

**Mornington Peninsula Arts and Culture Plan
Workshop 2 - Engagement Write Up
Monday 3rd December 6pm - 9pm**

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
- Hear from everyone
- Closed Facebook group
- Virtual hub to connect with others
- Start a community practice
- Open space to communicate/evaluate
- Be hospitable-be a good host

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

- Home of creatives
- Place for innovation and ideas
- Curate and landscape/showcase our landscape
- Promote the landscape and natural architecture and aesthetics
- Transforming and celebrating spaces
- Pt Leo and Montalto are good examples of celebrating arts and culture
- Arts and culture is accessible to everyone in our community
- Make art and culture available in public spaces
- Promote arts as accessible to visitors
- More collaboration between arts/businesses rather than looking externally
- More participation and interactive activities
- More education on what art and culture is how it can be linked to business

Group 2 - Brainstorm

- A bit out there and edgy (not conservative and boring)
- A real professionalism in the arts
- Be leading the art world (not following art trends)
- A place that people go to for its unique and strong art. Eg MOFO
- Diversity of art across art forms
- To feel comfortable and relaxed - to feel safe and experiment and play
- A place that values the arts - art is front and centre
- Every time they visit there is something different to see
- What's new on Pen
- Artists know they can come here and be supported and mentored
- Attract art entrepreneurs from all over the world
- Encourage local participation by offering free entry to locals

Group 3 - Brainstorm

- Place to come
- Connection of places, more coherent, connected
- Link the arts with food and wine culture
- Place you can 'unplug' connect to nature and be creative
- Combined the historic stories to underpin the culture

Activity 2 – Four Topics – Rotating Tables

Topic 1 - Building Creative Capacity:

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

- Spaces to generate work
- Pavilion on foreshore
- Event management skills
- Live in workshops/extended collaboration opportunities (e.g. fibre arts festival)
- Opportunities for live in residencies
- Exhibition spaces
- Shared community spaces that can be booked/accessed by all
- More focus on local artists
- Moving exhibitions/mobile gallery/caravan (gypsy style)
- Local arts festival/weekend (e.g. Port Fairy style)
- More opportunities to meeting creatives, opportunities to meet, collaborate, connect
- Connect artists with schools and community groups
- Connect business, council and arts community
- Promote benefits of art to the community
- Funding
- A webpage that is managed (promotion/connection)
- IT training and education
- Marketing support
- Cut the red tape for hiring facilities and provide spaces (e.g. community hub)
- Support to use spaces-halls/building department working better with arts & culture department, e.g. better communication within council
- More positive interaction between community and council, breaking down barriers
- Clear plan for the future
- Support grant applications and simplify process
- Arts facilitator to coordinate groups/clear link to council (***note: this point was 'seconded' by additional groups***)

What can you offer to support others?

- Offer skills/share expertise
- Ask 'what do you need? And can I provide it?' and 'what are you prepared to do to get it?'
- Listen and be responsive, actually listen with intent to act/consider
- Invite others in/hosting-create comfortable spaces
- Support each other and believe in something bigger
- Act as an arts facilitator
- PST
- Promotion of others through social media
- Contributing ideas and support at community events, forums, etc, keep focus on implementing plan

Challenges and Opportunities

As part of Activity 1 participants were asked to consider the opportunities and challenges associated with bringing their vision for the Peninsula to life. They were then asked to group them under the four topic areas.

Below are the opportunities and challenges associated with building creative capacity:

Challenges

- Spaces to perform
- Lack of political will (2)
- Money/Funding (5)
- Igniting interest at grass roots (feeling welcome)
- Catalyst
- Cohesive stakeholders
- Understanding what A & C is. Very broad
- Political drive and funding
- Support/community
- Industry/travel
- The large list of regs & rules that need to be addressed - red tape(3)
- Access to education & knowledge
- Communication barriers
- Backing support
- Leader or leaders to implement

Opportunities

- Set up a film office and arts admin facilitator
- Multi use of spaces for performance
- Promoting local artists
- Great places and spaces to hold events
- Lots of local talent
- More community involvement
- Bring artists of all persuasions together
- History
- Evolving what is needed

Topic 2 - Promoting arts and culture

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

(What can we do right now?)

