

ALICE SPRINGS
TOWN COUNCIL
ARTS AND CULTURAL POLICY
2017 - 2021

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ALICE SPRINGS TOWN COUNCIL ARTS AND CULTURAL POLICY 2017 - 2021



Adopted by Alice Springs Town Council at its Ordinary Meeting held 27 February 2017.



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Acknowledgement of Country and Traditional Owners

The Alice Springs Arts and Cultural Policy respectfully acknowledges the past and present traditional owners and custodians of Mparntwe (the Alice Springs area).

The Alice Springs Arts and Cultural Policy carries a commitment of working together with the Central Arrernte people.







Foreword

I welcome the release of the Alice Springs Town Council Arts and Cultural Policy. The document recognises the value and importance of investing in arts and culture for their significant contribution to a resilient and prosperous community. Investment in the arts is investment in a connected, interesting, enjoyable and more liveable Alice Springs.

Alice Springs Town Council recognises and celebrates the diversity of the creative sector, which embraces the rich heritage of Aboriginal and Torres Strait Islander peoples as well as the cultures of those from around the world who have made their home here in Alice Springs.

The Alice Springs Town Council Arts and Cultural Policy supports the building of an inclusive and sophisticated community that makes the town a vibrant place to live and visit. Tourism is a major employer and key contributor to the Northern Territory economy. Alice Springs' competitive strength as a destination is in providing visitor experiences which deliver a unique blend of nature and culture.

Arts and culture can be transformative for both creators and audiences, playing a key role in fostering greater understanding of others and harmony within the community, as well as contributing to broader health, educational and economic outcomes.

It is our vision that Alice Springs be recognised as a creative and vibrant town, rich in arts, cultural heritage and creative industries.

Culture belongs to us all. The Alice Springs Town Council Arts and Cultural Policy is about fully embracing arts and culture as a part of everyday life in our community. I invite you to be a part of it.



Damien Ryan,
Mayor of Alice Springs







Introduction

The arts, cultural heritage and creative industries are fundamental to Australia's identity as a society and nation; and increasingly to the success of our national economy.

In 1994 the first Commonwealth cultural policy in Australia's history, *Creative Nation*, was released by the then Prime Minister Paul Keating. Its initial impact was significant, with a commitment of \$252 million over four years to the arts and cultural industries in Australia.

Creative Nation's legacy in Australian life since then has been nothing short of profound. Creative Nation changed the way Australians saw themselves and their place in the world. Most notably, the policy document reframed the cultural industries in economic and social terms.

Today more than ever before in communities all around Australia, people are engaging with arts and culture – making, commissioning and participating in a wide range of activities. People are seeking out and creating cultural expression, with increasing levels of skills and knowledge. They are telling their stories in a myriad of ways, in words, on screen, with music, on stage and with images and objects – adding to the richness of our cultural life and identity.

Creative Australia, Australian Government 2013

In places that have a significant land-based economy, such as the Northern Territory and Western Australia, local governments are prioritising arts and cultural activities because they can increase social capital through facilitation of community development outcomes. This is particularly important as families look for places that have a strong sense of community and investors look for places that are safe, stable, innovative and likely to attract skilled labour, as well as aspirational consumers.

At a local government level, social capital improves community confidence, heightens community participation rates, enhances wellbeing, reduces crime and improves economic prosperity.

Knack, S, *Social Capital and the Quality of Government: Evidence from the States*, American Journal of Political Science, Vol 46, 2002.

To enhance the cultural and economic vibrancy of Alice Springs, Alice Springs Town Council was supported by the Northern Territory Government through Arts NT to develop this Arts and Cultural Policy and accompanying Arts and Cultural Plan 2017 - 2021.

Alice Springs Town Council's overarching vision for Alice Springs is:

A vibrant and growing community that embraces its diverse cultural heritage, its unique identity and living environment.

Alice Springs Town Council Strategic Plan 2013 - 2017

Arts and culture is central to the achievement of this vision. Although it is not the intrinsic role of Alice Springs Town Council to produce cultural and creative expression, the Council does have an essential role in enabling the arts to flourish, whilst supporting broad community access to arts and cultural experiences through investment, facilitation and advocacy.



The Alice Springs Town Council Arts and Cultural Policy contributes goals outlined in the Alice Springs Town Council Strategic Plan 2013 - 2017.

