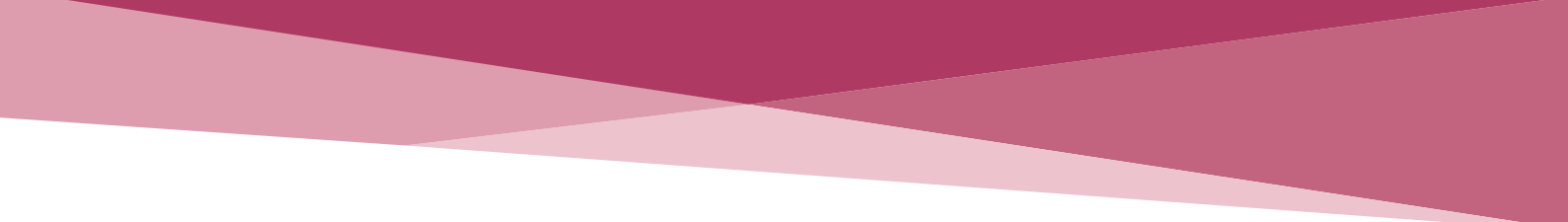


Frankston Arts & Culture Strategic Plan 2020 - 2023



opportunity >> growth >> lifestyle





We respectfully acknowledge that we are situated on the traditional land of the Boon Wurrung and Bunurong in this special place now known by its European name, Frankston. We recognise the contribution of all Aboriginal and Torres Strait Islander people to our community in the past, present and into the future.

Sarah Rose dances near
Mirage by Deirdre Mair
and Harry Stitt,
Frankston Foreshore

Photo: Chris Dowd



Vision

The Frankston community is vibrant and are active participants in literature and the arts.

The community is known for its arts, culture, events and love of learning.

Purpose

Vibrant and engaging artistic programs, events and opportunities that enrich lives, provide for active and deeper engagement, reach new audiences and create a more connected community.

Strengthening our community through learning and new experiences.

Artistic programs, events and opportunities that are inclusive, respectful to all community groups, embrace diversity, First Nations peoples and their culture, respecting and protecting our environment.



Frankston's Christmas Festival of Lights

Context

In 2019, Frankston is a city with a population of approximately 140,000 people, expected to increase to 160,000 by 2050.

Arts and Culture is a department of the Frankston City Council, which incorporates Frankston Libraries, Frankston Events, Frankston Arts Centre and council's public art programs and commissions.

During the life of the previous Arts & Culture strategy Council invested in upgrades of the ageing Frankston Arts Centre and its infrastructure, these investments have been well received by audiences and staff alike. They have proven that relevant and up to date facilities along with great programming keep audiences coming and diversifying. With changes in technical and digital technologies, evolving rapidly, the need to continue investment in core systems and infrastructure has never been greater.

Under the 'A Liveable City' strategy in the Frankston City Council Plan 2017–2021 Council set out to:

- Build on sculpture and eclectic street art culture
- Promote Frankston City's reputation as an arts, festival and events destination
- Develop an education and library hub in Langwarrin.

The customer base for Frankston's Arts & Culture offers are likely to grow and diversify as the municipality continues to be a destination locality for home purchasers. Demographics will change significantly in the timeframe of this strategy. Young families and an influx of younger generation residents will bring challenges and opportunities for our programming, resource levels with an expectation of diversified options.

Financial limitations are likely to see a focus on transitioning free events and programs across the Arts Centre, Libraries and Events streams to a more



sustainable funding position or indeed, reducing the agenda to fit the resources.

Digital technologies continue to rapidly evolve and influence the manner and way in which individuals and organisations engage with all facets of society. Expectations of seamless, fast and efficient digital solutions will continue to determine how we engage with our customers. Our capacity to respond to customer demand, diversifying and growing our reach through the use of these technologies will influence the success or not of our programs and businesses. It is critical that the perceptions of Frankston's Art and Culture offer remains fresh, contemporary, and engaging to a number of differing audience groups including the younger demographic.

