



# Cultural Plan 2025 – 2030



Inspiring creativity  
and celebrating art.



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# Acknowledgement of Country

Noosa Council proudly acknowledges and respects Australia's First Nations people and their deep and abiding connection to this country. We recognise the Kabi Kabi people as the Traditional Owners of the lands and waters of the Noosa area and offer gratitude for their careful custodianship of this unique environment over thousands of years. We pay respect to Kabi Kabi elders who have come before us and acknowledge and deeply regret the traumas experienced by Kabi Kabi people through colonialism and beyond. We pay respect to current and emerging leaders and their enduring commitment in pursuing a strong and healthy future for First Nations people.

Across the life of this Cultural Strategy we seek to support Kabi Kabi in progressing their priorities. We seek genuine reconciliation and will work to strengthen our relationship with Kabi Kabi - to listen, to elevate First Nations arts and culture, and to increase involvement of First Nations peoples in the arts, both artistically and as key leaders and decision makers in planning, policy, engagement, and investment.

'Murang Ngai', Lyndon Davis, Leah Barclay and Tricia King - Floating Land 2023. Photo: Warwick Gow



EmergingDesignerFashionAward\_Outer. Photo: Warwick Gow

## Definitions and relationships

**Community** - In the context of this document, 'community' incorporates the many unique villages throughout Noosa's hinterland and coastal regions.

**Creative (noun)** - A person whose job includes creating new work characterised by originality and innovative thought.

**Culture** - Culture encompasses the shared beliefs, values, customs, behaviours, and artifacts of a society or group, shaping their way of life, communication, and interactions.

**Cultural industries** - Industries that combine the creation, production and commercialisation of contents which are intangible and cultural in nature; these contents are typically protected by copyright and they can take the form of a good or a service. - UNESCO Definition.

**Cultural sector** - An umbrella term that incorporates cultural industries with non-commercial cultural activities.

**The Arts** - In the arts, culture is manifested through visual arts, music, dance, literature, theatre and other artforms, serving as a lens through which beliefs, values, and traditions are communicated and preserved across generations.

**The inter-relationship between Culture and the Arts** - The arts and culture are deeply intertwined, with each influencing and shaping the other. Culture provides the context and inspiration for artistic expression, reflecting the beliefs, values, and traditions of a society. In turn, the arts contribute to and enrich culture by expressing and interpreting its complexities, fostering creativity, challenging norms, and providing a platform for dialogue and reflection on societal issues. The arts serve as a means of preserving and transmitting cultural heritage while also celebrating emergent cultural movements and innovations and inspiring pathways towards new futures.

# Foreword

## From the Mayor

Noosa has been blessed with abundant natural beauty and an enviable lifestyle that make it one of Australia's most desirable places to live and work.

Over generations, an engaged community and a pro-active council have worked to value, protect and foster these elements and Noosa's heritage, creating a place with an affinity for sustainable living, environmental protection, creativity and the Arts.

A community's ability to be inclusive, open to challenge, engaged and vibrant is buoyed through cultural expression. Cultural expression provides the catalyst for us to celebrate our place and its people and come together during times of challenge. Through cultural expression a community learns about itself.

I hope you will see what you value reflected in this Cultural Plan.



Frank Wilkie  
Mayor

## From the CEO

This Cultural Plan sets out the support and resources that Noosa Council commits to nurturing an environment that not only celebrates the many benefits creative activity brings to our region but also recognises the intrinsic value of preserving our past, embracing the present and aspiring to a better future.

Council support in the cultural space not only looks to enable our community to engage in diverse cultural experiences, it also aims to build the community's creative capital and drive innovation, increasing the viability of creative industries based in the Noosa region. Council recognises that the impact of investment in creative and cultural practice is wide and diverse, providing social benefits together with sustained economic growth. Together with our suite of other strategic plans, the implementation of our Cultural Plan will ensure the prosperity of our community and support achievement of our vision of a sustainable and successful Noosa region, environmentally, socially and economically.



Larry Sengstock  
Chief Executive Officer



40 Under 40 Exhibition, Cooroy Butter Arts Factory 2024. Photo Mica Schettini

The 'culture' of Noosa is both proclaimed and celebrated by residents and appreciated by visitors.

## Introduction

Noosa has the enviable reputation across Australia and the world as a place of stunning natural beauty, with breathtaking beaches, lush hinterlands and rare everglade systems. The draw of Noosa as a place to re-charge, re-connect and re-discover has made it one of Australia's premier holiday destinations and a sought-after place to live and work.

Noosa has one of the most recognised identities in regional Australia, created from the tangible and intangible attributes unique to the region. Significantly, the 'culture' of Noosa is both proclaimed and celebrated by residents and appreciated by visitors. Noosa's cultural foundations can be found in its heritage, and while lived every day, Noosa culture is often best practiced, expressed and reinforced in a contemporary way through the arts.

Access to arts and cultural experiences is critical in maintaining a healthy, resilient, innovative and engaged community. As stated in the 2020 Federal Inquiry into Australia's Creative Industries and Institutions:

*'3.9 - The value the cultural and creative industries provides to Australia cannot be measured in economic value alone. It provides an unquantifiable cultural and social value to our health and wellbeing, society, education and Australia's identity in the world.'*

The Noosa Cultural Plan 2019-2023 recognised the great capacity of the Noosa region to celebrate its rich creativity, culture and heritage. During that time and subsequently, Noosa Council has undertaken significant work in the cultural space, developing dedicated programs for heritage, expanding library services, supporting community arts and cultural groups and embarking on a major initiative of laying the groundwork for a new regional gallery to support, celebrate and promote the growing demand for arts and cultural experiences in the region.

This work has highlighted the many sustainable benefits to community, economy, environment and liveability that a vibrant cultural sector provides.

Building on the foundations of the Noosa Cultural Plan 2019-2023, and recognising the increased specificity of Council's cultural activities, Council's planning tools in the cultural space will now include a dedicated Libraries Plan, sitting alongside the Cultural Plan.

The Noosa Council Cultural Plan 2025-2030 builds on the previous plan by setting out the themes, aims and actions identified by Council to support the continued growth of a diverse and prosperous cultural sector in the region. Much of this work requires supporting creative practitioners, reducing barriers to both creative production and presentation, and providing resources to enable our creative/cultural practitioners to connect with audiences, economic markets and community.

Noosa region is not home to any tertiary, accredited arts education institutions. In lieu of this, Noosa Council must play an active role in providing professional development and upskilling opportunities to ensure the quality and sustainability of its arts and creative industries. The viability of artists living in Noosa and having a dedicated career in the arts requires Noosa Council to champion new pathways and greater connectivity between arts and cultural sectors and other economic markets. Noosa Council acknowledges that supporting a sustainable and viable arts and cultural sector in the region can lead to positive outcomes for residents in various aspects of life, fostering creativity, innovation, empathy and social cohesion. Through this support, Council will help maintain our community as culturally literate, curious, inclusive and engaged and will provide opportunities for all residents to participate and experience the region's heritage, arts and culture in positive and uplifting ways.





Smiley Film Shoot at The J, 2024. Photo Hing Ang.