Goal 1: A growing and dynamic economy

Goal 2: A harmonious and healthy community actively engaged in recreation, arts and culture

Goal 3: A town at the forefront of sustainable management & protection of its natural & built environment

Goal 4: A town developed with the desired infrastructure of its residents whilst reflective of its unique character

Goal 5: A community with a perception of high public safety

The Alice Springs Town Council Arts and Cultural Policy was developed through an extensive process including a two-part consultation process, background research, consideration of industry best practice and an analysis of current trends and challenges.

Engagement with the wider community provided an opportunity for open dialogue with the arts and culture sector, education institutions, local business, local and Territory government agencies, indigenous organisations and the wider community.

Alice Springs Town Council is taking a strategic leadership role to create a supportive and productive environment for artists of all backgrounds, working across all art forms, in Alice Springs.

Investment in the arts is investment in a connected, interesting, enjoyable and more liveable Alice Springs.







About Alice Springs Town Council



GOVERNANCE

The Alice Springs Town Council was established 1 July 1971 and consists of a Mayor and eight Councillors. Elections are held every four years. Council currently operates a Civic Centre, Library, Depot, Regional Waste Management Facility as well as Alice Springs Aquatic and Leisure Centre.

The Alice Springs Town Council executive team has a Chief Executive Officer and three Directors overseeing the Council in its entirety and the following directorates:

- Technical Services
- Corporate and Community Services
- Finance

The Corporate and Community Services Directorate has five Managers who oversee the following departments:

- Human Resources
- Community and Cultural Development
- Library Services
- Rangers
- Alice Springs Aquatic and Leisure Centre

Community and Cultural Development Department

The Community and Cultural Development department commissioned the Alice Springs Town Council Arts and Cultural Policy.

The department has staff including the:

- Community and Cultural Development Manager
- Healthy Communities Coordinator
- Community Projects Officer
- Community Development Officer
- Youth Services Officer

The mission statement for the Community and Cultural Development department is:





To improve the lifestyle and health of the Alice Springs community by developing and supporting initiatives and social infrastructure that engages directly with the community and supports these aims.

The Community and Cultural Development department delivers this mission by:

- Establishing community networks
- Assisting in the development and the implementation of community projects/events
- Working with the community to develop responses to applicable issues
- Delivering a comprehensive Community Grants Program
- Promoting, developing and incubating the evolution of a vibrant local arts and cultural industry
- Providing a range of community events
- Supporting community and youth development strategies and initiatives
- Maintaining a Healthy Communities Program
- Supporting the development of seniors events and programs
- Supporting the employment of a Youth Services Officer

Alice Springs Town Council Collections

Public Art Collection of Alice Springs

Alice Springs Town Council owns a collection of public art that will be documented in the Alice Springs Public Art Register. Alice Springs Town Council manages and conserves this collection.

Alice Springs Town Council Art Collection

Alice Springs Town Council owns a collection of art, including art acquired and gifted to the Council by the Alice Springs Art Foundation and Central Australian Art Society, as a part of their national acquisitive art awards.





About Alice Springs

COMMUNITY PROFILE

Alice Springs occupies an exclusive position in Australia and the world. It lies in the centre of the Australian continent and is seen as the heart of the country. The great Australian outback is the great Australian frontier; an emotive part of the 'global imagery' of the Australian nation. We are amongst one-third of Australians living in rural, regional and remote areas.

Alice Springs is one of Australia's most famous outback towns. Located in Central Australia, Alice Springs has a population of approximately 30,000 and is set in a vast and ancient arid landscape that features stunning mountain ranges, valleys, gorges, dry river systems, deserts and saltpans. Alice Springs also boasts a casino, convention centre, desert park, botanical gardens and cultural precinct featuring three art galleries, a museum and a 500 seat theatre. Alice Springs enjoys excellent sporting and recreational facilities including one of the world's top 10 desert golf courses and the only public indoor aquatic and leisure centre in the Northern Territory.

The Arrernte people are the Traditional Owners and Custodians of Alice Springs



(Mparntwe) and they maintain a strong presence in Alice Springs. The Eastern and Central Arrernte people live in Central Australia; their traditional land includes the area of Alice Springs and East MacDonnell Ranges. Their neighbours are the Southern Arrernte, Luritja, Anmatyerr, Alyawarr and Western Arrernte people. The Arrernte language has five dialects: South-eastern, Central, Northern, Eastern and North-eastern.

Alice Springs, renowned for its cultural and geographic history and diversity, was singled out by leading demographer Bernard Salt as one of the country's most cosmopolitan and vibrant towns. He noted that the Alice Springs suburb of Desert Springs has the highest concentration of Americans of any single place on the Australian continent.