Similarly our future success is reliant on our capacity to innovate and adapt, to change direction rapidly, to embrace the 'new' and 'emerging', the sometimes unpredictable. Arts and culture can and must contribute if not lead the way in keeping Frankston fresh and relevant.

As the Frankston municipality and region evolves over the next 10 years and becomes more of a destination for businesses, new residents, cultural tourists, so too will the number of facilities across the region will increase competing for our audience and clients. Particular consideration is required relating to possible initiatives that will assist in maintaining and increasing current levels of Arts & Culture clients and audience attendances.



Key Initiatives

Key Initiative 1 Community capacity

Build the capacity of local creatives to deliver high quality and sustainable events and programs that create pathways for local artists, writers and entrepreneurs.

Key Initiative 2 Revolutionise Frankston Libraries

Initiate and embrace new and progressive engagement opportunities for our library attendees. Improve literacy levels within the community. Provide welcoming hubs for all, so all members of the community feel free to attend, participate and create.

Key Initiative 3 Physical and digital readiness

Continue facility and technology upgrades of the Libraries, Arts Centre and Function Centre that maintain and contribute to both physical and virtual attendances. Investigate infrastructure needs and gaps, ensure links to Frankston City Council Planning Department allowing early discussions regarding developers 'social contributions' through creative spaces, hubs and art / arts activations.

Build digital capability of the Libraries, Arts Centre, Function Centre, Events and Public art to realise engagement potential, attendance and financial returns.



Performance at Frankston Arts Centre of
Saltbush by Barking Gecko.

Photo: Rebecca Mansell

Key Initiative 4 A quality program of events

A quality program of events that represent diverse communities and provide opportunities for meaningful engagement in a broad range of programs and events. The program offer will include representation of our first nations people, it will enhance the image of Frankston, providing social cohesion and resilience via arts experiences, opportunities and public art; putting arts and culture at the centre of the lifestyle capital of Victoria.

Increase attendances from all attendee geographic locations; local, Melbourne, intrastate, interstate and international.

The Frankston Arts Centre program will present quality accessible arts experiences that embrace cultural diversity, champion the work of First Nations' artists and provide engaging opportunities that will entertain, enlighten, inspire and educate the community. The program will support the creation of local contemporary practice to build the capacity of artists, while providing leadership and support for the arts to flourish in the region.

Key Initiative 5 Sculpture as an iconic attractor

Build the FCC sculpture collection via ongoing investment in iconic gateway sculptures, well placed midscale pieces, through a program of commissioning, loans and leases from a varied network of suppliers, for example; McClelland Sculpture Park, Sculpture by the Sea, individual artists, and collectors.

Increase engagement with and partnership programs with our neighbours, McClelland Sculpture Park & Gallery, Baluk Arts and other arts orientated businesses.

Key Initiative 6 A bold and audacious street art program

Embed the street art program as a loved community asset that attracts cultural tourists, builds business confidence and civic pride.



Street Art in Stiebel Place
by PichiAvo

Planning Principles – guide for decisions

- Values aligned - Fairer, Kinder , Smarter
- A balanced program of shows, events and programs across the whole Arts & Culture offer including engagement of local artists, writers and organisations
- Reconciliation Action Plan (RAP) – respond meaningfully to the FCC RAP when it has been developed
- Cultural diversity – create opportunities for culturally diverse people to engage with arts and culture programs, events and public art
- Climate Change and the environment – support the community in addressing climate change issues
- Individual capability and capacity diversity (ie. NDIS) – develop arts and culture programs which enhance NDIS recipients capabilities and capacity
- Innovation – look to the new
- Evaluation – measure our success, review and be prepared to change what is not relevant or working
- Consultation – community, intergenerational, staff
- Integration of four arts and culture streams: Library, Frankston Arts Centre, Events, Public Art – work together to achieve a bigger result for our investment, time and money
- Function Centre utilisation – increase utilisation of this key asset
- Evidence based marketing and programming
- Inter business unit collaborations – capitalise on others knowledge and strengths, council is a diverse and clever organisation, let's use it