# The social dividend: The value of culture to the Noosa community

Vibrant and healthy communities require a co-operative blend of human, economic and environmental attributes. Integral to this are cultural and creative elements which add character, substance and meaning to a community, often defining what makes it unique. Cultural values shape the customs, traditions and social structures within a community. They serve as a foundation for an individual's sense of place and play a crucial role in influencing attitudes, perceptions, and interactions amongst people.

For Noosa, a flourishing cultural sector has individual and collective benefits in social, economic and environmental terms. Access to arts and culture increase the positive liveability and quality of life within the region, both tangibly through architecture, civic design, community venues, galleries, theatres, museums, public art and performances and intangibly through a myriad of qualitative facets including a shared sense of place, community and values.

Research undertaken by CRED Consulting in 2024 concluded that access to arts and culture is important to Noosa residents for the opportunity to connect the community, support wellbeing, address loneliness and value the past. There was also a strong appreciation of the value of arts and cultural events to the tourism industry that Noosa economically relies upon.



Key drivers for the level of value placed on arts and culture in the Noosa community are:

## **Preservation of identity**

Noosa's culture reflects its rich history, indigenous heritage and vibrant community spirit. By preserving and celebrating heritage, Noosa maintains a strong sense of identity and pride among its residents, helping to foster a cohesive community, a strong sense of belonging and connection to place.

## **Tourism and economic benefit**

Noosa's cultural infrastructure and events are drawcards for tourists wishing to experience the region's unique qualities. Cultural tourism is a growing industry that stimulates the local economy, supports businesses and generates revenue for the community.

## **Cultural exchange and understanding**

Cultural activities and events in Noosa provide opportunities for the community to share, engage, learn and experience; providing opportunities to grow mutual respect and appreciation amongst residents and celebrate difference. These social opportunities are critical to promoting and supporting an inclusive and tolerant society.

## **Community engagement**

Participation in cultural activities fosters a sense of belonging and social cohesion within the Noosa community. Whether through attending cultural events, volunteering or joining community groups, residents have opportunities to connect with one another and build meaningful relationships. This sense of community strengthens social bonds and enhances overall quality of life. With an ageing population and consequent increase in loneliness and isolation, the opportunity to partake in cultural experiences is an important contributor to broad community health.

## **Artistic expression**

The arts play a crucial role in Noosa's cultural landscape, both through reinforcing Noosa's cultural uniqueness and providing opportunities to experience

creative practice. By supporting and promoting the arts, Noosa cultivates a thriving creative ecosystem that enriches the lives of both residents and visitors.

## **Creative Industries**

Creative Industries refers to the range of economic activities that are concerned with the generation of both goods, services, and cultural events derived from artistic, artisan, and creative processes. Creative Industries are grown, maintained, advanced, and guided by best practices, clear progressive career pathways, and sustainable work forces. These industries are underpinned by highly specialised training and skill sets. The Creative Industries serve both arts and cultural sectors as well as provide essential services across other economic, environmental, and community sectors.

## **Access to cultural and artistic experiences**

contributes to overall quality of life. By supporting arts and cultural practice, Noosa can provide residents with opportunities for self-expression, creativity, and personal development, enriching their lives beyond economic measures.

## **Preservation of heritage**

Noosa's cultural heritage is preserved through efforts to protect and maintain historical sites, tangible materials and recorded stories. By safeguarding its heritage, Noosa ensures that future generations can appreciate and learn from the region's past. This preservation effort helps to instil a sense of continuity and connection to history.

## **Economic vitality**

Culture is not only integral to the identity of the Noosa region but also serves as a driving force behind its economic vitality, social cohesion and overall quality of life for residents. By valuing and investing in its cultural assets, Noosa will continue to thrive as a dynamic and inclusive community.



# Where we are now



'Untitled', Ash Keating - Floating Land 2021 Photo: Warwick Gow



Radio Luxemburg performance at The J, 2024. Photo Travis McFarlane.

# Our people

As of 30 June 2024, the estimated resident population of Noosa Shire was 59,274. The population is predominantly older than both the Queensland and Australian average, accounting for the high level of retirees and 'empty nesters', which make up 16.2% of the population. The median age in Noosa is 50 years old. Noosa's community is highly educated, with 23% tertiary qualified compared to the regional Australian average of 17%.

Noosa Shire has a diverse cultural and creative sector, both professional and community oriented. Our arts, culture and heritage reflect the distinct identity of Noosa and there is a strong alignment between local community values and arts practice with the local environment frequently inspiring arts practice.

Participation in cultural activities has significantly changed since the COVID pandemic and the current cost of living crisis. These changes are reflected in the Queensland Government and Patternmakers 2023 Audience Outlook Monitor key takeaways:

## Attendance trajectories

- Attendance rates in Queensland continue their recovery since the pandemic, but with a challenging year ahead, it's wise to set sights on the right targets.
- Attendance in Queensland is at its highest point since COVID and although the recovery process continues, Queensland audiences are currently attending the least frequently of any state.
- 67% of Queensland audience members expect their attendance levels will stay the same in the next 12 months, major leaps in attendance appear unlikely.

## Inflationary pressures and pricing

- Financial barriers are impacting Queensland audiences and what they can spend on events, and some segments need targeted thinking to ensure access to arts and culture.
- Across Queensland, audiences over 55 are spending the most on cultural events right now and their spending is growing. However, audiences under 35 are attending frequently but spend the least, with concerns about their economic outlook.

While it is difficult to obtain accurate data on the number of people engaged in the Noosa arts, culture and heritage sectors, anecdotal evidence suggests that our community engages highly in the arts through many avenues – as artist, audience, consumer, or participator. The local cultural sector fosters a rich creative community life. A broad range of stakeholders including: individuals, government agencies, community and industry organisations, and commercial businesses actively pursue and deliver cultural program's, events, services, and products, despite the post-COVID and cost of living pressures further challenging viability. Noosa people are collaborative and supportive and will readily work together to produce an activity or event.



# Our places

Noosa Shire is located 120km north of Brisbane in South-East Queensland and covers an area of 871km. It is widely known for its stunning environment, idyllic lifestyle and as an iconic tourist destination.

From the hinterland to the coast, Noosa is served by numerous Council, commercial and community cultural facilities. Noosa Council itself provides cultural services and resources through major cultural venues.

Sharing a border with Sunshine Coast Council, many arts and cultural workers that live and work in Noosa also engage heavily in the Sunshine Coast arts sector. Arts and cultural audiences also travel between the two Council areas to experience cultural events. Consequently, Noosa Council and Sunshine Council regularly work together to support arts and cultural practice across the region.

## **Noosa Regional Gallery**

Noosa Regional Gallery is one of the oldest public galleries in Queensland. While it served the community well in the 1990's to 2010 it no longer meets exhibition, programming and visitor needs and expectations. It is now constrained as to the types of touring exhibitions that it can show, does not have appropriate workshop or programming spaces, has antiquated air-conditioning systems and severely limited storage space. Two feasibility studies have been completed to ascertain the potential benefits of a new gallery, leading to the development of a new Noosa Regional Gallery Business Case in 2024. The period of the 2025-2030 Cultural Plan will see further development on the new Noosa

Regional Gallery Project, with the intention to realise the project in the early 2030's.

