CENTRAL COAST
art + community
mapping report 2010
part 2

Prepared for Arts NSW by
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CREATIVE
CONSULTING
CENTRAL COAST
art + community report 2010
part 2 – mapping report

prepared for Arts NSW
18 October 2010

Cover Image Credit: Water Vibration, installation by Catherine Stanley for the Faces of Gosford residency project. Photo by Victoria Grant, courtesy Victoria Grant and Gosford Regional Gallery. Cover design: Melitta Firth
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2.1 THE CENTRAL COAST REGION

Central Coast demographics, issues and trends

The Central Coast is an environmentally diverse region which offers opportunities for living, working, recreation and culture. Located just over an hour’s drive north of Sydney and south of Newcastle and stretching from the Hawkesbury River to the south of Lake Macquarie, the region has 81 kilometres of ocean coastline, extensive waterways, plateaus and valleys, and large areas of national parks and protected open spaces.¹

It is comprised of two local government areas: Gosford City Council and Wyong Shire Council.

The Traditional Owners are the Darkinjung people, represented by Darkinjung Local Aboriginal Lands Council, who explain that "Darkinjung (Darkinyung) traditional boundary extends from the Hawkesbury River in the south, Lake Macquarie in the north, the McDonald River and Wollombi up to Mt Yango to the west and the Pacific Ocean in the East."² According to Darkinjung Country Standing Strong the Central Coast has a rich history of Aboriginal occupation. "It is believed and recorded; in Darkinjung country there are over 5,000 registered sites."³

In July 2010 the Central Coast was recognised as a region in its own right under the NSW Environmental Planning and Assessment Act 1979. This declaration formally acknowledges the Central Coast as a region, distinct from the neighbouring Hunter Valley region and Sydney metropolitan area.⁴

In 2008 the Central Coast was home to approximately 320,000 people, living across a number of large urban centres and in small rural villages. The region has one of the fastest growing populations in NSW, with a further 100,000 people are expected to move to the region by 2031.⁵ Wyong Shire is projected to grow to over 220,000, and Gosford City is projected to grow to around 193,000.

There are a number of distinctive features of the Central Coast, which makes the region an important residential, business and tourist hub: relaxed lifestyle and sense of community, central location between the major population centres and combination of city advantages with the amenity of living in a range of villages, towns and localities. It is however, a region facing many changes and challenges.⁶

The Regional Economic Development And Employment Strategy (REDES) for the Central Coast⁷ provides a recent snap shot:

- it is the ninth largest population centre in Australia and the third largest residential region in NSW.
- significant population growth means there is a critical need to generate more than 45,000 new jobs in the region over the next 20 years.
- 35% of employed residents (38,000 people) commute to jobs outside the region (mainly in Sydney).
- there is a dual pattern of population growth with older people being attracted for retirement and families with children also moving to the region, attracted by affordable housing, coastal lifestyle, and accessibility to the Sydney metropolitan area.
- household incomes are lower than NSW averages.
- there is significant long term unemployment and a decline in total employment.
- there are continued high rates of youth unemployment due to an insufficient number of entry level jobs for young people.
- significant numbers of 18-29 year old adults leave the region each year
- relative to NSW and the Sydney region, there are low average education levels (low HSC completion rates and low % with tertiary qualifications).
- there is a lack of internal connectedness due to public transport access issues and the dispersed location of jobs and population centres (due partly to the geographic features of the region).
Other recent vital statistics for the Central Coast include:
- unemployment rates vary from 4.2% in Gosford East, to 8.9% for Wyong North and East. viii
- the current registered youth unemployment rate for 15-24 years old for the Central Coast is 15.4% ix compared to 11.9% nationally (ABS October 2009), with a teenage unemployment rate of up to 40 % across the region….compared to the state average of 26.9%. x
- year 12 completion rates for Gosford and Wyong were 36% and 26% respectively, compared to a NSW average of around 42%.
- tourism is a major contributor to the economy with thousands of jobs in tourism and hospitality
- The industries reporting the lowest employment numbers are arts and recreation services, agriculture, forestry and fishing and mining.

Youth
Young people’s future outcomes are strongly related to their education. The lack of youth engagement in education on the Central Coast and growing youth unemployment are important issues for the future of Central Coast communities, who are facing the challenge of how to support young people towards positive futures.

