Arts and Culture Strategic Service Plan - Focus Groups
Strategic Engagement Plan

CONTEXT

City of Casey arts and cultural services create arts participation opportunities that positively impact individuals and the Casey community as a whole.

We recognise that being involved in creativity enhances social connection, well-being and collectively improves Casey's identity, economic prosperity and appeal for visitors. Supporting creativity develops our local talent and sustains cultural traditions. Together this supports Council's community vision to become a more connected, bold and resilient community.

Arts and culture is understood as many different things to different people and this continues to change and evolve every day. At the City of Casey we recognise art and culture as the sharing of stories, ideas, customs, practices and experiences in creativity of all forms. And that people who are involved individually or within groups are part of Casey's arts and culture community.

The City of Casey is in the process of developing an Arts Strategic Service Plan which will encompass all arts and cultural development activities that happen across the City of Casey.

A survey conducted in February and March 2022, asked community members what they thought about existing arts and culture services and their priorities for future services in the City.

The survey revealed 6 key themes:

OUR CHALLENGE

The City of Casey covers a large area and serves a diverse and growing population. We want to make sure that all of our community has access to Arts and Culture services, and that the existing programs and facilities that serve the community are encouraged to thrive. Therefore:

What should Council's priorities for Arts and Culture services to community be for the next four years?

- Focus on equality of access and inclusion.
- Infrastructure and spaces: uneven provision, demand in neighbourhoods, changing needs.
- The community values arts and culture.
- *(the need for)* Artist development pathways.
- Growing creative businesses and need for innovative funding and resourcing.
- Demand for digital engagement.

These focus groups are an opportunity to further explore these emerging themes with key stakeholder groups and seldom heard voices.

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LEVEL OF ENGAGEMENT

The highest level of engagement being sought through this process is:

INVOLVE
(International Association for Public Participation Engagement Spectrum).

PROMISES

City of Casey will,

- Demonstrate they have heard and understood the communities' priorities around Arts and Culture
- Document and record all inputs and reflect these back to participants in a "what was said" report
- Demonstrate how the focus groups influence the development of the Arts and Culture Strategic Service Plan

SCOPE

NEGOTIABLES

- Priorities for council actions in arts and culture over the next 4 years
- Options for resourcing Council funded programs
- Ideas for a long term vision for arts and culture
- Partnerships with new or existing community groups to deliver arts and culture priorities

NON-NEGOTIABLES

- The overall amount of the Arts and Culture budget
- Minority voices must be heard through the process
- The Council will keep listening to our community in an ongoing way

SUCCESS MEASURES

RATIONAL OBJECTIVES
(the outputs and tangible things)

- A clear set of priorities
- Clear measures of success – a vision for the future
- Feedback from a range of diverse voices
- Identifying priorities where Council can partner with the community to deliver
- Understanding barriers to participation in arts and culture
- Identifying ways to better communicate with the community about arts and culture

EXPERIENTIAL OBJECTIVES
(the engagement and experience)

- That all people are able to contribute equally
- The access needs of all participants are met
- That participants can see how their feedback has informed the Arts Strategic Service Plan
- That participants feel safe and heard
- That relationships are formed for further engagement