The 2011 census showed that new migrant communities are changing the face of Alice Springs. About one in five people who live in Alice Springs were born overseas. The number of residents from India, the Philippines, Zimbabwe and New Zealand is growing rapidly whilst migration from the traditional source nations such as the UK and the USA is declining.

Nearly 1200 overseas migrants became residents of Alice Springs between 2006 and 2011. In 2011, overseas-born residents comprised 20 percent of the town's population, thus equalling the proportion of Indigenous residents. This growth in overseas-born residents (up from 15 percent in 2001) was very much a town-based phenomenon with little overseas-born settlement in the surrounding region over the same period.



Alice Springs is a town of many contrasts and opportunities, with a culturally diverse population made up of:

- Indigenous people from many language groups
- People born overseas in both English speaking and non English speaking countries
- Long term residents from many different backgrounds
- People from all parts of Australia who stay for relatively short periods of time
- Local, domestic and international visitors.

Alice Springs has a relatively young population with a high percentage of youth and young parents and...a growing number of people over 50 years of age.

In addition, the life chances of residents in Alice Springs vary greatly. There are professional two income couples, single parents without an income, young people who are unemployed, people living in hostels or supported accommodation, Indigenous residents living in town camps.

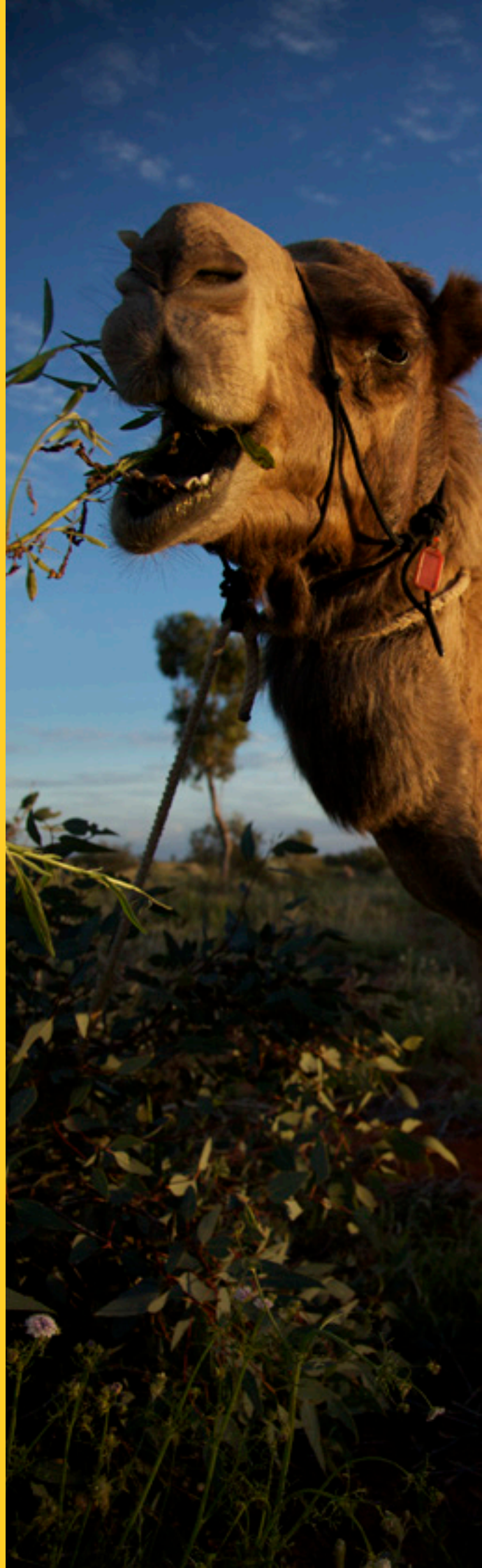
Extract from the *Alice Springs Access Policy and Action Plan*

The Northern Territory has the lowest proportion of Indigenous children achieving minimum standards of reading, writing and numeracy with more than 60% of Indigenous students in Year 5 in the Northern Territory achieving below the national minimum standard in reading, numeracy, spelling, and grammar and punctuation.

Closing the Gap 2015 Report, Department of the Prime Minister, Australian Government.

These factors affect equitable access to life opportunities.

There is a considerable body of international research into neurological function and cognitive development which substantiates what many teachers, artists and parents have intuitively known for a long time; the arts are critical to education and learning. The arts are basic to a child's personal, emotional, social and civic development.





ECONOMIC DRIVERS

Alice Springs acts as a regional centre with an economy based on tourism, arts and recreation, transport and health, construction, agricultural industries, mining and defence. Tourism, health, and mining are forecast to grow in the near future.

