



THE FOUR PILLARS OF SUSTAINABILITY

- Economic Viability
- Environmental Responsibility
- Social Equity
- Cultural Vitality

COUNCILS - COMMUNITIES – CULTURES

- A question of values - culture, inclusion, diversity, and democracy
- Creative approaches to nurturing community health and wellbeing
- Creativity and community engagement
- Indigenous culture - land culture and community
- Cultural policy and the 'triple bottom line' - the challenge of integration
- Interrogating the Arts / Culture split
- Place management, urban design and neighbourhood renewal
- Festivals and events - balancing cultural and economic imperatives
- Yesterday's news: animating heritage today



PROGRAM

MONDAY 29 NOVEMBER 2004

Start	End	Session Title & Presenter(s)
9:00	9:15	WELCOME Including welcome songs by Kutcha Edwards and Dave Arden Conference Facilitator: Sue Natrass A.O., Cultural Consultant
9:15	9:45	THE FOURTH PILLAR REVISITED - KEY QUESTIONS ABOUT CULTURAL SUSTAINABILITY Jon Hawkes
9:45	10:20	A GREAT, NEW, REVITALISING IDEA? Professor Donald Horne
10:20	10:50	THE GARMA FESTIVAL: AN INDIGENOUS CULTURAL PERSPECTIVE Joe Neparrnga Gumbula
11:15	11:45	CULTURAL SUSTAINABILITY AND THE NATIONAL AGENDA Jennifer Bott, CEO, Australia Council
11:45	1:00	THE FOURTH PILLAR IN THREE COUNTRIES Penny Eames, Managing Director, PSE Consulting Richard Holt, Cultural Vitality Project Officer, City of Port Phillip Judy Spokes (Cultural Development Network) on behalf of Yazmine Laroche, Cities Secretariat, Canada
2:00	2:10	PERFORMANCE FROM RAWCUS' PRODUCTION 'SIDESHOW' John Tonso & Nick Pappas
2:15	2:45	ALIVE TO STORIED LANDSCAPES: STORYTELLING, SENSE OF PLACE & SOCIAL INCLUSION Dr Martin Mulligan, Globalism Institute, RMIT University
2:45	3:15	NEIGHBOURHOODS TALKING: GRAFFITI, ART AND THE PUBLIC DOMAIN Dr Christine Dew, La Trobe University
3:45	4:15	SHIFTING GROUND: NEGOTIATING VALUES IN A GENTRIFYING COMMUNITY June Moorhouse, Moorhouse Consulting
4:15	4:45	RESTRUCTURING COMMUNITIES: ECONOMIC & SOCIAL POLICIES FOR A DIFFERENT SOCIETY Dr Onko Kingma, Director, Capital Agricultural Consultants Pty Ltd (CapitalAg)

OPTIONAL ACTIVITIES

5.00	6.00	Community Music, A Participatory Event 'Practicing What We Preach' Fay White, with the assistance of Jon Hawkes, will lead a session of group sound-making that will tangibly demonstrate the compelling attraction of voices in concert. Your voices. Location: Swanston Hall, Melbourne Town Hall
5.30		HereSpray: Children / Art / Graffiti / Public Space An Exhibition Preview and informal discussion A collaboration between street artists and young children produced by the City of Melbourne through its Community Cultural Development Program Location: City Library Gallery – 253 Flinders Lane, Melbourne

TUESDAY 30 NOVEMBER 2004

- 9:00 9:15 WELCOME AND REVIEW OF DAY 1
Conference Facilitator: Sue Natrass A.O., Cultural Consultant
- 9:15 9:45 THE CULTURAL JOURNEY
Anne Dunn, Consultant, arts, communities and organisations
- 9:45 10:15 THE SPACES BETWEEN THE PILLARS OF SUSTAINABILITY
Marla Guppy, Cultural Planner, Guppy and Associates
- 10:15 11:00 FOUR PILLARS IN PRACTICE AT THE CITY OF PORT PHILLIP
David Brand, Former Councillor, City of Port Phillip
Sally Calder, Director, Community and Cultural Vitality, City of Port Phillip
- 11:00 11:15 'HEALTH IN PUBLIC SPACES' REPORT LAUNCH
Dee Basinski Senior Project Officer, Mental Health and Wellbeing Unit, VicHealth
John McLeod, author and evaluator