- Check out arts education for framework
- Find mentoring skills, develop equipment, opportunities
- Engage local artists
- MOH can take interns now
- Arts Bus
- Offer support
- Target younger audience
- More of what we are doing
- Offer get more opportunities for young people
- Shire to offer equipment/services to artists now
- Stop having to travel to Melbourne for quality performances
- Employ social media person
- Follow through > enough talk
- Arts in Shoreham higher profile (branding inadequate)
- Better/More diverse content - multicultural
- Connection creates belonging - creates support
- Cultivate first to create value -> if it's not there, how do we value add?
- Future Plan
- Briars arts & culture activities
- Draw on local artists skills, talents, abilities
- Noticed brand
- Higher profile
- Shire asks 'how can we help?'
- Creative businesses networking - open MPS good facilitator
- Constructive dialogue
- Collection of data
- Visibility
- Commercial v community (both/or)
- Use Instagram/Social media/Snap Chat - > younger audience
- Noticed branding higher profile
- Invite artists to meet and greet
- Broadening appreciation
- Industry night

Why promote?

- Connecting the public to art
- Strong word of mouth
- Diversity
- Growing/build
- Finding markets -> target market
- Information exchange
- Invitation
- Opportunity to brand
- Awareness
- Education
- Connect people/accessible

- Sell product/show/experience
- Connects schools and artists
- Show history/Change
- Living breathing thing/experience
- Artist networking
- Fulfil public demand
- What it feels to be part of Peninsula
- Add value
- Showcase/Share what we have here
- Share our story
- Inclusive
- Advocate for our green wedge
- Increase value of practitioner's work
- Breaking down barriers
- Make money
- Exchange
- Increasing people's value of arts and culture

How will we know if we are successful?

- Delivered well
- Top of mind
- Local artists more connected to opportunities
- Income
- Thriving arts culture (culture of artists)
- People want to be involved
- People will come
- Goals achieved
- Inspired
- People learning with great memories/experience
- Stronger local networks
- Arts and culture valued and participated in as wineries and beaches
- Youth feel valued
- Artists paid
- Word of mouth
- Tonight is a success
- Feeling of fame
- People come again
- Lots more collaboration
- Locals feel like contributing and are valued
- Supporting and attracting professional artists
- Increased funding
- Feel involved and heard
- More participating exhibition spaces
- Artists believe in own value and worth

Challenges and Opportunities

As part of Activity 1 participants were asked to consider the opportunities and challenges associated with bringing their vision for the Peninsula to life. They were then asked to group them under the four topic areas.

Below are the opportunities and challenges associated with promoting arts and culture:

Challenges

- Division in residents and business to see relevance
- Funding
- Broadening people's interest, not just art people supporting art
- Getting the word out
- Perception from some members of the community that investment in the arts is a waste of taxpayers' money
- Reaching target market/audience
- Some members of the community may think that arts is not accessible to them or 'high brow'

Opportunities

- Finding ways to best explore/present our place in the world
- We need to utilise social media more efficiently to promote arts and culture on the Mornington Peninsula
- Increased tourism
- Increased funding
- Integrate with other industry, i.e. food, wine, tourism
- Beautiful place, lots of natural resources
- Food and wine reputation
- "Shout from the highest tree - we did it come see"

Topic 3 – Places and Spaces

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

- We need an arts hub.
- Festival across the peninsula using untraditional performance spaces, e.g. bus stops, e.g. dance company on the Gold Coast using natural environment
- Amphitheatre theatre using natural environment
- Mornington Main St Festival-too many dogs, too much food and noise and not enough ART (inc. Music)
- Shire stage trailer for \$700 to hire to NOT accessible for local artists
- Music-need space with lighting, rig etc for local and international artists meet-arts hub
- Mornington library to involve more artists-poets, writers, and musicians, story-tellers inc. Indigenous artists
- Art tasker. Virtual space to exchange ideas/skills e.g. Air tasker
- Making arts events interactive-more participant involvement
- Events that incorporate natural environment and multiple arts forms + community participation
- Equality of spaces across the Peninsula including the extremities
- Making venues available for local artists and local events

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

- In order to make non-arts venues useable for arts productions is there a central council service to provide equipment-economic use of spaces instead of building multiple venues. Portable hanging system etc
- Have council staff that are experienced in event and technical management to assist new productions
- Encouraging and combining different community groups-e.g. Sports clubs, schools and getting them involved in the arts/access to equipment
- Peninsula wide events in multiple venues
- Circus spaces with adaptive performance requirements (e.g. aerial)
- Use existing non-arts public spaces-e.g. Pool
- Directory for venues for hire
- Lots of existing adaptable music performance spaces except the big one with multiple venues-including 100 seats + 1000 seats e.g. Frankston Arts Centre
- Bigger venues/institutions have satellite events
- Need bigger gallery-MPRG's collection can't be shown on a permanent basis
- No space at MPRG for local and community art to be exhibited
- Peninsula Studio Trail is trying to collaborate with another major art happening, to become an annual event

Challenges and Opportunities

As part of Activity 1 participants were asked to consider the opportunities and challenges associated with bringing their vision for the Peninsula to life. They were then asked to group them under the four topic areas.

