



STRATEGIC PLAN

2022 – 2028



ACKNOWLEDGEMENT OF COUNTRY

Mid-Western Regional Council acknowledges the generations of Aboriginal people of the Wiradjuri Nation who have lived within close proximity to the Cudgegong River to derive their physical and spiritual needs. For thousands of years they were, and continue to be, the traditional custodians of these lands.

Mudgee Arts Precinct acknowledges the Mowgee People from the Wiradjuri Nation as the traditional custodians of the land upon which the building stands.

We pay respect to the leaders past present and future.



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Mudgee Arts Precinct is part of the Community Directorate at
Mid-Western Regional Council.

This document is produced by Mudgee Arts Precinct and endorsed
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IMAGE CREDITS

Front cover, pages 4, 8, 14 and top back cover by Brett Boardman 2022.
Page 2 and 3: Mudgee Local Aboriginal Land Council *Community Cloak* 2022.
Page 16: Dolly Nampijinpa Daniels and Corina Nakamarra Granites *Ngapa Jukurrpa (Water Dreaming)* (detail) 1999
Page 20: Gloria Petyarre "Leafs" (detail) 2002
Back cover left: Pamela Welsh *Piccola Principessa* (detail) 2021 – 2022
Back cover right: Linda Jackson *Mirrored Reflections 1 – 24* (detail) 2020



Mudgee Arts Precinct programs are proudly funded by the
NSW Government in association with Mid-Western Regional Council.

The page features a decorative background with Indigenous Australian patterns. On the left, a diagonal band contains a yellow ochre section with a black dot pattern and a white section with a black spiral pattern. The right side of the page is white.

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INTRODUCTION

Mid-Western Regional Council recognises the enormous and important role the arts plays in shaping and defining our community. This includes influence over our sense of self and our collective identity within the region. It also recognises that facilitating opportunities for community engagement and participation in the arts can enrich the lives of residents and support the social and cultural wellbeing of the community. Furthermore, a strong cultural program actively creates a strong cultural economy that not only directly benefits the artistic community, but the community in general.

Mid-Western Regional Council is committed to providing arts infrastructure of high quality and actively seeking opportunities to integrate creativity into the many aspects of the region's community life thereby enhancing the liveability of our region.

Recent community consultation and trends indicate the importance and growth of cultural industries in regional areas and highlight the need for a purpose-built arts hub within the region. Mid-Western Regional Council has

delivered this key objective with the recent completion of Mudgee Arts Precinct. Stage one, which involved refurbishment of the former Cudgegong Shire Building and a purpose built adjoining gallery and tourism space opened in August 2021 with stage two, the refurbishment of the nearby childcare building into art workshops, educational spaces and collaborative artist work spaces, due for completion towards the end of 2022.

Through the development of this facility, Mudgee Art Precinct aims to exist as a vibrant and energetic cultural hub, promoting, nurturing and developing the region's creative identity through artistic expression.

This plan outlines a vision for art in the region. It proposes a number of clearly targeted objectives and strategies to facilitate the growth of artistic development. It has been developed in conjunction with community consultation and endorsed by Mid-Western Regional Council for the management of Mudgee Arts Precinct, its gallery spaces, programs, events and activities.





JUST
LOVE
ME



BACKGROUND

Mudgee Arts Precinct is the realisation of years of work from many invested members of the local community and Mid-Western Regional Council. Through the Council's role in supporting arts and cultural development across the region, projects such as the popular Lawson Park Sculpture Walk continue to develop. The growth in popularity in creative tourism through events such as Cementa, Sculptures in the Garden and Clay Gulgong mean the region is capable of a sustained commitment to the cultural sector, further reinforcing the need for an arts centre to support this thriving sector.