PARALLEL WORKSHOP SESSIONS

- 11:30 12:45 Workshop 1: ANIMATING HERITAGE
Room 1: Swanston Hall, Ground Floor
Christine Burton, Senior Lecturer in Arts Management, Faculty of Business, University of Technology, Sydney
Malcolm McKinnon, Artist
Jared Thomas, Nukunu Peoples Council
Dr Elaine Lally, Centre for Cultural Research, University of Western Sydney
Tiffany Lee-Shoy, Regional Cultural Planning Coord., Western Sydney Regional Organisation of Councils
Facilitator: Sarah Edwards, Coordinator Outreach Program, Museum Victoria
- 11:30 12:45 Workshop 2: THE CULTURE OF PLACES
Room 2: Yarra Room, Second Floor
Monir Rowshan, Living Streets Coordinator, Liverpool City Council
Susan Conroy, Cultural Planner
Craig Christie, No Mates Productions
Gay Bilson, Creative Consultant, Eating the City Project
Facilitator: Dr Martin Mulligan, Globalism Institute, RMIT University
- 11:30 12:45 Workshop 3: HEALTH AND WELLBEING
Room 3: Supper Room, Third Floor
Clare Meyers, Social Policy Officer, City of Wanneroo
Dr Susan Thompson, Associate Professor, Faculty of the Built Environment, UNSW
Linda Corkery, Landscape Architect and Head of School, Faculty of the Built Environment, UNSW
Deborah Miles, Acting Program Manager, Regional Arts Queensland
Glenda Masson, Senior Planning Officer, Community Renewal, Queensland Department of Housing
Facilitator: Deborah Mills,
- 11:30 12:45 Workshop 4: ARTS / CULTURE: NEXUS AND SEPARATION
Room 4: Condell Room, First Floor
Marla Guppy, Cultural Planner, Guppy and Associates
Matthew Ives, Community Arts Officer, Port Adelaide Enfield Council
Suzy Stiles, Team Leader, Arts and Cultural Development, City of Marion
Pat Zuber, Senior Advisor Cultural Services, Redland Shire Council
Facilitator: June Moorhouse, Moorhouse Consulting
- 11:30 12:45 Workshop 5: ARTPLAY SITE VISIT / CITY OF MELBOURNE CULTURAL PROGRAMS
Location: Off Site – meet at registration desk.
Simon Spain, Manager, Artplay
Morris Bellamy, Manager, Arts & Culture, City of Melbourne

TUESDAY 30 NOVEMBER 2004 - CONTINUED

- 1:45 2:45 Panel 1: FESTIVALS AND COMMUNITY INVOLVEMENT
 Room 1: Swanston Hall, Ground Floor
 Jason Cross, Artistic Director Big West Festival
 Jerril Rechter, Director, Footscray Community Arts Centre
 Tricia Cooney, Director/Performer Circus Solarus, Festival Entertainment
 Richard Bladel, Kickstart Arts Inc
 Facilitator: Lindy Bartholomew, Director, Regional Arts Victoria
- 1:45 2:45 Panel 2: MODELS OF INCLUSION (1)
 Room 2: Yarra Room, Second Floor
 Rosemary Joy, Access Arts Development Officer, City of Port Phillip
 Phil Heuzenroeder, Director, Club Wild
 Steve Payne, Director, The Torch Project
 Facilitator: Fiona Smith, Chairperson, Equal Opportunity Commission Victoria
- 1:45 3:55 Additional Workshop
 A COMMUNITY CENTERED MODEL FOR TOURISM
 Room 4: Condell Room, First Floor
 Frank Panucci, Rainwater Productions.
 Nat Trimachi, Rainwater Productions.
- 2:55 3:55 Panel 3: LOCAL GOVERNMENT - NEW THINKING
 Room 1: Swanston Hall, Ground Floor
 Jenny Merkus, Director, Social Development, Moreland City Council
 Jeanine Gribbin, Director, Creative Compass
 Jacquie Maginnis, Alderman, Glenorchy City Council & Health Promotion Coord., State Health Dept,
 Tasmania
 Judy Spokes, Director, Cultural Development Network
 Facilitator: Anne Dunn, Consultant, arts, communities and organisations
- 2:55 3:55 Panel 4: MODELS OF INCLUSION (2)
 Room 2: Yarra Room, Second Floor
 Professor Angela O'Brien, Head of School, Creative Arts, University of Melbourne
 Kiersten Coulter, Researcher, Department of Criminology, University of Melbourne
 Sharon Jacobsen, Community Theatre Worker,
 Natalia Valenzuela, Community Development Officer, Environment Team, City of Hume
 Facilitator: Jane Crawley, Team Leader of Cultural Development, City of Melbourne
- 4:30 5:15 Book Preview: 'Public Art Public Housing'