Alice Springs is an important service and industry hub for the whole of Central Australia, with connections to road, rail and air transport services.

In the 2011 census, 17,674 people were recorded in employment. Of these 549 people were employed in arts and recreation services and 499 were employed in the mining industry, whilst 3040 were employed in public administration and safety and 2481 in the health care and social assistance industries.

At \$54 450, the average income in the Central Australia region is lower than the NT average (\$59 342). This can largely be attributed to the labour intensive service sectors associated with the accommodation, retail, construction, public administration and health care sectors. The average cost of a basket of goods in Alice Springs is comparable with Darwin, but cheaper than Katherine and Nhulunbuy.

The Central Australia region contributes an estimated 18 per cent (\$2.9 billion) of the Northern Territory Gross State Product. Of this, the largest industry sectors are Mining (\$552 million), Construction (\$313 million) and Health care and social assistance (\$240 million). In 2011 the Gross Regional Product (GRP) of arts and recreation services in Alice Springs was \$44 million.

Alice Springs Region, Economic Profile, At a Glance, Northern Territory Government.

Nationally, cultural and creative activity is estimated to have contributed \$86 billion (6.9%) to Australia's Gross Domestic Product (GDP) in 2008 - 09. This is around half that of mining, financial and insurance services and rental hiring and real estate services - the three biggest contributors. So from national statistics, creative activity continues to contribute to the economy.

It is worth noting that the publication *Alice Springs Region, Economic Profile, At a Glance* (quoted above) does not reference any of the arts and cultural facilities present in Alice Springs in its profiling of services and facilities and the definition of 'arts and recreation' is not supplied. This may mean that local and national measures are not consistent.

PIONEER HISTORY

Alice Springs is known for the personality of its locals, Indigenous arts and culture, its desert landscapes and unique history.

The Arrernte people were the first inhabitants of this region, and Alice Springs was built on the land the Arrernte people call Mparntwe. According to the Arrernte people Mparntwe is where caterpillar beings originated and where mountain ranges were formed by wild-dog fights. There are many sites of traditional importance in and around Alice Springs, such as Anthwerrike (Emily Gap), Akeyulerre (Billy Goat Hill), Ntaripe (Heavitree Gap), Atnelkentyarliweke (Anzac Hill) and Alhekulyele (Mt Gillen).

During 1861 and 1862, John McDouall Stuart led an expedition through Central Australia, to the west of what later became Alice Springs, thereby establishing a route from the south of the continent to the north. In 1888, Mparntwe was called Stuart after explorer John McDouall Stuart and for the next 20 years the European population did not rise above 30 people.

On 11 March 1871 an Overland Telegraph Line surveyor, William Mills, discovered a waterhole and named it Alice Springs after the wife of Charles Todd, the Superintendent of Telegraphs for South Australia. The area adjacent to the waterhole was established as a repeater station and the final join in the Overland Telegraph Line was made on 22 August 1872.

During the early 1870s pioneering cameleers played a vital role in exploration and helped construct the Overland Telegraph Line. Known as 'Afghans', the cameleers came mainly from the arid hills and plains of Baluchistan, Afghanistan and the northwest of British India (today's Pakistan). In recent decades, events such as the Camel Cup Races pay homage to this distinctive part of Alice Springs' history.

Pastoral leases were taken up in the district and after a ruby rush (which were in fact garnets) and the discovery of gold at Arltunga, drovers, miners and others flocked to the area. The South Australian Government administered the Northern Territory until 1911, when control was relinquished to the Federal Government, which also took responsibility for the long-planned transcontinental railway to Darwin.

In 1933 the Governor General proclaimed the township as Alice Springs. In 1937, electricity was first reticulated through the town. In 1938, Albert Namatjira held his first exhibition in Alice Springs and went on to become one of Australia's most famous Aboriginal landscape artists and the first Aboriginal painter to gain international recognition.





World War II had a profound impact on the town of Alice Springs. Following the bombing of Darwin in 1942, Alice Springs effectively became the civilian capital of the Territory, as government departments were relocated to the town from Darwin. Military personnel numbers increased to about 8000 at the height of the war effort and the need to accommodate such growth in the town's population saw infrastructure developed which eventually underpinned the town's post war growth and prosperity.

During the 1960s and 70s there was a severe drought that had a huge impact on the pastoral industry. Despite that, tourists still flocked to the town with 38,000 tourists visiting Alice Springs between 1966 and 1969.