## **The J**

The J is a multi-use venue that provides a theatre, commercial kitchen and bar, meeting rooms, educational facilities and hosts long-term partner Noosa Community Radio. It is a major Noosa venue for live theatre, music, dance, film, conventions, dinners, civic events, and award nights. No immediate need has been identified for major changes at The J with the preferred pathway forward recommending a gradual evolution to increase capacity, increase community benefit and reduce costs to Council.

## **Cooroy Library**

The award-winning Cooroy Library embodies Noosa Council's sustainability goals in terms of environmental design and community cohesion. The 1248m<sup>2</sup> community hub includes traditional library space, community meeting rooms, exhibition space and learning spaces. It is the focal point of the Mill Place Precinct and close to the Butter Factory Art Centre and several community groups. The facility's design has the space and flexibility to meet the changing needs of the community for the near future. In 2018 it evolved to include a contemporary Makerspace for digital technologies plus digital creative learning.

## **Noosaville Library**

Noosaville Library is a much-loved community hub offering a wide range of library and community services. At 1,150m<sup>2</sup> it has a unique architectural design



synonymous with a Noosa look and feel. Built before the internet's public introduction, its design was functional for a collection-focused library, but it struggled to meet contemporary community needs and meeting space standards. A 2016 service review identified the need for a major refurbishment which was completed in November 2018, adding 80 sq m of community space.

The Heritage Library is housed within Noosaville Library and holds the local heritage and family history collections. Resources and services related to the heritage of the Noosa area include books, newspapers, images, ephemeral material, audio visual material, and oral histories. Heritage Noosa hosts digital heritage content including an extensive collection of heritage images. The Heritage Library attracts residents and visitors undertaking research or attending workshops and talks.

#### **Community cultural facilities**

A number of community cultural facilities are maintained by Council, with management organisations subsidised for their operational activities to activate and enrich the spaces. These include:

- Cooroy Butter Factory Arts Centre
- Wallace House (Noosa Arts & Crafts Assoc.)
- Noosa-Cooroy Heritage Centre (Cooroy-Noosa Genealogical & Historical Research Group)
- Noosa Arts Theatre
- Pomona Majestic Theatre
- Noosa Shire Museum (Cooroora Historical Society)
- Pomona Railway Gallery





Noosaville Library Makerspace, 2023.

# Corporate alignment

The Cultural Plan 2025-2030 sits under Noosa Council's Corporate Plan 2023-2028 and is embedded across the five key Corporate Plan Themes of:

- Environment
- Liveability
- Prosperity
- Future
- Excellence

The Corporate Plan 2023-2028 provides overarching direction for Council to deliver a sustainable future for Noosa. Council's Corporate Plan guides the annual

operational planning process, budget and the work of staff to ensure resources are allocated to implement the Plan. It includes measurement processes that ensure delivery matches the Plan's objectives. The Cultural Plan 2025-2030 provides a detailed level of actions and activities to achieve the high-level objectives of the Corporate Plan, as outlined in the 5 corporate strategies:

- Social / Community strategy
- Environment strategy
- Economic strategy
- Movement strategy (Transport strategy)
- Resilience strategy

## Draft Cultural Plan 2025 - 2030





# Sector engagement

Subsequent to the presentation to Council in 2023 of the final report and takeaways from the Cultural Plan 2018-2023, work commenced on the Cultural Plan 2025-2030.

In mid-2024 Council engaged community engagement specialists CRED Consulting to undertake targeted stakeholder engagement of industry representatives from Noosa's creative sector. The process was undertaken through directed workshops, one-on-one interviews and written questionnaires. Participants included professional arts and cultural practitioners, hobbyists and community groups.

The purpose of engagement was to:

- Understand what Council is doing successfully or could improve to support arts, culture and heritage in Noosa.
- Collect ideas on how Council provides support and opportunities to the sector (including professional entities, businesses and organisations), within its means and resources.
- Understand what community and individual artists need, beyond what is already offered, to flourish in the region.

The overall key findings of the stakeholder engagement were:

## Noosa has many cultural, heritage and arts strengths

- There is strong First Nations culture and heritage in Noosa, and a growing desire from the community to learn about and experience this through storytelling and other events and festivals.
- Noosa has an innovative and motivated local arts community comprised of both professional and

- hobby artists and creatives, and a diverse creative industry. The broader community is also supportive and highly engaged in arts, culture and heritage.
- Council provides support through Regional Arts Development Fund (RADF) and community grants that assist artists, creatives and community groups to hire facilities, run events and connect with community.
- There is a diverse and unique range of spaces and places for arts, culture and heritage. This includes The J, the Butter Factory, Libraries, the amphitheatre in the Botanic Gardens and Noosa Regional Gallery.
- The area's beautiful natural environment serves as both inspiration for artists, and the backdrop for events and activities in the unique villages and townships.
- There are well-loved arts, culture and heritage events and programs throughout the year run by community and Council. Some of the events mentioned include Floating Land and Noosa Open Studios.
- Noosa Shire Council's role in providing opportunities for creatives to showcase their work, and supporting the industry's ability to thrive is perceived more positively than negatively, according to the survey which showed:
  - 53% of survey participants strongly agree or agree that creatives in the arts, culture and heritage sector are well-supported by Council and have opportunities to produce and present their work in Noosa.
  - 42% of survey participants strongly agree or agree that creative industries in Noosa are supported by Council and have opportunities to grow and thrive, while 42% neither agreed or disagreed.
- The Heritage Noosa Platform has over 20,000 items and is popular with the community.

## However, there are also a number of challenges

- There is not enough support for artists, creatives and creative industry in Noosa. This includes limited funding opportunities for businesses, uneven relationships between the sector and Council and Council regulations around heritage buildings and land use policies.
- A lack of meaningful engagement with First Nations artists to support them to express their connection to Country creatively.
- There is a lack of fit-for-purpose and affordable spaces for creating, rehearsing and showcasing, particularly spaces that cater to a diverse range of art forms and are accessible and inclusive to older people, people with disability and young people.
- Young, emerging and First Nations artists are moving out of Noosa due to high living costs and lack of professional development opportunities.
- Poor public transport infrastructure limits people's ability to participate in arts, culture and heritage experiences.

Further to the work undertaken by CRED Consulting, an online industry survey was undertaken in 2024 by Noosa Council's Cultural Development team. This survey, targeted to Noosa Council's arts database, specifically looked at awareness of existing arts and cultural support programs (such as RADF) and professional development opportunities most sought after by the sector.

Feedback from respondents showed strong awareness (84%) of the RADF

The most sought after professional development opportunities included audience development techniques, industry standards for artist fees, professional networking events and partnership development.

The data received from the above sector engagement has enabled Council to understand the priorities of the creative sector unique to the Noosa region and develop responses to these priorities within the remit of Local Government.

Subsequent to CRED Consulting presenting their findings the themes and actions of the Cultural Plan were refined and the drafting of the Cultural Plan was undertaken in-house by Council officers with expertise in cultural policy development.



Asia Pacific Contemporary, three decades of APT at Noosa Regional Gallery, 2021. Photo Warwick Gow.

