

**Mornington Peninsula Arts and Culture Plan
Workshop 1 – Engagement Write Up
Wednesday 14th November 12pm – 3pm**

Introduction

As part of the consultation for the Mornington Peninsula Shire Arts and Culture Plan, two workshops are being held for people pursuing a creative business or hobby in the arts and culture industry. Presented in this write up is the verbatim comments from the workshop, none of the comments have been analysed or refined they are in their raw form.

Opening Activity

How will we work together today?

- Listening to one another
- Phones on silent
- Email results of today
- Collaboration and working together
- Communicate next steps
- Promote outcomes
- Transparency
- Understanding why

Workshop Activities

Activity 1 – What do you want people to think of when they think about arts and culture on the Peninsula? What are the opportunities and challenges with this?

Participants worked in small groups (8-10) and discussed their ideas for the Mornington Peninsula Shire Council, then individually they were asked to consider the challenges and opportunities associated with this vision. Presented within each of the groups are the responses to this question. Where there were duplications in the information (#) denotes the number of times it was mentioned.

Group 1 – Brainstorm

- Placemaking
- Thriving
- Edgy
- Talent
- Vibrant
- Opportunity
- Support
- Rich
- Innovation
- Space
- Arts diversity
- Collaboration
- Encouragement
- Open doors
- Connection
- Acknowledgement

Opportunities

- More groups/events, including PWC, Poets Cornet, Mornington Library, Open Mics, Sand Bar
- More opportunities such as Salon Goes Regional Workshop
- Events & Festivals
- Plenty
- Communication
- Talent that needs to be encouraged
- Innovation

Challenges

- Barriers
- Recognition (2)
- Starting points
- Connecting the dots
- Keeping the momentum going
- Actioning suggestions and ideas
- Keeping the right people connected
- Too conservative
- Regional status
- Funding
- A space
- Local talent

Group 2 - Brainstorm

- Writers work performed at multi-purpose places (gallery, sculpture gallery, winery, caryards, gyms, cafes...)
- Literary landmarks by written work signage showcasing writers
- Develop MPRG and park
- Grow the sculpture collection
- Food production
- Get people together to kill foxes
- Grow more weed in public garden
- Rent out dogs from dog pounds for weekends
- Develop artists at Police Point
- Clean protected open natural spaces
- A foreshore available to locals in summer
- Move campers
- A performance art / art centre showcasing the Peninsula

Opportunities

- Ambiguous
- A large collection of assets beautiful landscapes, fertile minds & creative minds
- Police Point
- Develop Sculpture Parks
- MPRG
- Need studio space!!
- A version of Gertrude St!
- Opportunity to showcase artists, their connection to the land
- Opportunity to grow arts on Peninsula as culturally significant, work that challenges (you)

Challenges

- Money (3)
- Campers using the foreshore and creating no go zones to the public use of that space
- Speed cameras
- Understanding the flow on effects of the creative arts and utilising and rewarding them
- Not taking creative risks
- Tourism's effects on the environment and infrastructure

Group 3 - Brainstorm

- | | | |
|-----------------------------------|--|-------------------------------|
| • Exhibitions | • Technology aids art | • Protected wild spaces |
| • Art show | • Outdoor cinema | • Embracing diverse art - |
| • Accessible art spaces | • Indigenous history - more accessible | • amphitheatres |
| • Public displays - community art | • Education of art culture | • Beautiful coast - pristine! |
| • Kids and family | | |
| • Kids of our future | | |

Opportunities

- Our natural resources and diverse population!
- Council zoning, funding for wild/natural spaces along the coast and inland
- Community awareness and education (2)
- Collaboration with community advocates (people attending today)
- Lots of people traffic etc.
- Entrepreneurial activities and businesses that promote the ARTS
- Artist exposure
- One of the best spots close to Melbourne
- Diverse culture