 Performance by 'The Voices of Atherton Gardens', a high rise community choir and Melbourne community
 choirs, *The Cleaners* and *Loose Arrangement*.
- OPTIONAL ACTIVITY**
- 6.00 7.00 Aboriginal Heritage Walk
 Location: Royal Botanic Gardens, Melbourne (Meet at registration desk at 5.15 pm)
 The Aboriginal Heritage Walk is a rich and vibrant cultural experience. Participants are led by an experienced
 indigenous guide through Melbourne's magnificent Royal Botanic Gardens, which rest on a traditional
 camping and meeting place for the local custodians of the area - the Boonwurrung and Woiwurrung people.
 On the way we will pass the wonderful new children's garden at the Botanic Gardens.



MONDAY 29 NOVEMBER 2004

WELCOME

Conference facilitator: Sue Natrass A.O.

Sue Natrass AO has been working in the arts for forty years in capacities as varied as stage manager, company manager, lighting designer, director and artistic director. Sue worked at the Victorian Arts Centre from 1983 and was appointed General Manager in 1989. In 1996 she was appointed Artistic Director of the groundbreaking 1998 and 1999 Melbourne Festivals. She was appointed Artistic Director of the Adelaide Festival in 2001. Through the many projects to which she contributes Sue continues to play an invaluable part in the cultural life of Australia.

The Fourth Pillar Revisited - Key Questions about Cultural Sustainability

Jon Hawkes has been a vocal advocate for cultural sustainability. In this presentation he considers its potential and touches on some socio-political challenges and barriers to achieving it. He also considers the importance of culture and creativity as ends in themselves. How does the fourth pillar free culture from being shackled in service of the other pillars of sustainability?

Presenter: Jon Hawkes

A Great, New, Revitalising Idea?

Professor Donald Horne considers the nature of the productive life and the life of civic engagement; what are some of the difficulties, dangers, opportunities and challenges that are faced in defending and strengthening national and local cultural vitality? He affirms the need to address and understand such questions. However they should not stand in the way of 'getting on with' the business of cultural management and the stewardship of government at all levels.

Presenter: Professor Donald Horne

The Garma Festival: An Indigenous Cultural Perspective

Regarded as one of Australia's most significant indigenous festivals, the Garma Festival attracts around 20 clan groups from north east Arnhem Land, as well as representatives from clan groups and neighbouring indigenous peoples throughout Arnhem Land, the Northern Territory and Australia. This presentation considers Garma, its cultural significance and value to the communities involved.

Presenter: Joe Neparrnga Gumbula

Cultural Sustainability and the National Agenda

The Australia Council is Australia's peak arts organisation. How does the issue of cultural sustainability look from that perspective and how can national and local agendas be best aligned to achieve it?

Presenter: Jennifer Bott

The Fourth Pillar in Three Countries

Understanding what is meant by cultural well-being is a key to creating a peaceful and happy society that balances physical, intellectual, emotional and spiritual well-being of its citizens. This paper will look at cultural well-being in the light of social, economic and environmental well-being and as a measure of the three other pillars of sustainable development. The paper will also note the dynamics involved in working with the arts and cultural sector, suggesting ways to celebrate all your community cultures. It will draw on the New Zealand Local Government Act 2002 which includes the need to promote cultural well-being as one of the purposes of local government.