# Strengths and opportunities



## Strengths

|  |   |
|--|---|
| <p><b>High Tourism visitation</b></p>                        | <ul style="list-style-type: none"> <li>— Noosa’s international reputation as a tourism destination provides the opportunity for artists to showcase their work to a global audience.</li> <li>— By capitalising on cultural tourism, the creative sector is able to maintain and grow creative industries in the region.</li> <li>— A transient workforce provides opportunities for creatives to share ideas and be globally connected.</li> <li>— The strong brand recognition of Noosa at a national and international level can be leveraged by local creatives to their advantage.</li> </ul>  |
| <p><b>Climate conducive to outdoor activities</b></p>        | <ul style="list-style-type: none"> <li>— The temperate climate of Noosa provides opportunities for both outdoor and indoor arts and cultural experiences. By capitalising on the outdoors, event organisers are able to create unique and cost-effective locations for presentation.</li> <li>— Noosa has established public infrastructure, geared towards outdoor activity. This offers opportunities for artists to be engaged in civic works when infrastructure is instigated, updated and renewed.</li> </ul>   |
| <p><b>Proximity to Brisbane and Maroochydore airport</b></p> | <ul style="list-style-type: none"> <li>— Noosa’s close proximity to Brisbane enables cultural workers to access peak bodies, State agencies and major venues to promote and exhibit their work.</li> <li>— Maroochydore airport provides easy access to and from national and international destinations.</li> </ul>  |
| <p><b>Growing Population</b></p>                             | <ul style="list-style-type: none"> <li>— While Noosa’s population growth is predicted to experience slow growth in the next 10 years, the Sunshine Coast’s projected growth is significant, providing opportunities for Noosa arts and cultural events to attract new and diverse audiences.</li> <li>— As the population of the Sunshine Coast grows the feasibility of Artist Run Initiatives increases. This has the potential to lead to increased diversity of independent arts practice in the region.</li> </ul>   |
| <p><b>Motivated and engaged arts community</b></p>           | <ul style="list-style-type: none"> <li>— Noosa has a very motivated and engaged arts community. This includes individual artists and creatives (both professional and hobby), alongside a general community who love to participate in arts, culture and heritage events, spaces and programs. The arts community is diverse, catering to a wide range of art forms including visual arts, music, ceramics, writing, theatre and dance. There are many young people in Noosa who are seeking creative opportunities. Audiences enjoy opportunities where they can engage directly with artists, such as Noosa Open Studios.</li> <li>— Both Council and community-run arts, culture and heritage events are loved, valued and respected in Noosa. This includes Floating Land as Noosa’s signature art event, alongside Noosa Alive! and Noosa Open Studios.</li> </ul> |

|   |   |
|---|---|
|   | <ul style="list-style-type: none"> <li>— Volunteer and community-run groups also note their events are well-attended, with performances, curator talks and classes often sold out.</li> </ul>   |
| <p><b>Unique and important places and spaces</b></p>          | <ul style="list-style-type: none"> <li>— Noosa is home to many unique spaces and places for arts, culture and heritage. This includes The J, the Butter Factory, Libraries, the amphitheatre in the Botanic Gardens and Noosa Regional Gallery. Several commercial spaces including cafés, warehouses and galleries offer spaces for artists to rehearse and create and provide spaces to run events and programs.</li> </ul> |
| <p><b>Strong emphasis on environmental sustainability</b></p> | <ul style="list-style-type: none"> <li>— Noosa has a strong identity, with its foundations in a clean, green environment. This identity aligns with various arts and cultural programs and initiatives and is a strong conceptual basis for creatives of the region and those visiting.</li> </ul>  |

## Opportunities

|  |   |
|--|---|
| <p><b>Master-planning of significant areas such as the Noosa Foreshore</b></p> | <ul style="list-style-type: none"> <li>— Through master-planning and place-planning exercises, arts and cultural elements can be integrated thoughtfully within the planned urban environment. Consideration of performance space, public art, past histories of place and activations will facilitate both easier logistics for arts event organisers and better access to arts and cultural activities.</li> </ul>                      |
| <p><b>New regional gallery</b></p>   | <ul style="list-style-type: none"> <li>— Planning for a new regional gallery is underway. This project will greatly improve the capacity of Council to support the creation and presentation of arts and cultural product in the region.</li> </ul>   |
| <p><b>Olympics 2032</b></p>  | <ul style="list-style-type: none"> <li>— The 2032 Olympics promises a global focus on Brisbane and its surrounds. There is the potential to access dedicated cultural funding linked to this major international event.</li> <li>— The Olympics provides the opportunity to showcase the region’s culture to a global audience.</li> </ul>  |
| <p><b>A focus on sustainability</b></p>  | <ul style="list-style-type: none"> <li>— Noosa Council is embracing the opportunity to meet and exceed sustainability targets through the development of a Sustainability Policy. The relationship between arts and sustainability is multifaceted, encompassing the ways in which art can promote environmental consciousness, advocate for sustainable practices and contribute to the discourse of ecological preservation.</li> </ul> |



Juan Ford studio residency, Floating Land: Us and Them, 2023. Photo Warwick Gow.

# Vision

Noosa Council's vision is

**“Noosa Shire – different by nature”.**

Through diverse arts, culture and heritage Noosa will retain a unique character and be renowned for creative expression and participation.

Noosa's residents are fierce advocates for shared community values and priorities - celebrating and preserving our natural environment, supporting responsible environmental and economic development, maintaining a cosmopolitan, village feel, engaging in a healthy, outdoor lifestyle, valuing knowledge and learning and maintaining connections between people. The arts and heritage sectors play a vital role in interpreting and reinforcing these values and the Cultural Plan will be underpinned by the following guiding principles:

- We believe that everyone can enjoy the benefits of a culturally rich community
- We encourage all forms of creativity and expression and all levels of participation and abilities
- We value quality, uniqueness and authenticity
- We respect the independence of our cultural sector
- We acknowledge and understand Noosa's heritage and will learn from it to inform our future
- We are optimistic about the potential of the future

Through the delivery of the Cultural Plan and the themes and actions that will follow, Council aspires to achieve the following overarching aims and objectives:

- Provide a diverse range of cultural venues, experiences and activities that reflect local needs and interests
- Support creative expression and participation in a variety of formats
- Enhance the unique creative character, liveability and aesthetic appeal of Noosa's villages and community places
- Increase the role that arts, culture and heritage play regarding the environment, economy and community development
- Increase awareness and understanding of Noosa's history and heritage, including First Nations' heritage
- Increase the skills and knowledge of people in the cultural sector in order for them to adapt to changes, improve sustainability and harness new opportunities
- Improve the recognition and reputation of Noosa as a cultural destination



# Themes

The five themes identified in the Noosa Cultural Plan 2025-2030 align with various National and Queensland policies such as the National Cultural Policy 'Revive - A place for every story, and a story for every place' and the Queensland 10-year roadmap for the arts 'Creative together 2020-2030'. Through this alignment, Noosa Council will ensure our cultural activities have synergies with National and State objectives and provide opportunities for meaningful partnerships.

**Theme 1** Valuing our history and heritage

**Theme 2** Enabling inclusion and access

**Theme 3** Championing our creative community

**Theme 4** Activating our places and spaces

**Theme 5** Engaging our community and visitors



Noosa Council Cultural Plan 2025 - 2030



Odessa Mahony-de Vries, Paint Install View, Noosa Regional Gallery 2022. Photo by Warwick Gow.