Challenges

- Funding – limited budget to support the arts and culture
- Resources
- Preventative conservation of heritage sites cost money/requires investment
- Competing with other sire priorities

Group 4 – Brainstorm

- Nature (Woodlands (Moonah), Marine National Parks, hinterland, dune coast)
- Uniqueness – landscape and people
- Energy of land attracts ‘creative focus’
- Healthy lifestyles – wellness and holistic

Opportunities

- Development workshops for supporting skills.
- Uniqueness of the land – where we work and live is like no other and this opportunity to connect to tourism is great for creative practice.
- Celebrate environment recognise significance of Moonah through naming places.
- Recognise cultural significance of local sites and education.
- Fund and build community spaces with community input and local artists involved for meeting places.
- Incredible wealth of knowledge to draw on.
- The world needs good examples to better live together.
- Safe connected starting points to tell the story of a healthy lifestyle.
- Connection.
- To nurture the young emerging artist on the Mornington Peninsula and grow the creative community.
- Business employment opportunities for young people
- Great local food and wine producers

- Promoting art in all forms – which is chicken soup for the soul
- Finding out about these events!!!
 - For participants or visitors
 - Quiet season
- Spreading suburbia
- Keeping arts accessible to all – FREE!
- Environmental impact of tourism

- A regional not metropolitan identity’
- Community gathering spaces
- Food, wineries – interface between food and arts
- A place where creatives are understood ‘renaissance’ fertile nurturing ground
- Incubator for young artists

Challenges

- Mornington Peninsula region needs to recognised as regional community not metro
- Legislation to protect marine areas at local, State and National level
- Public gathering spaces that are readily accessible
- Funding for creatives to be able to gain and greater reach understanding of their practice through marketing
- Distance and transport
- Spaces. Studio space to be able to explore and expand their craft.
- Keep young people in the Shire.
- Volunteer realities, time and skill
- Funding
- Managing fostering local connectedness and ownership during tourist seasons
- Climate Change
- Competing with both Melbourne and regional shires
- Communication.

Activity 2 – Four Topics – Rotating Tables

Topic 1 - Building Creative Capacity:

What do you need right now to support you in your practice? What can you offer to support others?

- Spaces to generate work
 - Pavilion on foreshore?
 - Event management skills
- Accessible
- Affordable – available
- Skills development
 - Workshops
 - Guests speakers
 - Access to experts***
 - Mentors**
- How and where to present work
 - Engage with industry
 - Public space
 - In kind partnerships
 - Collaborating with local business (Food & beverage)
 - Incubation programs*
- Ambassadors
- Linking local opportunities with opportunities in Melbourne – arts/cultural exchange, exchange with other regions
- Sharing of resources
- Cross-medium collaboration events
- Less red tape from Council – access to spaces and subsidies
- Access to arts centre cultural promotion
- More time – admin/red tape*
- Artists working with disengaged youth
- Community buy-in, commitments and follow through
- Skills in how to network and opportunities for this and the confidence and time to go
- Peer discussion groups*
- Community run events as a reason to meet and develop skills (upskill)
- Securing space, time and function for incubation and mentorship
- Education at a broader community for greater understanding of the arts
- Collaborating with other artists
- Bring experts here to the Peninsula rather than having to travel elsewhere
- Residences – like Quarantine Station – MPRG Director not enough capacity to do her mandate – Council resourcing
- More knowledge and experts in arts therapy and disability
- Professional development series hearing from local heros** (anti-heros)
- Leaders and people to drive activity
 - how to identify them and get in touch
 - documented with succession plan
- Council help is siloed – better if you have one Council contact
- Help for young people into arts (not just surfing, sport & trees)
- Creative young spaces
 - Rye Primary School campus program, good example

- Travel outside shire to Chisholm TAFE is the only advancement option for young people
- Family-oriented fun activities introducing art to non-artists, e.g. sand castles good example
- Access to advertising skills and power and platforms
 - Access to Council flags
- Better promotion to increase capacity to participate non-artists & audiences – directory of activities
- Transport for participants
 - Public transport too hard
- More one on one support, consultation of artist in Council activities and employment activities
 - Not on oil of a rag

Topic 2 - Promoting arts and culture

How can we better promote arts and culture in MP Shire?