Below are the opportunities and challenges associated with places and spaces:

Challenges

- Space
- Rules and regulations, permits etc
- The weather is unreliable
- Will everyone respect the space/enviro?

Opportunities

- Nature and environment
- Build it and they will come
- Public spaces, community halls and reserves
- Iconic space
- Close to Melbourne
- Nature
- Unique environment for people to interact with on the MP
- Accessible by all (inclusivity)
- Funding-apportioned differently
- Our beautiful outdoors for exploration and inspiration
- Site specific work to showcase landscape

Topic 4 - Supporting Creative Practice

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

- Showcase event (weekend) and network
- Building relationships between different practitioners
- Knowing where to find stuff/trading coming together: face to face
- Networking workshops (monthly/bi monthly)
- Driver(s) Hive of creativity (place/space)
- Inclusiveness (no profile individuals and creatives)
- Place - Mt M.House/Briars/Halls/Sound shells(aesthetics)
- Virtual hubs -> connecting different creative groups or compartments?
- Re-sell (rebuild) what buildings would look like
- One building/one person - Wilsons Rd
- Accessibility - public transport challenges
- Shire offices no longer in use
- Using public spaces - need parameters
- Theatre/Performance in the park/gardens
- Attract young tech heads away from screens
- Management and risk simplification (continue education)
- Political will of community who 'demand' pressure decision makers
- More money towards the arts
- Affordable art shows/expos (hire space)
- Rotating with upmarket (ArtFair)
- Roving (pop up) tour - week long of different creative expression (outdoor showcase seasons(cold/windy) (Hot summer more cross pollination between arts and creatives)
- Les nuiti de fourviere
- Use what we have (LAPR)
- More awareness
- Think outside gallery and artists
- Critical mass - enough happening - people participate
- Creating an arts day that is well known
- Connecting to people and place (like Anzac Day but for arts) (Roving across Peninsula community)
- Collaboration/Centralised group/space to support growth and development
- Arts Hub Progression (Mornington/Hastings)
- Group sharing of stories/ideas
- Connections
- Performance space southern side of the Peninsula
- Creating a 'why', inspiring
- "It's fucking boring 9 months of the year"
- A plan of action
- A 'to do' list
- Marketing/Advertising/Promoting education and upskilling
- Lots of 'Janets'
- Expo - workshops - booths - performance 'boat show'
- Art Fair/Buy/Swap/Sell with food and wine

Challenges and Opportunities

As part of Activity 1 participants were asked to consider the opportunities and challenges associated with bringing their vision for the Peninsula to life. They were then asked to group them under the four topic areas.

Below are the opportunities and challenges associated with strengthening arts and culture:

Challenges

- Funding
- Prioritising
- Support
- Dedication
- Understanding
- Financial investment
- Funding
- Money (2)
- Red tape/bureaucracy
- Affordability
- Lack of connection/spaces to meet and display
- From plan to action
- Will businesses be open to utilise and incorporate creativity?

Opportunities

- Promoting beauty of Peninsula
- Creative people, talent and support
- More opportunities for artists
- Listening to the voices of the community
- Build on food and wine that is thriving
- The creative community on the MP is very supportive
- Local businesses
- Grants
- Council bodies of work
- Willingness/Openness
- Central arts hub/precinct
- Great local talent and innovators
- To be recognised as artistic hot bed
- Lots of different practitioners
- Artists to build a living from work
- Promoting history of art on the Mornington Peninsula

Closing Activity - End of session reflections

At the end of the session participants were asked to consider the session and write down something that stood out or changed in them as a result of the session:

- I loved having my eyes opened by hearing lots of interesting ideas from everyone
- Gypsy caravan and the invitation. What lovely creative people I've met
- I can make a difference! Get involved, network, collaborate, participate
- Strong desire by so many to connect with fellow creatives
- A lot of needs and requirements are not being met in the area, feeling of loss of connection and services
- There is a need to bring people together
- I'm hankering for a community arts event that connects people (arts) and place through arts
- A community of likeminded giving, sharing, caring individuals
- My opinions, ideas and dreams were listened to and valued. I hope to see some action. I feel supported and appreciated as an artist
- Like minded creative people agreeing that we need a space that is ours, for the arts. A hub.
- So many of us want the same things, and we crave to connect with each other and share out stories
- Connection to place of group and power with people
- Hearing the stories and challenges of difference creatives on the Peninsula. Making new connections MP creatives. Being part of a forum.
- Contacts, networks, better understanding of what local artists are interested in
- Artists hub. Collaboration between artists and businesses. Barter like system where one skills can be matched with another.
- Creating, community in action, wonderful
- Artists do want to collaborate and communicate and exhibit together
- More than anything people want to feel connected