## Theme 1

### Valuing our history and heritage

Recognising the region's history and heritage provides opportunities to reflect on the foundations of the Noosa of today. It allows individuals to learn about the region's past, its significance, and its impact on contemporary issues, fostering a deeper understanding of the world around them. By valuing this heritage, the community enriches its cultural landscape and is provided opportunities for cultural expression and exploration. Noosa's unique and rich heritage will be known and valued by our community, helping to chart a responsible course for the future.

| Aim  | Year  | Actions   | Result   |
|--|-------|---|--|
| 1.1 We will respect and recognise Kabi Kabi culture and its value to Noosa's cultural identity.              | 25-30 | Promote best practice cultural protocols across Council facilities and at Council managed events.   | Council continues to enhance its support of the creative and cultural aspirations of First Nations communities. First Nations' cultural frameworks and perspectives will inform and guide respectful engagement with First Nations peoples, organisations, and communities in the development and presentation of arts, culture, and creativity. |
|  | 25-30 | Increase opportunities for First Nations artists to create and present programs within the region.  |  |
| 1.2 Our region's history will be accessible to residents and visitors.                                       | 25-30 | Feature and enhance knowledge of Noosa heritage through effective signage and interpretation.   | Noosa's culturally relevant places and spaces are well known, highly regarded and respected by residents and visitors.   |
| 1.3 We will understand and respect the contributions made to our communities through successive generations. | 25-30 | Effectively manage the Heritage Library collection for preservation and access, including ongoing active collection development to preserve and document Noosa's story.         | Council's Heritage Library collection is recognised and widely utilised as the leading repository for heritage-related information of the region.  |
| 1.4 Noosa's cultural heritage will be preserved for current and future generations in a diversity of forms.  | 25-30 | Retain Heritage Levy and review levy amount periodically.   | The Heritage Levy is a reliable source of funding for current and future heritage projects.  |
|  | 25-30 | Effectively manage the Heritage Advisory Committee, ensuring sound advice to Council is provided from specialists.  | The Heritage Advisory Committee is an active, highly regarded and valuable source of knowledge and advice.   |
|  | 25-30 | Ensure Conservation Management Plans are in place to ensure best practice management and conservation of places of heritage significance under Council ownership or management. | All Council owned or managed places of heritage significance are monitored, maintained and preserved.  |
|  | 25-30 | Continue to develop Heritage Noosa platform including growing digital content.  | The Heritage Noosa platform is retained and is resourced to ensure digital content continues to increase and be accessible.  |
| 1.5 Noosa's history and heritage will advise and inspire our future.   | 25-30 | Noosa's design principles are promoted, respected and adhered to.   | Noosa's history and heritage continues to be reflected in built form.  |
|  | 25-26 | Develop a Heritage Plan document to sit alongside the Cultural Plan and Libraries Plan.   | Council's heritage activities are resourced, strategic and planned.  |
|  | 2026  | Undertake amendments to Noosa Plan 2020 to ensure conservation and protection of significant buildings, landscapes, streetscapes and neighbourhoods.                            | The Noosa Plan recognises the value of preserving heritage assets.   |

## Theme 2

### Enabling inclusion and access

Culture and arts are fundamental to human existence, especially to our history, identity, creativity and desire for play and enjoyment.

Participation in arts and cultural experience, as a right for all people, has the potential to improve all areas of human endeavour. Reducing participatory barriers to art makers and consumers is essential to building a creative ecology that is reflective of all facets of society.

| Aim  | Year  | Actions  | Result  |
|--|-------|--|---|
| 2.1 We will instigate positive change in the arts with respect to socio-economic diversity and inclusion.  | 25-30 | Maximise the number of opportunities for disability-led artistic and cultural programs.  | A wide range of inclusive and accessible arts events and programs are supported through Council's arts and cultural activities.   |
|  | 25-30 | Work with tenants and operators of Council owned arts facilities to bring buildings up to appropriate accessibility standards to ensure programs are available for all and inclusive | All members of our community, regardless of their ability, have opportunities to engage in arts and cultural activity.  |
|  | 25-30 | Through regulatory process, ensure festivals and events held on Council land adhere to established access principles and standards.  | All Council managed arts and cultural events meet both community and legislative expectations in regard to accessibility.   |
| 2.2 We will value the role of creativity in the learning and community engagement space. We will use creativity in our everyday lives to learn, adapt, innovate and problem solve. | 25-30 | Work with families, educators and carers to increase opportunities for young people to be exposed to and engaged in the arts.  | The Noosa community is creative, engaged and supportive of experimentation, truth-telling and social discourse.   |
|  | 25-30 | Improve information sharing and marketing of creative and cultural activities to increase audience awareness and uptake.   | Opportunities to participate in cultural and creative activities are embraced, with high levels of community participation increasing the viability of events.<br><br>Innovative, creative solutions to challenges are valued and supported by the community. |
| 2.3 Support opportunities for community to learn, engage with and share in First Nations stories.  | 25-30 | Assist in the development of First-Nations led events to provide opportunities for truth-telling and reconciliation.   | The local community is cognizant of First-Nation stories and recognises Aboriginal and Torres Strait Islander sovereignty, contributions and resilience and actively taking steps towards redress and healing.  |
| 2.4 Increase youth engagement in programs that tell the stories of the Noosa region within an Australian context.  | 25-30 | Provide schools and learning centres with access to collections.   | Children and youth understand and appreciate the history and stories of the place they live.  |

## Theme 3

## Championing our creative community

Supporting diverse creative practice is recognised as a way to foster innovation, build open societies and nurture a sense of community identity. By encouraging a broad spectrum of creative arts practice that challenges, educates and questions audiences, local governments support the growth of an inclusive and innovative community willing to test and explore ideas and ways of doing things better. Our creative community will be acknowledged and valued for their contribution to creating a healthy, vibrant and resilient community, confident to challenge ideas and uphold shared values.

| Aim  | Year  | Actions  | Result   |
|--|-------|--|--|
| 3.1 Support artist skills and professional development.  | 25-30 | A coordinated program to provide access to training and professional opportunities, delivered by the sector.     | Creatives have access to programs and opportunities that will grow and enhance their professional capacity.                            |
|  | 25-30 | Develop a professional development mentoring program that supports young and emerging creatives.                 |  |
|  | 25-30 | Increase opportunities for master arts practitioners to deliver professional development to local practitioners. |  |
| 3.2 Sustain the viability of careers in the arts and creative industries by supporting emerging artists in the sector. | 25-30 | Maintain the RADF and Community Grants programs and ensure funding opportunities meet sector needs.              | Financial support is available to support artists realise their projects and take advantage of professional development opportunities. |