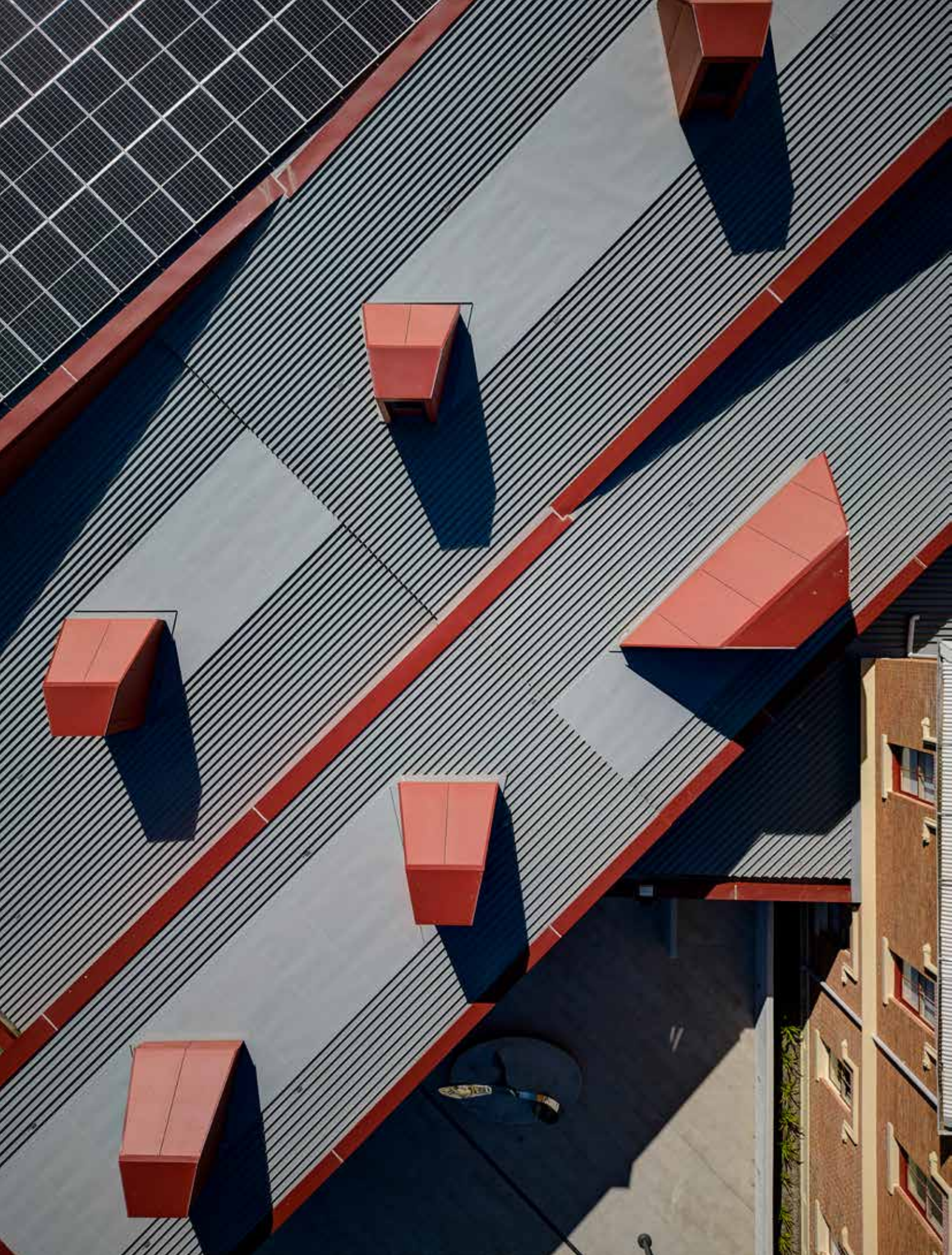
In 2016, the old Cudgegong Shire Building at 90 Market Street, Mudgee was investigated as a possible site for the proposed art gallery and in 2019, the State Government donated the former Cudgegong Shire Building back to Council. Combined funding from the Federal Government's Building Better Regions Fund, the Department of Regional NSW, Create NSW and Mid-Western Regional Council brought the project to fruition.

Following a competitive tender process, BKA Architecture was awarded the tender to design the facility, including the refurbishment and expansion of the existing Victorian building combined with a brand new, state-of-the-art space, collectively comprising a gallery, visitor information centre, café and additional community spaces and resources.

Opening in August 2021, Mudgee Arts Precinct was officially launched in November 2021 by the former Arts Minister, the Hon Don Harwin, together with the inaugural exhibition by renowned Mudgee-born artist, Guido Maestri.

MISSION STATEMENT

To enrich and engage the community through creative and cultural experiences that provide inspiration and delight, whilst expressing and promoting the many diverse stories and voices of our region; past, present and future.



MID-WESTERN REGIONAL COUNCIL COMMUNITY PLAN – TOWARDS 2040

This Strategic Plan ties in with several Mid-Western Regional Council's Community Plan strategies:

LOOKING AFTER OUR COMMUNITY

GOAL 1 A safe and healthy community	1.1 Maintain the provision of high quality, accessible community services that meet the needs of our community.
GOAL 2 Vibrant towns and villages	2.1 Respect and enhance the historic character of our region and heritage values of our towns and villages. 2.4 Maintain and promote the aesthetic appeal of the towns and villages within the region.
GOAL 3 Effective and efficient delivery of infrastructure	3.1 Provide infrastructure and services to cater for the current and future needs of our community.
GOAL 4 Meet the diverse needs of the community and create a sense of belonging	4.1 Support programs which strengthen the relationships between the range of community groups. 4.2 Support arts and cultural development across the region.