The social, economic and cultural boom continued into the 1970s. The first Mayor was appointed in 1971 and the early 1970s saw what leading art critic Robert Hughes referred to as 'the last great art movement of the 20th century' - the emergence of 'dot' paintings by Indigenous men from the western deserts of Central Australia. Prior to this, anthropologists collected most cultural material, but that all changed at a place called Papunya, 240 kilometres northwest of Alice Springs. In 1971 school teacher, Geoffrey Bardon, encouraged some of the men from the community to paint a blank school wall. The murals sparked tremendous interest and in 1972 the artists successfully established their own company.

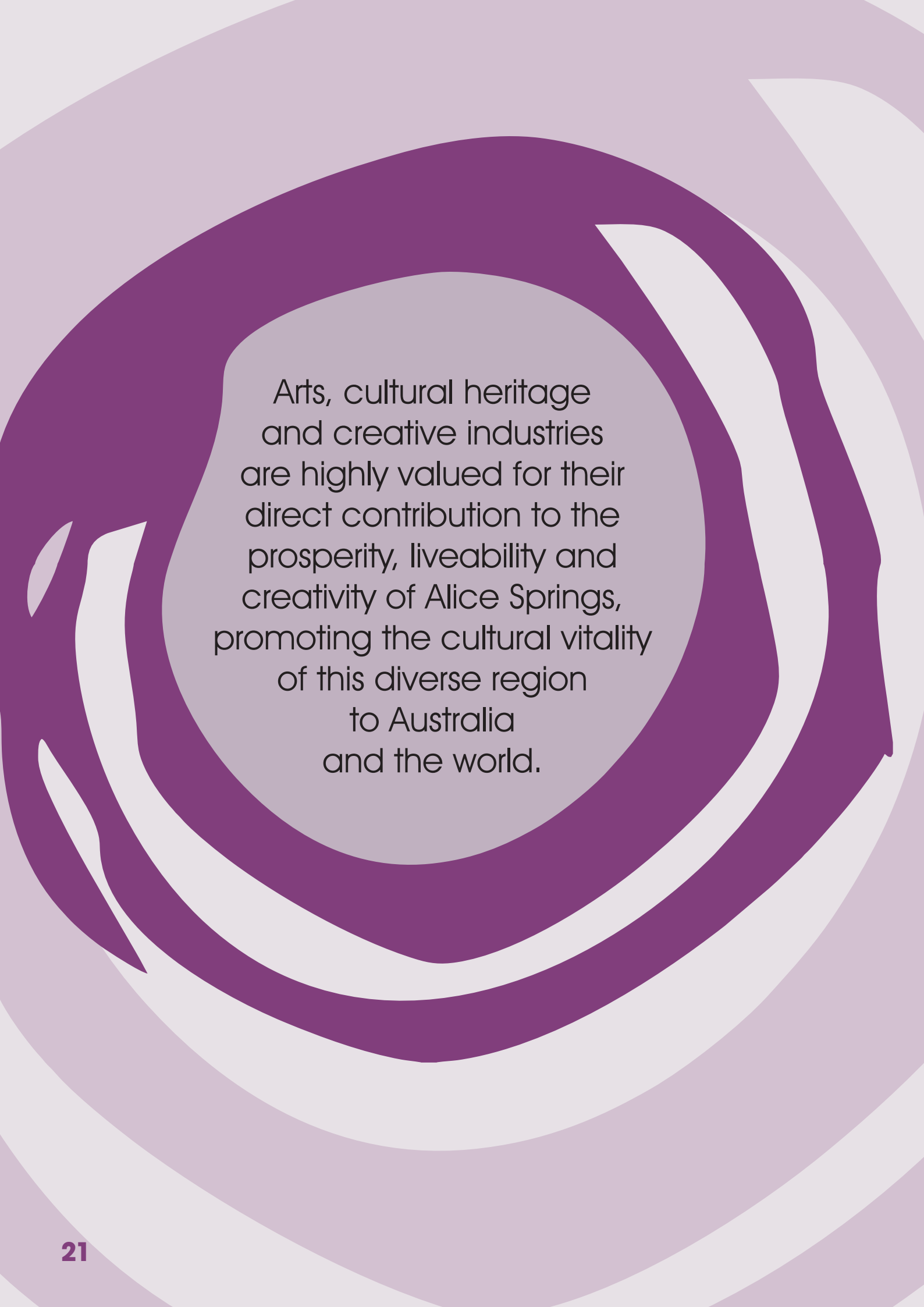
During 1978 the Northern Territory was granted self-government and the Aboriginal Sacred Sites Act was enacted.

