Partnerships identified and local art/photography incorporated into signage

DIVERSITY AND SPECIAL NEEDS

Culture and arts enrich quality of life but many residents are constrained by factors such as low incomes, lack of public transport, physical/intellectual disabilities, age, or language/communication difficulties. Tamworth's diversity of cultures presents both opportunities and challenges. Participation in local cultural activities/programs can play a role in building social capital through the establishment of new community relationships and networks. Cultural programs need to be widely promoted and accessible to all groups within the community – young and old, skilled and unskilled, mainstream or minority cultural groups, able-bodied or disabled.

A significant proportion of Tamworth's population are of indigenous origin (6.3%) living and working in the City, who have the potential to make a unique and rich contribution to the social and cultural fabric of the City. It is clear from discussions within the Focus Groups that there are opportunities for partnerships between Council and the indigenous community to foster the development of Aboriginal skills/products, to interpret and display Aboriginal heritage for wider appreciation and to stimulate a greater understanding of contemporary indigenous culture.

In terms of accessibility to a range of cultural facilities/venues, anecdotal evidence suggests that certain venues do not adequately cater for people with a physical disability. The Tamworth Access Group (TAG) should be further consulted to establish a comprehensive list of facilities, which present access difficulties. Council could then ensure that any redevelopment of the listed venues, or development of new venues, improves their levels of physical access.



Pizza'n'Paperback for young people at the City Library



Lapsit Storytime for babies under 12 months of age

The Focus groups have highlighted that a significant level of cultural activity (both mainstream and non-mainstream) is being undertaken by young people in Tamworth (aged between 12 and 17 years). It is recognised that this group has special needs in relation to cultural activities. Young people use unique cultural forms (music, clothing, dance, art etc) to define and express themselves. Overall, young people seem relatively well served in most areas of mainstream activity (dance, theatre, 'classical' music, visual art and literature).

Non-mainstream activity is often more spontaneous, and is usually undertaken in private venues, i.e. watching TV/listening to music/reading as well as group activities such as 'hanging out' with friends, going to the movies/shops, and

skateboarding/rollerblading. As well, there is a range of activities undertaken by young people which may be deemed 'alternative' such as rock bands, video games/computer art, the Internet and graffiti.



Tamworth Skate Park

Specific concerns raised in the Youth Focus Group were :

- * *lack of performance venues – TREC is too expensive and too far from town (with no transport) for young people; any other “gigs” are held in licensed pubs and clubs and they are too young to enter;*
- * *lack of ‘quality’ bands – they usually have to travel to Newcastle and Sydney;*
- * *lack of a suitable venue for ‘noisy’ events, such as the Annual Youth Festival in Bicentennial Park (plus the cost of erecting promotional banners to advertise the event);*
- * *better (monthly) newspaper column for youth issues;*
- * *limited availability of public transport and high costs for transport;*
- * *lack of information, particularly with regard to music gigs.*

The Community Survey and Focus Groups have highlighted that different sectors of the community have different cultural needs. The cultural needs of the aged differ markedly from those of young people. The needs of active cultural groups differ from audience needs. The indigenous and ethnic populations of Tamworth have culturally specific needs. The needs of all sectors of the community should be considered in the provision of cultural facilities and services.

AIM : To maximise access to and participation in quality cultural activities and opportunities by individuals and groups with special needs, e.g youth, indigenous residents, residents with a disability and low income residents.

ACTIONS (Strategies)	WHO (Stakeholders)	WHEN (Timeframe)	HOW (Outcomes)
Ensure representation on the expanded Arts and Cultural Advisory Working Group from 'special need' groups within the community	<ul style="list-style-type: none"> • Councillors / Council staff • 'Special Needs' groups 	2003/2004	Expressions of interest sought to expand the composition of the Working Group
Continue to facilitate (as it has in the past) specialised cultural training programs for people with physical, emotional and intellectual disabilities.	<ul style="list-style-type: none"> • Council staff • Educational establishments 	2003/2004	Training programs developed and conducted
Provide subsidised places for cultural training for residents with disabilities, and economically disadvantaged residents.	<ul style="list-style-type: none"> • Council staff • Educational establishments 	2003/2004	Review undertaken and opportunities identified
Examine the feasibility of establishing a permanent display of indigenous art in the City Gallery.	<ul style="list-style-type: none"> • Council staff (especially the Gallery Director) • Representatives from local Indigenous art groups 	2003/2004	Consideration of the feasibility and a decision by Council
Consider the performance needs of youth (for both rehearsals and events) when developing a Performing Arts Complex.	<ul style="list-style-type: none"> • Council staff • Representatives from 'youth' involved in the performing arts 	2004/2005	Consultation with the 'youth' sector to be undertaken during the preparation of the feasibility study
Enlarge the existing Skatepark to be more appropriate for skateboarders (as opposed to rollerbladers), and to provide more lighting to enable safer night usage.	<ul style="list-style-type: none"> • Council staff • Representatives from the 'user' group 	2004/2005	Funding to be obtained and a decision made by Council
Facilitate an annual Youth Festival in Bicentennial Park.	<ul style="list-style-type: none"> • Council staff (especially Council's Youth Worker) 	2003/2004	Funding to be obtained and festival conducted