BUILDING A STRONG LOCAL ECONOMY

GOAL 2 An attractive business and economic environment	2.1 Promote the region as a great place to live, work, invest and visit.
GOAL 3 A range of rewarding and fulfilling career opportunities to attract and retain residents	3.1 Support projects that create new jobs in the region and help to build a diverse and multi-skilled workforce. 3.2 Build strong linkages with institutions providing education, training and employment pathways in the region.





OUR VISION

Mudgee Arts Precinct aims to be a cultural hub that facilitates artistic excellence in regional NSW. We aim to:

Highlight our cultural diversity through a dynamic platform that generates, celebrates and shares creativity through exceptional exhibitions, innovative experiences and engaging educational activities.

Deliver an exceptional exhibition and education program that enriches the lives of the local community and visitors to the region whilst encouraging maximum community participation and enjoyment.

Develop a platform and dialog that promotes the stories and culture of our Wiradjuri community that is told from their perspective.

Emphasise the importance of cultural tourism and its contribution towards the economy of the Mid-Western Region.

Acknowledge the importance of young people in our community and provide them with opportunities to participate in cultural activities.

Promote innovative thinking and quality art making that will uplift and inspire.

Preserve and build on the strong creative foundations in the region by continuing to stimulate partnerships within the community.



OUR MISSION

Mudgee Arts Precinct draws on the strengths and visions of our residents, creative practitioners and cultural workers across the diverse communities of the towns of Mudgee, Gulgong, Rylstone and Kandos as well as the region's many surrounding villages.

We seek to achieve artistic excellence by utilising exhibition platforms, education opportunities and public programs to engage, connect and enrich our community, and attract a broad audience from outside our region.

Council will work with Mudgee Arts Precinct and a range of stakeholders to:

Nurture an inspiring community facility where locals can meet, socialise, and embed cultural practice into their lifestyles.

Put art and artists at the centre of the what we do, whilst bringing creativity into everything we do.

Present exemplary exhibitions of relevance to the Mid-Western Region's community.

Provide opportunities for visitors to learn, contemplate, be challenged, and emotionally engage, in order to facilitate the creation of their own art.

Present Aboriginal art and support local Aboriginal artists to deliver complementary education and public programs.

Support local artists in the development and presentation of their art to create positive experiences for both the artists and their audiences.



GUIDING PRINCIPLES

Mudgee Arts Precinct embraces the philosophy of access for all, endeavouring to provide engaging, enjoyable and inspirational learning and recreational opportunities for the local community and visitors to the region.

We will do this through:

REPRESENTATION

Mudgee Arts Precinct will focus on presenting the best art from our region, encouraging inter-cultural participation by artists and cultural groups in programming and exhibitions, and will ensure that the stories of the Aboriginal People are told whilst promoting self-determination through leadership.

ADVOCACY

Mudgee Arts Precinct will promote and reinforce positive social and cultural change. It will continue to advocate on behalf of artists, and for the importance of arts to the broader community.

INCLUSION

Mudgee Arts Precinct will work to promote inclusion by actively removing physical, attitudinal and social barriers to arts practice, engagement and creative participation.

SUSTAINABILITY

Mudgee Arts Precinct will invest resources and attention toward operational, environmental and economic sustainability in order to maintain Council's investment in arts and culture for our community and its visitors.

EDUCATION

Mudgee Arts Precinct will support and provide our community with professional development and educational opportunities to cultivate the arts through a range of learning and participatory opportunities.



STRATEGIC PRIORITIES

The following seven key strategic priorities have been identified to successfully position Mudgee Arts Precinct as it heads towards 2028.

Mudgee Arts Precinct aims to explore, celebrate, promote and preserve the region's rich and diverse cultural heritage through a vibrant artistic program and an engaging peripheral education program.

These aims will prioritise:



STRATEGIC PRIORITY 1

LOCAL ARTS COMMUNITY

The Mid-Western Region is an area with a rich cultural history. It already boasts many talented and successful visual artists and enterprises, such as Sculptures in the Garden, Clay Gulgong and Cementa. Mudgee Arts Precinct will continue to recognise, support and promote these creative industries within and beyond the Mid-Western Region. We will provide platforms that nourish the cultural economy, including a sustainable platform for artists to sell their artwork.