Presenter: Penny Eames

In order to understand cultural sustainability as a component of planning and policy strategies it is important to first consider how the concept of sustainability can be applied consistently across the four pillars. This allows the interconnection of each of the 'four pillars' to be considered. It also allows the relationships between global, national, regional, metropolitan and local community perspectives to be better understood. In Australia the adoption of quadruple bottom line strategies is somewhat haphazard. There is a substantial level of awareness of and support for the concept but barriers appear to exist to its wide scale implementation. However state and local governments are increasingly adopting leadership positions in this regard, recognising the value of the fourth pillar as a driver of good public policy.

Presenter: Richard Holt

The Canadian government has embraced the value of vital, successful and creative cities. This presentation considers the strategies and outcomes of a bold policy position- the so-called 'New Deal for Canadian Cities' and the work of the Cities Secretariat that supports this agenda with a focus on all facets of sustainability, including cultural sustainability.

Presenter: Judy Spokes on behalf of Yazmine LaRoche

Alive to Storied Landscapes: Storytelling, Sense of Place and Social Inclusion

Sense of place research enables us to explore how people form affective bonds that can turn spaces into places. However, certain stories can become dominant and restrictive and it is important to give voice to a diversity of place stories. This requires good storytelling skills, a commitment to social inclusion, and a willingness to negotiate complex and conflicting identities.

Presenter: Dr Martin Mulligan

Neighbourhoods Talking: Graffiti, Art and the Public Domain

This paper will reflect on the use, management and 'ownership' of public space by looking at the proliferation of graffiti in urban areas. Graffiti is a public expression of an arts subculture that is part of a municipality's diversity and contributes to its distinctive culture. Graffiti expresses a human engagement with the streets, parks and open spaces where communities meet, interact and express themselves to others.

Presenter: Dr Christine Dew

Shifting Ground: Negotiating Values in a Gentrifying Community

June Moorhouse will present the background to (and hot-off-the-press outcomes from) a project that grew out of two years research undertaken as part of a Community Cultural Development Board Fellowship. Exploring the felt sense of social and cultural change over the past 25 years in hours of interviews with members of the Fremantle community, June Moorhouse has teased out key issues, dilemmas, inconsistencies and heartfelt stories that will resonate in communities across Australia.

Presenter: June Moorhouse

Restructuring Communities: Economic and Social Policies for a 'Different' Society

We rely on our culture to give balance to our materialistic society. However, this strategy now lacks credibility as the direction of economic efforts is increasingly turning to our culture itself - cultural festivals, community events, the arts, sport and social and civic movements, are all becoming dominated by commercial enterprise. Culture increasingly means 'access to commodified cultural experiences', and this

leads to questions about whether our society can survive with a much reduced government and cultural influence, and dominated by commerce as the main arbiter of our lives. New policy approaches are not likely to be evident within current systems since they largely involve us in collective solutions relying on cooperation, tolerance and sharing, difficult concepts to embrace in a society built upon individualism and competitiveness. We need to set out the conditions whereby citizens can participate in building more sustainable communities, but this means turning current policy on its head. Commitment to a different set of principles and actions directed at questioning our institutional base itself, can achieve this.

Presenter: Dr Onko Kingma

TUESDAY 30 NOVEMBER 2004

The Cultural Journey

This presentation considers the transition, from a public policy point of view, through the movements and ideas that have informed the way organisations consider culture (community arts, cultural development, CCD, the arts business model etc) to the point where culture, broadly defined, becomes deeply embedded within the policy framework and in the psyche of public organisations. It raises the questions:- Where are we on this journey? What are the hurdles that remain? What is the prize at the end of the journey? (Or does the journey never really end?).

Presenter: Anne Dunn

The Spaces Between the Pillars of Sustainability

This paper presents a lively and informed perspective on the role cultural planning is taking in the changing landscapes of Australian culture; the neighbourhood, the city centre, the natural environment and the workplace. The realities of the triple bottom line approach are critically explored through an understanding of both the economic and planning imperatives that set the scene for cultural change. Cultural planning projects in significant cultural environments including the constructed and natural environment of Botany Bay, the reinvented neighbourhoods of Sydney's suburbs, the changing economic landscapes of industrial cities and rural towns are explored. This paper looks critically at the role of cultural planning as a driver of social, economic and environmental change. It argues that, in the real work of cultural change, it is the spaces and interactions between the 'pillars of sustainability' that articulate the capability of the cultural landscape - a landscape that is increasingly deconstructed and fluid.