| Aim   | Year  | Actions  | Result  |
|---|-------|--|---|
| 3.3 Increase opportunities for local creatives to have their work seen and heard. | 25-30 | Advance the Noosa Regional Gallery + project to construction stage; incorporating exhibition, studio and workshop spaces together with retail and restaurant revenue streams that complement the visitor experience.   | Noosa Council has a wide range of resources and facilities, supporting organised and impromptu opportunities for artists and creatives to both create and display their work. |
|   | 25-30 | Administer the Noosa Regional Gallery exhibition program to include a balance of emerging, established and touring artists.  |   |
|   | 25-30 | Administer The J Theatre performance program with a particular focus on high quality and diverse artistic programming and the support of local performing artists and arts organisations.  |   |
|   | 26-30 | Enable short-term and longer term professional development programs in arts skills and techniques, project planning and delivery, arts administration, and industry networking.  |   |
|   | 27-30 | Residencies: structured with industry mentorship, in-kind space, and outcome opportunity for peer-to-peer critical sessions.   |   |
|   | 25-30 | Source and promote opportunities for creatives to be engaged in projects with paid outcomes (i.e. public art commissions, festivals, events, civic construction, local government initiatives).  |   |
|   | 27-30 | Subsidise arts and non-arts venues to present dedicated multi-arts programming.  |   |
|   | 27-30 | Bolster an artist-led sector by investing in key arts leaders and arts workers; investing in sector-specific professional development, subsidising venue takeovers and/or leases, encouraging NFP structures so that local arts collectives can apply for state and federal funding opportunities. |   |





| Aim   | Year  | Actions  | Result  |
|---|-------|--|---|
| 3.4 Enable our creative sector to be prosperous, productive and sustainable, recognising the important contribution creative industries make to our local economy.          | 2025  | Develop an online directory for creative practitioners to promote their services and products to consumers.  | Creatives have the ability to live and work in the region and support their professional practice. There are opportunities for creatives to undertake creative work locally, supported by a strong and collaborative network of producers, retailers, businesses and customers. |
|   | 25-30 | Promote the importance of ensuring arts workers are remunerated as per relevant industry awards.   |   |
|   | 27-30 | Provide opportunities for creative practitioners to sell and display their products by facilitating the delivery of markets by external operators, pop-up shops, and performances on Council properties. |   |
|   | 26-30 | Provide ongoing support for creative capacity building programs and additional marketing initiatives.  |   |
| 3.5 Creatives will be attracted to Noosa to live and create. They will find a strong network of like-minded people and their creative output will be valued and celebrated. | 25-30 | Support opportunities for local creatives to share knowledge, connect with each other and collaborate.   | Noosa creatives are networked, collaborative and well placed to take on solo and collaborative projects.  |
|   | 26-30 | Support initiatives which showcase local artists and improve access for local products to buyers.  | Noosa based creatives will find multiple, local avenues to promote and sell their work.   |
|   | 26-30 | Seek affordable spaces for artists to work, collaborate and create.  | Affordable spaces for creative industry practitioners are available within Noosa Shire.   |
| 3.6 Council, community and business organisations will work together to integrate opportunities for creatives to contribute to civic and commercial projects in Noosa.      | 27-30 | Facilitate networking activities between creatives and education and business entities to encourage partnerships and create opportunities for our creatives.   | Creatives are regularly securing contracts for professional work across multiple business sectors in the region.  |
|   | 25-30 | Raise awareness within Council of the potential contributions of local creatives to Council's civic projects.  | In the planning stages of major civic work projects, opportunities to include creative elements are considered as a critical component, not simply a value-add. This concept is strengthened by Council's Public Art Policy.  |
| 3.7 Expand and grow relationships with First Nations artists and arts networks.   | 25-30 | Develop working relationships with lead First Nations organisations and groups   | First Nations led programs and opportunities are supported by Council through collaborations with relevant community groups and peak bodies.  |
|   | 25-30 | Invest in First Nations skill and capacity opportunities such as networking, masterclasses, mentorships and professional development.  | Increased number of First Nations arts and cultural practitioners in Noosa.   |

## Theme 4 Activating our places and spaces

Local governments play a critical role in shaping urban landscape through civic works. The inclusion of artistic component in urban design is crucial in nurturing community identity and capitalising on the unique attributes of a place. The inclusion of art in public infrastructure stimulates social discourse, participation and dynamism and facilitates a sense of community pride. By engaging local creatives in the design of civic works we will humanise our urban landscape and celebrate our region's character.

| Aim   | Year  | Actions   | Result  |
|---|-------|---|---|
| 4.1 Our region will enjoy a diverse range of well-maintained creative, learning and heritage places to support the community's creative expression and participation and to encourage communities to share and connect with each other. | 25-30 | Support NFP community cultural tenants of Council buildings to maintain their levels of service and grow their membership.  | NFP community cultural tenants are meeting their organisational objectives, are growing their membership and providing valued services to the community.    |
|   | 25-30 | Progress the new Noosa Regional Gallery + project as a showcase of the unique Noosa region, enabling artists to showcase their work in a professional, fit-for-purpose space. | Noosa has a contemporary, innovative cultural space that celebrates Noosa's natural environment and reflects Noosa's desire to be carbon neutral.           |
|   | 27-30 | Identify dedicated, fit-for-purpose spaces for artists to create, showcase and exhibit their work at an affordable rate.  | Creative practice is showcased across the Noosa Shire, taking advantage of both indoor and outdoor opportunities for the community to engage with the arts. |
|   | 27-30 | Upgrade public spaces with event ready amenities and infrastructure such as power supply.   |   |
| 4.2 Noosa's arts, heritage and environment sectors will continue to have a special connection; and the cultural sector will play an essential role in interpreting and preserving our unique ecosystems and biosphere status.           | 26-30 | Facilitate strong collaboration between environmental and cultural organisations.   | Opportunities exist to complete major environmental and sustainability initiatives that engage creatives.   |
|   | 25-30 | All public art is managed through Council's Public Art Policy processes.  | Public art in Noosa is of high quality, relevant, engaging and well maintained.   |



| Aim   | Year  | Actions   | Result  |
|---|-------|---|---|
| 4.3 Our places and spaces will be made more interesting and locally distinct by maintaining a high standard of civic design and including cultural practice and works.  | 26-30 | Improve and increase the creative design component in Council infrastructure projects.  | Responding to community demand, 'Cultural benefit' is a consideration in all civic infrastructure projects, recognising the value of public art in the urban landscape. |
|   | 26-30 | Include representatives from creative industries in stakeholder consultation for projects involving master planning, placemaking and major developments |   |
|   | 25-30 | Implement cross-departmental collaboration to ensure arts and cultural aspects of development and land-use are considered.                              | Partnerships across Council departments result in cultural considerations when planning Council initiated projects.   |
| 4.4 Recognising the value of supporting cultural practice in the community, rates and charges related to cultural events will be attainable for emerging as well as established arts and cultural events. Attendance to arts and cultural events will be facilitated through accessible and affordable transport options for attendees. | 27-30 | Review rates and charges for Council facilities regularly used for cultural events such as public spaces, sound shells and halls.                       | Hire fees for Council facilities are not an impediment to the viability of arts and cultural activities and events.   |
|   | 27-30 | Continue lobbying all levels of government to improve public transport networks in Noosa, particularly to festival and event sites.                     | Public transport to arts and cultural events is readily accessible and reasonably priced.   |