In 1984, the Governor General opened the Araluen Arts Centre, which is the major arts and cultural facility in Alice Springs. Originally Alice Springs Town Council ran this centre, but management was handed over to the Northern Territory Government during the 1990s.

In 1996 the Alice Springs Desert Park opened. Tourist numbers continued to rise. Between 1997 and 1998 over 230,000 people visited Alice Springs.

Today art centres continue to provide economic, social and cultural benefits. They are community-based enterprises, owned and managed by Aboriginal people in their communities.

Currently, there are 39 art centres in the region that are represented by Desert Inc. whose headquarters are in Alice Springs. Collectively the 39 art centres represent approximately 8000 artists, from 16 distinct language groups spread across the central desert region of Australia.

The background of the page features a series of concentric, organic shapes in shades of purple and white, creating a swirling, tunnel-like effect. The text is centered within the innermost, lightest purple circle.

Arts, cultural heritage
and creative industries
are highly valued for their
direct contribution to the
prosperity, liveability and
creativity of Alice Springs,
promoting the cultural vitality
of this diverse region
to Australia
and the world.



Vision

Alice Springs is defined by its vibrant arts, cultural heritage and creative industries that are born out of its unique history and diversity, including being home to some of the oldest continuing living cultures on earth.

The Alice Springs Town Council Arts and Cultural Policy will provide strategic direction in making arts and culture an intrinsic part of the character, economy and appeal of Alice Springs. The Arts and Cultural Policy will support and guide future Council decisions in relation to arts and cultural programs, facilities and investments.

Alice Springs embraces the indelible heritage of Indigenous peoples, the legacy of British settlement and the enthusiasm of establishing a new township. It continues to welcome a diversity of cultures from around the globe who call Alice Springs home.

The Alice Springs community is one of immense cultural richness, which respects and supports people of all ages, backgrounds and abilities.

Culture can be recognised as a strategic asset. The Alice Springs Town Council Arts and Cultural Policy outlines a vision to value and enhance the cultural resources of Alice Springs in order to contribute to a liveable, healthy and safe town.

Six cultural resources were identified during the consultation process. These cultural resources are valuable assets to the Alice Springs community and are integral to developing and sustaining a healthy cultural life.

- Landscape
- Indigenous arts and culture
- Heritage and history
- Local stories
- Cultural and linguistic diversity
- Local artists and creatives

LANDSCAPE

Appreciation and connection to place and landscape is an essential and unifying factor in Alice Springs' community life. The natural environment has always inspired creativity and connection to place.

Support of creative initiatives and projects that acknowledge, respect and interpret the rich and diverse heritage of the region, including local storytelling, was identified as central to building community in Alice Springs.

INDIGENOUS ARTS AND CULTURE

Understanding the importance of Indigenous arts and culture as integral to the identity of the community and region, is essential to raising awareness and understanding in order to become a more tolerant community.

HERITAGE, HISTORY AND LOCAL STORIES

Primary importance was given to creative expressions that explored stories of people and place, celebrated history and cultural heritage, including the special role of Arrernte people as the First People of this region.

CULTURAL AND LINGUISTIC DIVERSITY

Embracing the cultural and linguistic diversity of Alice Springs and forging connections between cultures is a dynamic way to build a more cohesive community.

LOCAL ARTISTS AND CREATIVES

Creative opportunities and professional development are crucial for the talented people, organisations and enterprises who ensure an innovative and dynamic creative sector and the vitality of Alice Springs.

Extending the reach and impact of existing arts and cultural initiatives that express the town's unique identity, including broad community participation, is a priority.

Participation in creative activities that enable expression of the region's unique identity across a variety of precincts and public locations within the municipality, is a priority.

In developing and adopting this policy and accompanying action plan, Council is taking a leadership and facilitation role to create a supportive and productive environment for artists of all backgrounds, working across all art forms, in Alice Springs.





Values





The Alice Springs Town Council Arts and Cultural Policy is guided by the following values:

PEOPLE AND PLACE

Valuing the diverse and distinctive abilities, skills and expressions of local artists and creative practitioners is key to understanding what can be achieved and how opportunities might shape and develop the local economy. Enabling the stories of local people and local places to be recognised and celebrated is integral to strengthening community identity. Increasing the accessibility of local places and celebrating Alice Springs' heritage will promote connection and belonging.

DIVERSITY

The diverse cultures, ethnicities, languages, heritage, artists and art forms that exist together in Alice Springs is what sets this town apart from the rest of Australia. Being able to connect with this plurality and forge connections between cultures will build a more cohesive community. The diverse life chances of residents in Alice Springs must be considered, as well as the different ways people engage with the arts. This will ensure broad community access to arts and cultural experiences, facilities, services and recreation.