Presenter: Marla Guppy

Four Pillars in Practice at the City of Port Phillip

The City of Port Phillip has embraced a four pillars approach to planning that is central to every decision the organisation makes. This has placed culture, front and centre, as a core part of the organisational philosophy. How has this integrated approach to sustainability impacted on the operation of the organisation and the Port Phillip community?

Presenters: Sally Calder and David Brand

Animating Heritage

All aspects of culture are informed by layers of heritage and by how those layers are understood and valued. How can the stories and experiences that make up the heritage of our communities be harnessed to strengthen communities today?

Presenters: Christine Burton, Malcolm McKinnon, Jared Thomas, Dr Elaine Lally and Tiffany Lee-Shoy

Facilitator: Sarah Edwards

The Culture of Places

Each place has its own culture, or rather mix of cultures, that contributes to its difference and to the sense its people have of themselves. Presenters involved in projects that consider the cultural importance of place discuss how the places we identify with contribute to our community well-being.

Presenters: Monir Rowshan, Gay Bilson and Susan Conroy
Facilitator: Martin Mulligan

Health and Wellbeing

The link between cultural engagement and health has been recognised and is now the basis of much public health policy. This session looks at how this critical relationship works in practice to achieve healthier communities.

Presenters: Clare Meyers, Dr Susan Thompson, Linda Corkery, Deborah Miles and Glenda Masson
Facilitator: Deborah Mills

Arts / Culture: Nexus and Separation

The fourth pillar discussion challenges public administrators to move beyond an arts focused view of cultural policy. Nevertheless art and creativity remain important aspects of culture and extremely useful tools for engaging people and communities. This session considers the complex relationship between art and culture.

Presenters: Marla Guppy, Matthew Ives, Suzy Stiles and Pat Zuber

Facilitator: June Moorhouse

Artplay Site Visit / City of Melbourne Cultural Programs

This is an offsite session. Conference delegates are invited to tour the ArtPlay facility for children at Birrarung Marr, Melbourne's new riverside parkland, and to learn about this and other cultural initiatives of the City of Melbourne.

Presenters: Simon Spain and Morris Bellamy

Facilitator: Kim Dunphy

Festivals and Community Involvement

Festivals can be a fantastic way to engage communities. They can also be fraught with problems and risks. So what makes a good community festival and, when a festival really works, what are the rewards for the community involved?

Presenters: Jason Cross, Jerril Rechter, Tricia Cooney, Richard Bladel

Facilitator: Richard Holt

Models of Inclusion (1)

Cultural policies that do not create opportunities for all people fail to acknowledge the diversity that strong and healthy cultures possess. This is the first of two workshops that considers the creative projects of people who may not have access to many 'mainstream' cultural opportunities.

Presenters: Rosemary Joy, Phil Heuzenroeder and Steve Payne
Facilitator: Fiona Smith

A Community Centred Model for Tourism

Want to find the right 'fit' between community and tourism? Leading ccd practitioners Nat Trimarchi and Frank Panucchi of Rainwater Productions talk about their work developing community tourism in Australia. With the assistance of the Australia Council, Nat has developed a model that has the potential to expand work and business opportunities for people employed in all sectors that are looking to engage with tourism. It is applicable to, and has potential to produce economic benefits for all communities with particular relevance to regional areas.

Presenters: Frank Panucci and Nat Trimarchi of Rainwater Productions.

Local Government - New Thinking

Local government, because of its direct association with communities, is uniquely placed to deliver on the challenges of cultural sustainability. This session considers ways in which local government is introducing new thinking in order to create a sustainable future.

Presenters: Jenny Merkus, Jeanine Gribbin, Jacquie Maginnis and Judy Spokes
Facilitator: Anne Dunn

Models of Inclusion (2)

Cultural policies that do not create opportunities for all people fail to acknowledge the diversity that strong and healthy cultures possess. This is the second workshop looking at cultural inclusiveness and engagement.

Presenter: Kiersten Coulter, Sharon Jacobsen and Natalia Valenzuela
Facilitator: Jane Crawley