- Clear places to visit with list of events
- Radio breaks barriers
- Drone footage of creatives, events
- More collaboration with Shire
- Creative hub for all is key (promote network, satellite locations)
- Connection, finding, engaging
- More access in commercial for non-commercial promotion
- Stop charging rent for buildings
- Shire to support more
- Documenting successful stories
- Provide artists professional practice opportunities
- Directory artist listing
- Mentoring exciting between age groups
- Utilising Peninsula professional artists, example education skill development
- Video content
- Go to places for info
- Develop marketing platforms
- Radio interviews
- Utilising different places
- Unique advertising
- Contacts/sponsors from local businesses
- "Meet an artist" events, to general public, example borrow an artist
- Cross promotion amongst local groups
- Utilising current promotions
- Across whole Pen geographic area
- Youth events
- Instagram
- Calendar of events (promote)
- One space to go
- Digital marketing, training - education
- Growing more diverse audiences
- Creating creative focal hub, example performing arts space, exhibition studio classes
- Cultural forums
- Central platform for promotion networking
- Promote whole ecosystem of arts, all cultural activities
 - Not just NFP
- Physical - online
- App for community & creatives
- Creative website, with events - colour coded
- Need to attract younger creatives - Instagram & FB
- Apps

Why promote?

- Change
- Creativity is the key to everything
- Community engagement
- Income (2)
- Enhance innovation
- Benchmarking & understanding
- Challenging status quo
- Opportunity
- Celebrating
- Collaboration
- Share
- Stay local
- Respect
- Combats loneliness
- Self-esteem
- Expansion
- Build community
- Brings hope
- Creates kinship
- Open discussion
- To increase sustainability
- Sustain momentum
- Appreciation
- Finding your place
- Brings regional \$\$
- Community connection
- Provides multi-generation expansion & opportunity
- Confidence
- Healing
- Visitors wants diverse creative experiences
- Credibility
- Sense of connection
- Wellbeing
- Creative community to market as well as wineries
- Connecting youth to age
- Provide information
- Mental health & wellbeing
- Establishing benchmarks

How will we know if we are successful?

- Cultural transformation takes time
- Broader awareness grown in whole Peninsula
- Cultural awareness
- Quantitative data
- Audience number
- Recognising creatives are a resource
- Sustainability
- Sales
- Longer term
- Measuring experience
- Learning
- Social outcomes
- Career opportunities for younger people locally
- Feedback
- Changing people's attitudes towards to the young guns
- Inclusive
- Council to embed community feedback to plan
- Council - Creatives - Audience / Appreciators (tourists)

What needs to change right now?

- Leadership forum
- Where is everything?
- Regularly receive EDM - timing
- Marketing to encourage conversation
- Action research ↔ community to evaluate plan
- Review Facebook accounts - not individual
- Voices Insta profile
- Shires
- Video content of pen artists
- Promote connecting and collaborating
- Acknowledge history & heritage - Indigenous
- Needs drivers
- Need funds
- Utilising local orgs promotion
- Provide advocates
- Support from Economic Development to link business with creatives
- Pen Wide promote faces of creative - people stories
- Building confidence of creatives
- Review space usage at MM House
- Connecting disparate groups
- Better promotion of ACAP
- Online space for basic events for those unable to attend events, ie elderly
- Support developing creatives
- Need recognition - requires support
- Maintain momentum - follow up information to today's participants
- Equal promotion of all artists - access and equal space
- Need to reflect what MP Tourism is doing
- Shire Arts & Culture & Tourism to collaborate
- Shareable content on FB & Insta

Topic 3 – Places and Spaces

How do we make art and culture experiences more accessible across our community?