We will do this through:

LOCAL ARTS COMMUNITY: ACTIONS	MEASURABLES	SHORT TERM	LONGER TERM	ONGOING
Design and deliver exhibition programs that actively highlight artists from the Mid-Western Region	At least half of the artists exhibiting will be living and working in the Mid-Western Region			◆
Establish economic opportunities for artists	Provide structures and platforms that will lead to opportunities for artists to sell artwork through the main gallery and community spaces, to both locals and visitors to the region	◆		
Collaborate with artists' groups that align with the strategic visions and goals of Mudgee Arts Precinct	Cultural activities that complement and support existing and future festivals and events, where applicable The Precinct is utilised for artists' workshops, artist talks or other events			◆





LOCAL ARTS COMMUNITY: ACTIONS	MEASURABLES	SHORT TERM	LONGER TERM	ONGOING
<p>Nurture growth in the creative industries sector</p> <p>Utilise the workshop spaces for the creation of art</p> <p>With our RADO, provide opportunities for the professional development of artists</p>	<p>Provide community spaces that are accessible by artists, community and the wider creative industry sector</p> <p>Establish and publicise workshops in a way that will attract quality educators and encourage developing artists</p> <p>Workshops developed for all age groups and levels of ability and experience</p> <p>Work with our RADO to identify artist opportunities and assist with the implementation and support where appropriate</p>	<p>◆</p>		<p>◆</p>
<p>'Friends of the Gallery' and volunteer programs implemented</p>	<p>Enable the establishment of a 'Friends of the Gallery' program</p> <p>Establish a sustainable volunteer program</p>	<p>◆</p>		
<p>Nurture an inspiring community facility where locals can meet, socialise, and embed into their lifestyles</p> <p>Drive positive conversations surrounding the local creative community</p>	<p>Provide experiences to encourage for people to return regularly to the Precinct</p> <p>Continued dialogue and engagement with Mudgee Arts Precinct's digital platforms and external platforms</p> <p>Returning visitors from the local community and visitors outside our region</p>			<p>◆</p>

STRATEGIC PRIORITY 2

EXCELLENCE IN EXHIBITION PROGRAMMING

It is important that the Precinct strives to achieve excellence in exhibition programming via the foregrounding of artists of significant ability. This will inspire and delight our visitation whilst contributing to our overall reputation as a facility pushing the boundaries through contemporary art practice.

EXCELLENCE IN EXHIBITION PROGRAMMING: ACTIONS	MEASURABLES	SHORT TERM	LONGER TERM	ONGOING
<p>Aim for artistic vibrancy with work that challenges the status quo</p> <p>High calibre art that challenges traditional art practice</p>	<p>Funding bodies, such as the Australia Council, strongly focus on artistic vibrancy. We will also align ourselves with their vision</p> <p>The establishment of an engaging, provocative and inspirational program of artistic excellence</p>			◆
<p>A focus on innovative mediums</p>	<p>An emphasis on digital content, sound art or installation</p> <p>The inclusion of innovative art within our exhibition programs</p>			◆



STRATEGIC PRIORITY 3

ABORIGINAL ART AND CULTURE

Programming at Mudgee Arts Precinct will proudly exhibit Wiradjuri art and history and develop opportunities for further creative research, expanding upon our historical narrative in consultation with the local Wiradjuri community, where appropriate.

ABORIGINAL ART AND CULTURE: ACTIONS	MEASURABLES	SHORT TERM	LONGER TERM	ONGOING
Engage with appropriate Aboriginal Leaders to foster collaboration and advocacy Find ways to include the Wiradjuri voice during the opening events of Mudgee Arts Precinct	Engaging local Aboriginal arts leaders, curators and artists to lead with exhibition programming and participation by these individuals in the Precinct's activities and events	◆		
Protect, conserve and promote cultural and natural values of people and Country	Positive feedback from the local Wiradjuri community. Establish an ongoing relationship with the local Wiradjuri community		◆	
Encourage the appreciation and development of Aboriginal arts and cultural heritage through creative expression	Aboriginal exhibitions and events not limited to NAIDOC and National Reconciliation-related exhibition or events			◆
Develop an exhibition program that provides a creative platform for the Wiradjuri people of this region	Delivery of programs that celebrate and develop Aboriginal arts and artists, with work specifically by local Wiradjuri artists			◆
Work with the Aboriginal community and local historians to explore expanding existing research into the history of the region with a view towards reconciliation events	The continued highlighting of our Wiradjuri community within our exhibition program			◆

STRATEGIC PRIORITY 4

PUBLIC ART

Mid-Western Region has an established program of public art around the Mid-Western Region. It is particularly known for the Lawson Park Sculpture Walk which is the result of a long-term collaboration with Sculptures in the Garden and its artists.