Indigenous Community
The Central Coast Aboriginal population is the fastest growing in Australia. The population was 6,454 in 2006 xi. With an annual average growth rate of 3% and a forecasted increase of 43% over the next 12 years, the proportion of Indigenous people aged between 15 and 19 will increase from 25% of the Central Coast population to 28%. xii

Social challenges
The impact on the community of increasing numbers of workers leaving the region each day, commuting to jobs in other places (mainly in Sydney), is significant. They are taking their business and recreational pursuits with them. Central Coast towns along the railway line are increasingly taking on the characteristic of dormitory centres, with businesses relocating or closing down, and growing numbers of commuter car parking stations. Shop vacancy rates are over 28% in Gosford xiii, and in September 2010 Gosford Council purchased Gosford City Town Centre, the main shopping centre in the CBD, where retail has been falling, to turn the Centre into a 600-space car park, including 400 designated commuter car parks. These trends are a cause for community concern about a decreasing sense of community, increased crime and antisocial behaviour (vandalism, graffiti etc) xiv.

Population demographics – Central Coast compared to NSW xv

<table>
<thead>
<tr>
<th>By Age Group</th>
<th>% of total population (2008)</th>
<th>CC %</th>
<th>NSW %</th>
<th>Cultural Diversity % of total population (2006)</th>
<th>CC %</th>
<th>NSW %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Persons - 0 to 14 years</td>
<td>19.6%</td>
<td>19.7%</td>
<td>Indigenous people</td>
<td>2.3%</td>
<td>2.2%</td>
<td></td>
</tr>
<tr>
<td>Persons - 15 years to 24 years</td>
<td>12.9%</td>
<td>13.8%</td>
<td>Born overseas total xvi</td>
<td>14.3%</td>
<td>25.6%</td>
<td></td>
</tr>
<tr>
<td>Persons - 25 years to 34 years</td>
<td>10.9%</td>
<td>14%</td>
<td>Of those born overseas - North West Europe</td>
<td>7.8%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Persons - 35 years to 44 years</td>
<td>13.2%</td>
<td>14.3%</td>
<td>Of those born overseas - Oceania</td>
<td>2.1%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Persons - 45 years to 54 years</td>
<td>13.7%</td>
<td>13.8%</td>
<td>Speak a language other than English</td>
<td>4.1%</td>
<td>21.3%</td>
<td></td>
</tr>
<tr>
<td>Persons - 55 years to 64 years</td>
<td>11.7%</td>
<td>11.2%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Persons - 65 years to 74 years</td>
<td>8.7%</td>
<td>7.2%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Persons - 75 years to 84 years</td>
<td>6.7%</td>
<td>4.8%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Persons - 85 years and over</td>
<td>2.6%</td>
<td>1.8%</td>
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</tr>
</tbody>
</table>
CASE STUDY 5:

Youth Arts & Media projects

The Regional Youth Support Services (RYSS) Youth Arts Warehouse program is funded by Arts NSW and other partners. Its programs include visual arts workshops and projects, music programs such as the Metrodome youth music events pictured, and performing arts development. In 2010 RYSS convened the first meeting of a Youth Arts Consortium for the region. Youth Connections has a youth media program including YC Radio - with an OB (Outside Broadcast) van pictured here at Mt Penang Flora Festival, used to record and broadcast live events. Arts programs for young people are also provided by Wyong Neighbourhood Centre and Wyong Shire Council.

Clockwise: a Metrodome event at Youth Arts Warehouse in Gosford; and the Metrodome mixing desk (images courtesy of Youth Arts Warehouse @ RYSS); DrumFest 2010 (courtesy Wyong Shire Council); and Youth Connections Media Van, interior and exterior.
CASE STUDY 6:  
Listening – Indigenous Stories from the Central Coast

This contemporary oral history and performance project was funded by the Australia Council and Gosford City Council. The project was directed by Jocelyn McKinnon, who was also co-writer with Sandy O'Sullivan, with an all Indigenous steering committee. Stories were recorded by Indigenous and non Indigenous people working together, and then performed verbatim by other people. The performance was staged in 2004, with choreography by Francoise Anbenieux, lighting design by Leigh Collins, and set and multimedia design by Colin Rosewell, in an old hangar at Ourimbah, to a largely Indigenous audience.

Images courtesy of Dr Jocelyn McKinnon, University of Newcastle, Central Coast
## 2.2 CENTRAL COAST ARTS – MAPPING REPORT

### Central Coast arts and cultural research and plans

The following list of Plans and Reports illustrates the aspirations of the Central Coast Councils and communities to engage with the arts and culture. Both Councils have developed Cultural Plans and arts and cultural programs are integrated into their planning and vision for vibrant communities. While Councils have not had capacity to implement all recommended actions in these plans, they have been developed through extensive community consultation and provide a strong framework and direction for future arts development initiatives.