- Website showing facilities available with an interactive calendar (kept up to date, links with contacts, how to hire) – different levels of venue hire (small and larger) with different inclusions of the building.
- MP Arts and Culture team processes for answering phone and assisting creatives to hire and utilise halls.
- Community arts space that is open to other creative practitioners.
- Shire working alongside creatives to assist arts and cultural practitioners – sit with them at the start of the planning session and ask – “how can we help you” not what you can’t do.
- Connect with other artists.
- Atmosphere and ambience.
- Work with the owners to reinvigorate the Rye carnival – with pop up arts program, activities to instil family values of the area. Currently it brings in the wrong crowd and it is the middle of town, not showing what Rye can really offer.
- Year round and seasonal community, how are we changing our programming and use of spaces to leverage seasonal audiences.
- Create an arts hub in Red Hill – use the existing space and build on the existing arts community and arts activities.
- Awareness of events and activities that are happening in the area.
- Artist trail that takes in sites and activities.
- Exclusivity of existing spaces used by singles use – users.
- Access other spaces that are utilised by schools, sporting clubs etc.
- CoM programming allows others to submit an idea to use a space.
- Take spaces that aren’t typically occupied by artists – ‘caryards’, ‘shopping centres’ to engage different members of the community to attract larger audiences.
- Embed pop up art in high thoroughfare locations – shopping centres and involving participants in the performance (Bunnings does this well).
- Education opportunity with a large wow factor to raise profile of arts and culture curating a draw card.
- MPRG must curate performances from within the area, not outside of the area.
- Not supporting arts and creative ventures – however happy to get behind tourism ventures.
- Integrating art into libraries.
- Community arts space that is open to other creative practitioners
- Responsible Shire for collaborative spaces
 - City of Melbourne – apply to do a performance in existing halls
- Connect with other artists
- Atmosphere and ambience
- Rye carnival brings the wrong crowd to Rye! In the middle of town and shows that’s what it is about
 - Working with long funding standing uses of space to instil family with values – work with them to change
- Year round and seasonal community – how are these managed year round to leverage seasonal audience,
- Halls Red Hill (roving precinct) use of existing space around the area
 - Building on the existing events and activities (applications) – creative hub (minor facilities).
- Artists trail
- Exclusivity of existing spaces used by single use users – e.g. schools, day light/night time
- Friends (support) from MPRG to get contact details

How can we modify our existing buildings to improve their use?

- Modifications to lighting so that the lighting can be set depending on the needs (performance, mood lighting)
- Adjust buildings to help with acoustics (panels, buffering)
- Venues for 3 phase power (e.g. live music)
- Policy and guidelines around the shared use of spaces to avoid monopolising spaces
 - Collaboration of uses -e.g. camping grounds, shanti zones
- Auditorium at Cook and Somers – venue is fantastic
- Pianos (Balnarring Hall inaccessible for use)
 - Being locked out, not needing and event, cutting red tape for venues → risk aversion culture
- Technical support (e.g. lighting, AV)
- Not encouraged to use venues/proactive
- Places with character (Police Point) – respect across Council

Unprompted conversation about changing culture

- Arts and events to know venues in Council and out of Council
- Policies/process to support event, get started, receptive/make it easier (Clunes example)
- Showcase of local talent into the Rye Festival to display local artists would change the demographic
- Funding/partnerships with existing providers
 - Sound shell
 - Shire halls
 - Council offices
 - Shire
- Administrators
 - Phone call back from centres
 - Systems aren't supporting use
 - Affordable/low cost
- Performance in natural spaces
 - Transport to get to these spaces
 - Advocate for open mic night
 - Support (Council) for used of unconventional spaces (natural amphitheatres)
- Segmenting user groups and going to find out specific needs
- Creative opportunity (Police Pont) for Council to think about sue od these spaces (in response fore restriction). Some Creatives have restriction on funding (cost is prohibitive) – double standard
 - Spaces for artists to create together (limitation) regular use not just once off

Topic 4 - Supporting Creative Practice

What needs to change in the next 5 years to strengthen arts and cultural opportunities in Mornington Peninsula Shire?