## Theme 5

## Engaging our community and visitors

Culture and arts are fundamental to human existence, especially to our history, identity, creativity and desire for play and enjoyment. Participation in arts and cultural experience, as a right for all people, has the potential to improve all areas of human endeavour. Reducing participatory barriers to both creators and consumers is paramount to building a creative ecology that is reflective of all facets of society. Individually and collectively, our community will experience the many benefits of a culturally rich and creatively engaged society.

| Aim  | Year  | Actions   | Result  |
|--|-------|---|---|
| 5.1 We will support opportunities for audiences to experience challenging and engaging art of all disciplines and participate in new cultural experiences. | 25-30 | Develop a busking policy to nurture the vibrancy of our communities through accessible live music with a focus on an equitable system of use for popular busking sites and minimising complaints, criticism and other problems associated with buskers. | Opportunities exist for audiences to experience a broad range of artistic expression that challenge preconceived definitions and existing norms. A community that supports free speech, debate and ideas, free from censorship. |
|  | 25-30 | Creative programs in Council facilities are diverse, challenging and reflective of current discourse.   |   |
|  | 25-30 | Access to creative content is only restricted through classification as dictated by policy and law.   |   |
|  | 25-30 | Systems in place for the venue hire of Council properties are not discriminatory and provide options for all levels and stages of art performance.  |   |
| 5.2 Local residents and visitors will have easy access to information about upcoming cultural events.  | 27-30 | Develop an online directory for cultural events, activities and opportunities.  | The community is aware and engaged in cultural events and activities in Noosa.  |
|  | 25-30 | Create a marketing plan to better promote arts and cultural offerings across Noosa Shire across different platforms and audiences.  | Noosa is known for its vibrant arts and cultural programs and events.   |
| 5.3 The calendar of cultural events and activities in Noosa are strategically planned to maximise audiences and capitalise on consumer trends              | 26-30 | Ensure events calendars are strategically booked and considered to ensure optimal success for the events sector as a whole.   | The full year of cultural events in Noosa is effectively designed to optimise attendance and capitalise on seasonal peak periods.   |
| 5.4 Cultural events in Noosa are diverse, engaging, challenging, safe and professionally presented.  | 25-30 | Maintain industry standards of presentation, management and administration of arts and cultural events.   | Noosa's arts and cultural events are planned, undertaken and reviewed in line with industry best practice.  |



Queensland Ballet, Noosa Alive Festival. Photo Paul Smith.

# Roles and responsibilities

Successfully implementing the Cultural Plan 2025-2030 will require dedication from a range of stakeholders, including government agencies, cultural organisations, community groups, and individuals. Below is a breakdown of roles and responsibilities:

## Noosa Council Arts & Culture branch:

- **Policy development:** Crafting cultural policies aligned with the goals and objectives of the Cultural Plan.
- **Funding allocation:** Providing financial resources to support cultural initiatives and projects outlined in the plan.
- **Regulation and compliance:** Ensuring that cultural activities adhere to relevant regulations and standards.
- **Coordination:** Facilitating collaboration among different stakeholders involved in cultural initiatives.

## Arts facility teams:

- **Program development:** Designing and implementing cultural programs and events that contribute to the objectives of the Cultural Plan.
- **Community engagement:** Engaging with local communities to ensure that cultural activities are inclusive and representative of diverse perspectives.
- **Resource mobilisation:** Seeking funding from various sources to support cultural initiatives.
- **Evaluation:** Monitoring and evaluating the impact of cultural programs and initiatives to assess their effectiveness.

## Community groups:

- **Advocacy:** Advocating for the inclusion of specific cultural interests and perspectives in the Cultural Plan.

- **Participation:** Participating in cultural activities and events organised as part of the Plan.
- **Feedback:** Providing feedback to Council and cultural organisations on the implementation of the Plan and its outcomes.

## Arts Industry:

- **Participation:** Participating in cultural activities and events as audience members, volunteers, or contributors.
- **Collaboration:** Partner with peer businesses to create shared opportunities, efficiencies of equipment, maximisation of skills and generate critical mass.
- **Support:** Support economic development initiatives through shared marketing, participation and resourcing, to build Noosa a reputation of being a place for creative excellence.

## Individuals:

- **Participation:** Participating in cultural activities and events as audience members, volunteers, or contributors.
- **Support:** Supporting local artists, cultural organisations, and initiatives through attendance, patronage, or advocacy.
- **Feedback:** Providing feedback on cultural activities and events to help improve future programming.

Council cannot achieve this ambitious agenda on its own and consequently welcomes the support of other government agencies and the efforts of the broader arts, culture and heritage sectors in working collaboratively to implement the goals and initiatives outlined in the Cultural Plan.



# Measures of success/ evaluation

This Cultural Plan is a living document that is reviewed on a 5-year basis and in alignment with any revisions to the Corporate Plan and Delivery Program and annual Operational Plans. Council officers will regularly seek feedback from the cultural sector about Council's performance in delivering on the key aims and actions detailed in the Plan.

- 1** Theme 1 – Valuing our history and heritage
- 2** Theme 2 – Enabling inclusion and access
- 3** Theme 3 – Championing our creative community
- 4** Theme 4 – Activating our places and spaces
- 5** Theme 5 – Engaging our community and visitors

| Theme | Aim   | Evaluation focus (not limited)   |
|-------|---|--|
| 1     | We will respect and recognise Kabi Kabi culture and its value to Noosa's cultural identity.             | <ul style="list-style-type: none"> <li>— Engagement frequency with Kabi Kabi Advisory Group and First Nations arts and cultural agencies and organisations.</li> <li>— Number of creative project engagements with First Nation organisations and artists.</li> <li>— Quality and number of NAIDOC Week events.</li> </ul>                                       |
|       | Noosa history will be accessible to residents and visitors.   | <ul style="list-style-type: none"> <li>— Percentage increase of content available on Heritage Noosa website.</li> <li>— Annual number and diversity of heritage events and activities hosted by Noosa Council.</li> </ul>  |
|       | We will understand and respect the contributions made to our communities through successive generations | <ul style="list-style-type: none"> <li>— Annual percentage increase of content on Heritage Noosa online database.</li> <li>— Number of CMP's and Heritage Research projects undertaken and completed.</li> </ul>   |
|       | Noosa's cultural heritage will be preserved for current and future generations in a diversity of forms. | <ul style="list-style-type: none"> <li>— Sound maintenance of existing arts and heritage collections.</li> <li>— Annual percentage increase of content on Heritage Noosa online database.</li> <li>— Number of Cultural Management Plans created for Noosa's built heritage.</li> <li>— Continued review and updating of heritage in Noosa Plan 2020.</li> </ul> |