ACCESSIBILITY

Access to arts and cultural activity is integral to developing community and individual wellbeing, community cohesion and lifelong learning. Like sport, the arts has the potential to enable many people to have ownership in the making, presenting and supporting of their community. By supporting the arts to flourish and facilitating broad community access to arts and cultural experiences we will enrich understanding across the community and build civic pride. Economic, physical, cultural, communication and attitudinal barriers to participation in the arts must be considered.

QUALITY

A thriving, innovative and diverse creative community produces quality art – art that is unique, distinctive and the very best it can be. Leadership, advocacy and good connections between the town's arts and cultural sector and potential audiences (in the region, across the nation and the world) can be achieved through cross-sector partnerships, policy and planning. Quality arts and cultural events and experiences will protect and celebrate Alice Springs' points of difference, ignite imaginations, inspire and realise creative ambitions, encourage cultural leadership and cultivate diverse participation.



Policy components



ARTS

The arts encompass creative pursuits across all disciplines related to art development, experience and enjoyment.

This will include: visual arts and crafts; literature; music in all forms; theatre; musical theatre and opera; dance in all forms; other performing arts such as circus, comedy and puppetry; festivals; exhibitions; Aboriginal and Torres Strait Islander arts; media art; multi-arts; design; public art; wearable art and bespoke fashion; community arts and cultural development; emerging and experimental arts; film; digital media; print media; stories; heritage and collections in cultural institutions such as libraries, museums and archives.

In addition, traditional forms of cultural practice are considered part of this definition. It must also be noted that traditional cultural practice can develop into contemporary art practice. Emerging art forms, such as those using new media and new technology, provide further opportunities for engaging Alice Springs' diverse communities.

CULTURE

Culture is more than the arts, but the arts play a unique and central role in its development and expression.

Culture is created by us and defines us.

It is the embodiment of the distinctive values, traditions and beliefs that make being Australian in the 21st century unique, democratic, diverse, adaptive and grounded in one of the world's oldest living civilisations.

Creative Australia, Australian Government 2013

CULTURAL HERITAGE

Cultural heritage is passed on from generation to generation, including customs, practices, places, objects, artistic expressions and values. Our cultural heritage, both tangible and intangible, is crucial to allowing us to understand and reflect on where we came from and to imagine how we would like things to be in the future.

CREATIVE AND CULTURAL INDUSTRIES

The 2008 Cultural Ministers Council report *Building a Creative Innovation Economy*, identifies the 'creative industries' as follows:

- Music and performing arts
- Film, television and radio
- Advertising and marketing
- Software development and interactive content
- Writing, publishing and print media, and
- Architecture, design and visual arts.

In addition, the following are known as cultural industries:

- Print media
- The preservation, protection and sharing of knowledge, and
- Stories, heritage and collections made available to the public in galleries, libraries, theatres, cultural venues, training institutions and increasingly online and broadcast.

There is no universal agreement about the composition of the creative and cultural industry sectors. Definitions vary from nation to nation according to cultural traditions. Both the creative and cultural industries employ a range of creative and business skills for commercial production purposes and may include industrial functions for manufacturing and distribution.

ARTISTS

Artists usually demonstrate two or more of the following elements:

- Refined skills in creative interpretation and imaginative conceptualisation that result in the creation of artwork
- Demonstrated professional standing through performances, exhibitions, commissions, awards and prizes and is considered an artist by their peers
- Specialist training within their field (not necessarily in academic institutions)
- Involvement in the creation of original art as a profession
- Development, refinement and evolution of their practice by engaging with contemporary social issues and contemporary arts movements, styles and processes

CREATIVE OCCUPATIONS

Occupations in the creative and cultural industries include artists, creative producers, industrial designers, arts managers, event producers, writers, craftspeople, cinematographers, architects, game designers, musical producers, scriptwriters, digital designers, film editors, audio engineers, curators, archivists, software developers and many more.