PUBLIC ART: ACTIONS	MEASURABLES	SHORT TERM	LONGER TERM	ONGOING
Investigate and identify further suitable sites for public art initiatives	Suitable public art sites identified and prioritised		◆	
Develop partnerships with external agencies and the private sector to develop public art, both permanent and temporary, at key locations and events	More public art created and installed			◆
Improve the register and branding materials for public art for visitors to the region	Register of public art updated and collateral designed for the public art walks and events in the region			◆
Use creative arts and industries to celebrate our local character and identity in public space and facilities. Install local public art around the region.	More locally created public art installed			◆





STRATEGIC PRIORITY 5 EDUCATION

Mudgee Arts Precinct will develop an innovative platform of peripheral educational activities that supports the arts program and increases opportunities for the community to participate in arts and culture. We will expand and develop participatory cultural opportunities to enable new ways to enjoy the arts through learning opportunities at all age levels.

We will curate a more inclusive, accessible and diverse creative arts experiences for our community and visitors.

EDUCATION: ACTIONS	MEASURABLES	SHORT TERM	LONGER TERM	ONGOING
Encourage, support and promote new creative ideas that are emerging from arts and cultural practitioners	<p>Create educational programs that support participation in creative activities</p> <p>Regular meetings and engagement with the local arts community</p> <p>Increased audience participation with the Precinct's events and activities</p>			◆
Ensure events, venue and programs support accessible participation for all	Delivery of programs that support participation in creative activities		◆	
Develop a digital platform that provides new methods to engage with the arts and artists exhibiting at the Mudgee Arts Precinct	Development of a digital platform that provides new methods to engage with the arts and artists exhibiting at Mudgee Arts Precinct.	◆		
Engage with the community to plan for arts and cultural needs	<p>Delivery of a cultural plan</p> <p>Feedback from exhibitions to understand the level of engagement delivered by existing programming</p>	◆		

EDUCATION: ACTIONS	MEASURABLES	SHORT TERM	LONGER TERM	ONGOING
Work collaboratively with Community Services to target and improve well-being and support positive ageing through creative engagement	Programs delivered that target health, with new networks and participants identified			◆
Regularly renew and update website with cultural information	Website up to date with relevant arts and culture information.			◆





STRATEGIC PRIORITY 6

CREATIVE COLLABORATION

Collaborations are critical to the vitality of the arts and cultural sector. Working in partnership and building networks maximises creative, business and professional development opportunities through the sharing of expertise, skill sets and networks.

CREATIVE COLLABORATION: ACTIONS	MEASURABLES	SHORT TERM	LONGER TERM	ONGOING
Work with appropriate areas of Council to promote and incorporate creative arts' input into projects, services and new developments including tourism and events	Creative arts consideration incorporated in Council's flagships events planning, where applicable, in consultation with the Economic Development team			◆
Make best use of existing Council networks and strengths to promote community-based arts and culture events, programs and services	Community based arts and culture events, programs and services promoted in consultation with Corporate Communications team through Council media releases, for example			◆
Facilitate ongoing discussions with educational institutions with a view for collaboration opportunities and mentoring in creative arts activity in the region	Collaborative programs and activities taking place			◆
Engage with existing arts organisations and individuals to foster collaboration	Increase in programs and attendance by locals and visitors to the region Increase in number of organisations sharing the facilities of the Mudgee Arts Precinct			◆



STRATEGIC PRIORITY 7

ARTS FOR YOUNG PEOPLE

Mudgee Arts Precinct values the powerful and positive impact that arts and cultural participation can have on young people and young minds. We will work to broaden creative learning for young people, and encourage careers within the creative industries.

We will seek a deeper dialogue with young people about reshaping their cultural life, empowering them to contribute to our plans and priorities.

ARTS FOR YOUNG PEOPLE: ACTIONS	MEASURABLES	SHORT TERM	LONGER TERM	ONGOING
Support the development of creative programs for young people	Creative programs developed in consultation with educators			◆
Create opportunities for young local arts practitioners to participate in workshops and activities in arts and cultural facilities and public spaces	<p>Young arts practitioners regularly participating in workshops and activities in arts and cultural facilities and public spaces</p> <p>Marketing strategies for cultural facilities developed and implemented</p> <p>Partnerships with relevant stakeholders and collaborative programs implemented</p>			◆
Support and promote the local schools' HSC artworks through exhibitions and access to travelling exhibitions	Delivery of exhibitions, artists' workshops and educational events targeting students considering arts as a career			◆



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