| Theme | Aim  | Evaluation focus (not limited)   |
|-------|--|--|
| 1     | Noosa's history and heritage will advise and inspire our future.   | <ul style="list-style-type: none"> <li>— Annual percentage increase of content on Heritage Noosa online database.</li> <li>— Completion and adoption of a Heritage Plan.</li> </ul>  |
|       | We will instigate positive change in the arts with respect to socio-economic diversity and inclusion.  | <ul style="list-style-type: none"> <li>— Level of accessibility to Council's arts and cultural facilities.</li> <li>— Diversity of arts and cultural programming.</li> </ul>   |
| 2     | We will value the role of creativity in the learning and community engagement space. We will use creativity in our everyday lives to learn, adapt, innovate and problem solve. | <ul style="list-style-type: none"> <li>— Percentage growth of creative practitioners in the region.</li> <li>— Percentage growth of creative learning experiences on offer.</li> <li>— Number of students participating in education programs with a creative focus.</li> </ul>                          |
|       | Support opportunities for community to learn, engage with and share in First Nations stories.  | <ul style="list-style-type: none"> <li>— Number of First Nations exhibitions and programs presented through the Noosa Gallery.</li> <li>— Number of First Nations focused library programs.</li> <li>— Increased exposure to First Nations culture through public art and performance.</li> </ul>        |
|       | Increase youth engagement in programs that tell the stories of the Noosa region within an Australian context.  | <ul style="list-style-type: none"> <li>— Number of students participating in education programs with a creative focus.</li> <li>— Number of professional development opportunities available in the region</li> </ul>  |
| 3     | Support artist skills and professional development.  | <ul style="list-style-type: none"> <li>— Number of training opportunities offered in the region.</li> <li>— Number of applications to the Regional Arts Development Fund grants program.</li> <li>— Number of creative practitioners supported for training opportunities outside the region.</li> </ul> |
|       | Sustain the viability of careers in the arts and creative industries by supporting emerging artists in the sector.   | <ul style="list-style-type: none"> <li>— Number and diversity of arts events in the region.</li> <li>— Number of exhibitions in the regional gallery's exhibition program.</li> <li>— Opportunities presented for creative presentations in Council managed facilities.</li> </ul>                       |
|       | Enable our creative sector to be prosperous, productive and sustainable, recognising the important contribution creative industries make to our local economy.                 | <ul style="list-style-type: none"> <li>— Number of creatives living and working in Noosa.</li> <li>— Number of creative industry-based businesses registered in Noosa (Census data).</li> </ul>  |



| Theme | Aim   | Evaluation focus (not limited)  |
|-------|---|---|
| 3     | Creatives will be attracted to Noosa to live and create. They will find a strong network of like-minded people and their creative output will be valued and celebrated.   | <ul style="list-style-type: none"> <li>— Number of creative industry-based businesses. registered in Noosa (Census data).</li> <li>— Viability of ARI's in the region.</li> </ul>   |
|       | Council, community and business organisations will work together to deliver high quality events and activities which support the attributes and values of the Noosa community.  | <ul style="list-style-type: none"> <li>— Value of sponsorship provided to arts and cultural events.</li> <li>— Number of volunteers supporting arts and cultural services and events.</li> <li>— Health and viability of independent arts organisations and event managers.</li> </ul>  |
|       | Build relationships with First Nations artists and arts networks.   | <ul style="list-style-type: none"> <li>— Number of creative project engagements with First Nation organisations and artists.</li> <li>— Number of engagements with KKPAC.</li> </ul>  |
| 4     | Our region will enjoy a diverse range of well-maintained creative, learning and heritage places to support the community's creative expression and participation and to encourage communities to share and connect with each other.   | <ul style="list-style-type: none"> <li>— Diversity of program content at Noosa Regional Gallery and The J.</li> <li>— Progress of the new Noosa Regional Gallery development.</li> <li>— Diversity of arts and cultural events on offer.</li> <li>— Affordability of arts engagement across the Noosa region.</li> </ul>                            |
|       | Noosa's arts, heritage and environment sectors will continue to have a special connection; and the cultural sector will play an essential role in interpreting and preserving our unique ecosystems and biosphere status.   | <ul style="list-style-type: none"> <li>— Number of partnership programs between creative and environmental sectors.</li> <li>— Number of arts programs presented with a specific sustainability focus.</li> </ul>   |
|       | Our places and spaces will be made more interesting and locally distinct by maintaining a high standard of civic design and including cultural practice and works.  | <ul style="list-style-type: none"> <li>— Number of new public art commissions / installations.</li> <li>— Outcome of regular condition reports on public art collection across Noosa.</li> </ul>  |
|       | <p>Recognising the value of supporting cultural practice in the community, rates and charges related to cultural events will be attainable for emerging as well as established arts and cultural events.</p> <p>Attendance to arts and cultural events will be facilitated through accessible and affordable transport options for attendees.</p> | <ul style="list-style-type: none"> <li>— Demographic diversity of attendance to arts and cultural events and activities.</li> <li>— Average price point of arts and cultural programs.</li> <li>— Number of affordability initiatives in place for major arts and cultural events.</li> <li>— Improvements of public transport networks.</li> </ul> |

| Theme | Aim   | Evaluation focus (not limited)  |
|-------|---|---|
| 5     | We will support opportunities for audiences to experience challenging art of all disciplines and participate in new cultural experiences. | <ul style="list-style-type: none"> <li>— Diversity of exhibition program at Noosa Regional Gallery.</li> <li>— Number of new creative initiatives presented.</li> <li>— Number and diversity of RADF supported projects.</li> </ul>       |
|       | Local residents and visitors will have easy access to information about upcoming cultural events.   | <ul style="list-style-type: none"> <li>— Attendance numbers at events.</li> <li>— Feedback from Noosa Information Centres.</li> <li>— Number of online posts preceding and following events.</li> </ul>                                   |
|       | Cultural events and activities in Noosa are planned to complement each other and grow total audiences.                                    | <ul style="list-style-type: none"> <li>— Destination Management Plan is effective in coordinating events in the region.</li> <li>— Minimal event clashes.</li> <li>— Arts and cultural events are dispersed across the region.</li> </ul> |
|       | Cultural events in Noosa are diverse, engaging, challenging, safe and professionally presented  | <ul style="list-style-type: none"> <li>— Number of cultural events undertaken incident free.</li> <li>— Number of new events and activities presented in Noosa.</li> </ul>  |



# Endnotes

Cover image: 'Custodians of the Interval', Juan Ford - Floating Land 2023. Photo Warwick Gow.

Design and creative direction: Jaime Kiss

## Acknowledgements

The Noosa Cultural Plan has been developed by Noosa Council with input and assistance from a wide range of community and professional organisations and individuals. Council would like to thank all who shared their time, knowledge and perspectives in developing the plan.

## References

- Noosa Council Corporate Plan 2023-2028
- Noosa Council 2023 Report
- Noosa Cultural Plan 2019-2023  
(Presented to Noosa Council Services & Organisation Committee meeting -10/9/24)
- CRED Consulting – Noosa Cultural Plan Targeted stakeholder engagement report
- National Cultural Policy, (2022) 'Revive: A place for every story, a story for every place'
- State of Queensland, (2020) 'Creative Together 2020-2030'

## Contact

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## Human rights statement

In developing this Plan, the subject matter has been considered in accordance with the requirements of the Queensland Human Rights Act 2019. It is considered that the subject matter does not conflict with any human rights, including the right to privacy and reputation, and supports a human rights approach to decision making by Council.

Council representatives will endeavour to act and make decisions under this policy in a manner that is compatible with human rights. In particular, representatives will endeavour to:

- identify relevant human rights which may be affected by the action or decision.
- give proper consideration to the impact of its actions and decisions on human rights; and
- ensure that any conduct or decision by Council which limits an individual's human rights is reasonable and justifiable.

This Plan should be read in conjunction with Council's Human Rights Policy.



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is now.

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