Policy Integration

ALICE SPRINGS TOWN COUNCIL

The Alice Springs Town Council Arts and Cultural Policy builds on the following strategic Council planning documents including:

- Alice Springs Town Council Strategic Plan 2013 - 2017
- Alice Springs Town Council Recreation Policy
- Alice Springs Town Council Open Space Revitalisation Policy
- Alice Springs Town Council Public Art Policy
- Alice Springs Town Council Access Policy
- Alice Springs Town Council Community Development Grants Scheme Policy

LOCAL GOVERNMENT

The Alice Springs Town Council Arts and Cultural Policy considers the following Local Government frameworks and policies:

- The Northern Territory Local Government Act provides the legislative framework on the role, function and objectives of all councils in the Northern Territory.
- The Alice Springs Town Council Arts and Cultural Policy stems from Alice Springs Town Council's active role in promoting the social, economic, environmental and cultural wellbeing of Alice Springs.
- The Alice Springs Town Council recognises that climate change is likely to have a significant and increasing impact on the landscape and health of Alice Springs and the region. The Alice Springs Town Council Arts and Cultural Policy is aligned

with the Local Government Association of Northern Territory (LGANT) Climate Change Policies, endorsed by Alice Springs Town Council in 2015.

NORTHERN TERRITORY GOVERNMENT

The Alice Springs Town Council Arts and Cultural Policy responds to Northern Territory Government policies and plans including:

- Northern Territory Compact Urban Growth Policy
- Northern Territory Government Framing the Future
- Northern Territory Government Economic Development Plan
- Northern Territory Government Tourism NT Vision 2020: Northern Territory's Strategy For Growth
- Alice Springs Regional Land Use Plan prepared by the NT Planning Commission.



AUSTRALIAN GOVERNMENT

The Alice Springs Town Council Arts and Cultural Policy references relevant strategic Australian Government agreements and initiatives:

- The National Arts and Culture Accord (Australian Intergovernmental Agreement) which provides a framework for Australian, state, territory and local governments to work together to support Australia's artists, creators, cultural institutions and creative industries to ensure Australians have access to our rich and diverse creative culture wherever they live.
- The National Indigenous Reform Agreement (NIRA) is an intergovernmental agreement that provides an integrated framework for Closing the Gap. The NIRA states that 'efforts to Close the Gap in Indigenous disadvantage must recognise and build on the strength of Indigenous cultures and identities'.
- Indigenous Economic Development Strategy 2011 - 2018 provides a framework for Indigenous economic development across five key areas: education and building individual capacity; creating sustainable job opportunities; supporting business and enterprise development; financial security and independence; and strengthening these foundations to provide an environment that supports Indigenous economic development.

INDIGENOUS CODES AND PROTOCOLS

The Alice Springs Town Council Arts and Cultural Policy endorses the following Indigenous protocols:

- The Indigenous Art Code (the Code) provides standards for commercial dealing with Indigenous visual artists; a benchmark for ethical behaviour; and greater certainty for consumers that the artworks they purchase are generated through ethical processes.
- The Indigenous Cultural Protocol Guides published by the Australia Council:
 - [Protocols for Producing Indigenous Australian Music](#)
 - [Protocols for Producing Indigenous Australian Writing](#)
 - [Protocols for producing Indigenous Australian Visual Arts](#)
 - [Protocols for Producing Indigenous Australian Media Arts](#)
 - [Protocols for Producing Indigenous Australian Performing Arts](#)

INTERNATIONAL CULTURAL COVENANTS

The Alice Springs Town Council Arts and Cultural Policy aligns with the United Nation's Declaration on the Rights of Indigenous Peoples and the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions.







Evaluation and Review

The Alice Springs Town Council Community and Cultural Development department commissioned the Alice Springs Town Council Arts and Cultural Policy and has responsibility for the implementation and evaluation of the Alice Springs Town Council Arts and Cultural Plan 2017 - 2021.

The Alice Springs Town Council Arts and Cultural Plan 2017 - 2021 outlines a framework and timeline for delivering actions around five key themes:

1. Places and spaces
2. Partnerships
3. Promotion and advocacy
4. Community and artist development
5. Access and participation

Under each theme, there is a clear objective and multiple strategies to be implemented through a series of short, medium and long-term actions.

Over the next five years, review and evaluation of the Alice Springs Town Council Arts and Cultural Plan 2017 - 2021 will be based on the following cultural vitality and key performance indicators:

- The presence of opportunities for participation, including marketing strategies, promotional activities and public programs, including print media, web based and social media.
- The level of participation in arts and cultural activity, including audience attendance, employment and participation of NT artists, local arts workers and volunteers.
- The support for arts and cultural activity including evidence of additional and existing partnerships and in-kind support, art forms and new initiatives supported, artist collaborations, networks, partnerships and exchanges between key stakeholders.
- The impacts on communities and economies, including audience attendance, art forms, new initiatives, venues, infrastructure and spaces utilised to deliver programs and evidence of additional and existing partnerships.









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