- Take advantage of Mornington Peninsula Tourism to leverage
- Increase cultural capital people have with family holiday memories
 - Connections – personal, investments, cultural
- Unique indigenous cultural heritage on the Peninsula – Council to take a big role in promoting this e.g. Gariwerd
- More public art
- Central point of contact
 - At Council to be directed to funding/services
 - Within an arts hub
- Council with a connector not adequate
 - Arts and culture platform – “Arts on the Pen”
 - But want people to communicate with not just web page
- Develop mentorship program – Council run
- Cultural sector to be closely lined with community services within Council and boarder community, including business
- Council develop philanthropic assistance to Creatives – coordinate networks
- Council to advocate for greater funding from state and federal government
- Council to leverage a good \$2million to set up network etc. in one hub then maintain – a Pilot Project
- Funding problems – need for incorporation people missing out
 - E.g. Creative Vic – funding needs to be open for all individuals
- Assistance from Side in finding applications
 - This will increase the standard arts practice
- Arts and culture committee to have Creatives on it to contribute to funding assessments
 - More infrastructure – accessible, affordable, more flexile with red tape – finances and paperwork
- Easier access to Council funding through education and relationship building
- Spaces and relationship building between Creatives and Council
- Recognition of Creatives as a resource – we create economic growth
 - Pay artists for running events and workshops
 - Subsidise and support artists to run these and plan programs together
 - Creatives and Councils
- Strong policy an commitment from Council to support Creatives
- More local content as music and other events including MPRG e.g. annual shoe of locat artists
- Artists representative to present regularly to Council
- Increased funding for Arts – not just token
- Regular networking opportunities for Creatives
 - Guest speaker
 - Micro workshops
 - Forums
 - Council to fund
- Business case to be established. Data to show the flow on effect on how Arts increase economic growth e.g. MONA.
 - This to be promoted in the community
- Transparency of the Arts Budges – information freely available

- Multipurpose space associated with redevelopment MPRG
- Funding allocated with it is useful
 - Projects
 - Festivals
 - Supporting groups and collaborations
- Better connection between Council and the creative community
- More events like this
 - More communicating, less activity to get to get to know you etc
 - More communication consultation
- Council to support and be involved in networking opportunities between creatives
- More funding for practicing artists to work with children in school, festivals, events
- More open studio events e.g. “art walks”
 - More collaboration between business, council and community
 - Council to spearhead this
- Council to be more proactive in encouraging individuals and groups for events etc. that develop diversity and innovative projects. All of council involved in this not just Arts and Culture to ensure the opportunities are created for the creative community as a whole e.g. to have to put in a planning permit, then go to Events, Tourism, etc.
- Create closer relationships between Creatives and Council and Business
 - One person to drive this - be responsible
 - E.g. Castlemaine, Bendigo, Ballarat, Tasmania, Mansfield

Closing Activity - End of session reflections

- Recognition of local creatives as an asset
- Raise awareness of importance of all of the arts on the Peninsula and the future life of the Peninsula
- It happened – keep up the momentum
- It is hopeful that maybe Council will recognise the value to the economy and community that artists provide in future plans.
- Relationship building between arts and culture in Shire and creatives
- Drive – Shire department working together for the group and the future of the creative community
- Networking and collaborating
- A time to begin and appreciate
- Creativity is contagious
- Collaboration
- Creatives on Mornington Peninsula want a closer, productive, meaningful real-life relationship with Arts and Culture Council representatives – not just a webpage. They want to feel valued and supportive.
- Co-creative a vision and connects arts with community. Enthusiasm and recognised, sincere need.
- Meeting like-minded people – great think tank.