ACTIONS (Strategies)	WHO (Stakeholders)	WHEN (Timeframe)	HOW (Outcomes)
Support regional youth concerts with 'big name' bands appearing in Tamworth and discuss with promoters ways in which such bands could be encouraged to hold all-age gigs.	<ul style="list-style-type: none"> • Council staff • Agents/promoters • Venue operators • 'Youth' representatives 	2003/2004	Discussions undertaken and 'big name' bands secured for youth concerts
Liaise with local transport providers to ensure that they are made aware of transport problems faced by young people especially late at night and on weekends.	<ul style="list-style-type: none"> • Council staff • Transport operators • Local traffic committee • 'Youth' representatives 	2003/2004	Discussions undertaken and program developed to address transport difficulties
Discuss with promoters of events at TREC and other venues, the possibility of having a "youth rush" for unsold tickets at a cheap rate.	<ul style="list-style-type: none"> • Council staff (especially in-house TREC managers) • Agents/promoters 	2003/2004	Discussions finalised and 'youth rush' ticket policy established
Continue to support NAIDOC Week, Seniors Week and other events that celebrate cultural diversity within the community	<ul style="list-style-type: none"> • Councillors • Council staff 	2003/2004	Support provided for a range of events

IMPLEMENTATION/ EVALUATION

IMPLEMENTATION/EVALUATION

Historically, Tamworth City Council has played a narrowly defined role in the cultural development of the City. The implementation of this Plan by Council does not totally rely on the potential availability of funds. Many of the recommended actions involve “doing things a little differently” and instilling new philosophies in the way that Council works are carried out. In this regard, many of the recommendations can be absorbed within current budgetary constraints and the direct financial impact will be minimal. If however, Council is to provide a greater level of commitment to the cultural development of the City, this is likely to require additional financial resources. These costs would potentially be in the form of a “Cultural Development Officer” or development of cultural infrastructure such as a ‘Performing Arts Theatre’, which can both be funded only partially through external sources.

The value of cultural planning has clearly gained momentum in recent years, with recognition of the role that cultural activities and events play in maintaining vibrant/livable communities and bolstering tourism and the local economy.

This Cultural Plan has attempted to provide a framework upon which future decisions in relation to cultural development can be based. In the short term, implementation of the Plan can be achieved via changes to systems, enhanced levels of communication with local cultural groups and facilitation of partnerships/sharing of resources. In the longer term, increased levels of financial commitment will need to be reviewed and considered in the context of Council’s Annual Management Plan and Budgetary process.

REFERENCES

REFERENCES

Hurstville City Council	<u>Cultural Policy and Strategy 2002-2004</u>
NSW Ministry for the Arts and Lgov NSW	<u>2nd Cultural Ace and Implementation Strategy 2002-2005</u>
Australian Street Company - Byron Harford & Associates	<u>Blacktown Cultural Policy Framework and Plan</u>
Bankstown City Council	<u>Draft Cultural Plan 2002-2005</u>
Claremont Council	<u>Community Cultural Plan</u>
City of Vancouver	<u>Cultural Plan</u>
City of Rochester	<u>Greater Rochester Arts and Cultural Plan – July 2001</u>
Douglas County	<u>Cultural Plan 2002</u>
City of Richmond	<u>Cultural Masterplan – 1994</u>
City of Fremantle	<u>Cultural Policy and Plan – Our Place</u>
Blue Mountains City Council	<u>Four Year Cultural Strategy (1999-2003)</u>
Redland Shire Council	<u>Arts and Cultural Policy (1997)</u>
Lake Macquarie Shire Council	<u>Cultural Plan (1997)</u>
Taree City Council	<u>Strategic Plan for Cultural Development</u>
Blacktown City Council	<u>Cultural Policy Framework and Plan</u>
Wagga Wagga City Council	<u>Cultural Investment Program Guidelines (2000)</u>
Guppy & Associates & National Economics	<u>Wollongong Cultural Industries Audit (2000)</u>
City of Fremantle	<u>Fremantle City Plan (2000-2005)</u>
Tamworth City Council	<u>Tamworth Recreation Plan (2001)</u>
Tamworth City Council	<u>Management Plan (2002/2003)</u>
Newcastle City Council	<u>Young People : Artists of their own lives : A review of youth culture needs in Newcastle (1997)</u>
City of Port Phillip	<u>Cultural Plan 1997-2000</u>
Wollongong City Council	<u>Point of take off – Cultural Policy Framework and Cultural Plan (1998-2003)</u>

Manningham City Council	<u>Cultural Plan Statement (1999)</u>
City of Newcastle	<u>A Cultural Industry Policy for Newcastle (1999)</u>
Leichhardt Council	<u>Leichhardt Cultural Strategy (1994)</u>
Inner Adelaide Arts and Cultural Development Committee	<u>A Strategy for Arts and Cultural Development (1995)</u>
Maroochy Shire Council	<u>Arts and Cultural Policy</u>
Busselton Shire Council	<u>Cultural Development Policy</u>
Coffs Harbour City Council	<u>Cultural Development Strategy (1998)</u>

ACKNOWLEDGMENTS

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Thanks must be extended to those members of the community who participated in the community telephone survey, the results of which have been summarised within this Plan. Similarly, to the members of community groups and organisations who attended the focus groups held in June 2002, and provided such valuable input.

Thanks must also be extended to community groups and individuals for access to photos which appear in this document :

Tamworth Community Centre
Tamworth Regional Conservatorium of Music
Tamworth City Gallery
Tamworth City Library

Acknowledgment must be made for the use of photos and graphics from the following websites :

www.gamilarart.com.au
www.heritage.nsw.gov.au