<table>
<thead>
<tr>
<th>Organization</th>
<th>Plan</th>
<th>Year</th>
<th>Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gosford City Council</td>
<td>Gosford City Council Vision 2025 KFA 5. Enhancing Arts and Culture</td>
<td>2008 - 2013</td>
<td>VISION: IN THE YEAR 2025, Gosford has earned a well-deserved reputation as the 'Creative Coast'. The arts thrive in Gosford and members of the community have numerous opportunities to express their creativity. Objectives include: 5.1 Promote … existing arts / cultural/ Indigenous facilities, sites and networks …5.2 Integrate the arts / cultural plans with other strategic plans for the Gosford City Centre and waterfront, and 5.3 To have a heritage philosophy that embraces all our history and is accessible and understood by community. Strategies include: • Strengthen and expand the arts and cultural activities in Gosford LGA (through strong community partnerships). • Festival: Stage a major annual „Festival of Culture and the Arts”. • Aboriginal Culture: Respect and protect Gosford’s sacred Aboriginal culture, sites and „keeping places”. • Cultural „Spaces and Places” Policy: Develop a policy that integrates with the City Centre plans. • Heritage Role: Develop the definition and role of heritage within Gosford LGA.</td>
</tr>
<tr>
<td>Gosford City Council</td>
<td>Cultural Plan</td>
<td>2004 – 2009</td>
<td>Based on 18 months of consultation, and provides data on arts and cultural resources, needs and detailed strategies. Implemented strategies include establishing Youth Arts Warehouse and the Cultural Spaces and Places framework.</td>
</tr>
<tr>
<td>Gosford City Council</td>
<td>Cultural Spaces and Places Framework Stage 1 Report</td>
<td>2007</td>
<td>(prepared by KPMG with Debra Mills &amp; Assocs, Urban Cultures and Jonah Jones Assocs) evaluating community demand/interest for performing arts facility and cultural precinct. Includes data on arts participation, creative industries and arts and cultural organizations, as well as an audit of current arts and cultural facilities and “gap analysis”. The report cites the Gosford Council’s 2003 Cultural Survey (which informed the Cultural Plan) as evidence Gosford resident participation at Cultural events is higher than the Australian average – see discussion of Audiences.</td>
</tr>
<tr>
<td>Gosford City Council</td>
<td>Gosford Challenge (Stage 2 Report)</td>
<td>2010</td>
<td>A CBD Masterplan that aims to develop Gosford as a world class waterfront regional city, including an Arts and Entertainment precinct with a Performing Arts Centre (a multipurpose facility that caters for theatre, concerts, meetings, conferences and arts shows, and may also become a home for arts institutions and house the Conservatorium of Music.) Project overseen by a steering group including representatives of GCC, Land and Property Management Authority, NSW Department of Premier and Cabinet and Planning NSW.</td>
</tr>
<tr>
<td>Wyong Shire Council</td>
<td>Wyong Shire Community Plan</td>
<td>2008-2013</td>
<td>While the WSC Community Plan does not include a key theme relating to arts and culture, it is the overarching framework for the WSC Cultural Plan, Public Art Strategy and Youth Engagement Strategy. The key themes include Our Community, Places and Spaces, and Young People. Priority issues raised by the community: lack of adequate infrastructure (hard and soft) – including entertainment and cultural facilities, and local activities, programs and events, a lack of a Central Coast identity; a perception of increased crime, including anti-social behaviour, vandalism and graffiti; and isolation and disconnection of some residents and a decreased sense of community as people become less involved and more insular. xvi Priority Actions include: • Development of a Youth Strategy was a key action (Action 6.1.1) to be undertaken during Years 1 and 2 • Community and Cultural Grants Program. • Cultural development programs and places to pursue a range of cultural and artistic activities. • Artists-with-community-projects. • Intergenerational programs</td>
</tr>
</tbody>
</table>
| Wyong Shire Council | Cultural Plan | 2005 | Developed after consultation with over 1,000 people, provides data on arts and cultural resources, audiences, needs and detailed strategies. Implemented strategies include engagement of a Cultural Planner, a Public Art policy and strategy, a Youth Strategy (including the Youth Art Cart outreach project), the Cultural Grants program and the planned establishment of a performing arts facility. Includes conclusion (like Gosford) that Wyong residents have higher attendance of cultural venues than Australians as a whole. Cultural Plan Actions include  
- seed funding for a youth performing arts project in association with the proposed performing arts centre  
- Establish a Cultural Projects Worker to work with community groups to provide professional support, identify opportunities for partnerships, identify promotional, funding and sponsorship opportunities for cultural projects.  
- Encourage and support community projects that provide opportunities for young people to develop their interests, skills and knowledge in culture and the arts, through cultural grant program WSC  
- an artist-in-residence program to provide opportunities for visual artists in residence whose work can be experienced and appreciated by other artists, students and community members  
- a Master Class program in the performing arts  
- support community projects that encourage innovation and excellence in the arts, through cultural grants program |
| Wyong Shire Council | Wyong Performing Arts Centre Feasibility Study | 2006 | Study prepared by Tonkin Zulaikha Greer architects with Australia Street Company and Pegasus Group. Recommends that Council explores development of a facility with focus on performing arts but also supporting other diverse arts programming, with flexible design, with a main theatre of 400 seat capacity and two ancillary spaces; and that the facility be Council managed, and that Council commit a recurrent annual operational subsidy to support the facility, its activities and operations. Refers to Cultural Plan findings re higher than average attendance of cultural venues. |
| Wyong Shire Council | Public Art Policy and Implementation Plan | 2007 | For 5 years Council will instigate an annual Council-funded public art program to “explore the breadth of traditional and contemporary art practice available for the enrichment of Wyong Shire’s public places through commissioning works of art from a range of individual artists, craftspeople, and designer/makers, as well as from artists working with communities.” Council has also articulated a “place making” objective in the Plan –“there are key ideas of place relating to the Wyong Shire area which are to be investigated and explored by artists, craftspeople, and designer/makers in commissioned works of art during this Policy’s duration” which include landscape, identity, a sense of home an place in the world, and social inclusion. |
| Wyong Shire Council | Public Art Development Control Plan (DCP112) | 2009 | To “involve public art as an integral part of the development process for major development”, the DCP provides a mechanism to make “requirements for the provision of public art within major developments valued at $5M or more and to ensure that these developments provide financial allocation towards public art”. It “places a high value on public art that is site specific, innovative and integrated into current or future urban design themes.”(36) |
| Wyong Shire Council | Youth Engagement Strategy | 2010 | Includes a partnership prospectus and tool kit. 1,117 participants were engaged in the consultation. Aims include to “Partner with young people as the key drivers of the strategy …; Influence a culture of young people as partners in shaping their community…; Establish a framework for best practice in engaging with young people; Ensure meaningful participation of young people in their community; Showcase examples of positive actions that are being undertaken by young people…; Provide…increased opportunities for building a community that retains, attracts and engages young people with all facets of community life; Build a partnership with young people in the community… to understand and learn what already works well and build on this to achieve more of what is working well.”(37) |
| Wyong Neighbourhood Centre | Youth Arts Service Business Plan | 2010 | Business Plan for North Wyong Shire Youth Arts Service (partnership with Wyong Shire Council)  
VISION: to act as a resource and umbrella to other organizations, groups and artists wishing to pursue arts and culture related initiatives, as well as empower young people and young emerging artists through mentoring, professional and skills development programmes and projects. |
Arts and Cultural Workers and Infrastructure

Research for this report identified approximately 67 equivalent full time workers (listed below) in the arts and cultural sector in the Central Coast region. Approximately 19 of these are professional full time (or equivalent) arts and cultural workers, 20 work in arts education, and 28 are managers, arts administrators or arts related technical officers.

Of these 23 are employed by Gosford Council, 4 by Wyong Council, 19 by youth organizations, and over 20 by public arts education providers (including NAISDA). The arts education providers and youth organizations also employ approximately 60 casual arts and music teachers.

**There are no regional arts coordination positions and there is no professional regional infrastructure providing a central point for arts and cultural information, communications, coordination and regional programming.**

Wyong and Gosford Council cultural staff are working on the development of a regional Central Coast Cultural Strategy, which identifies shared future plans for infrastructure and programming.

Recent Federal government initiatives also enabled the engagement of several workers on short term contracts commencing 2010, who are also supporting arts and creative industries programs as part of their work plans:
- Innovative Regions Facilitator Central Coast (3 years, DIISR);
- Youth Connections Community Partnership Broker; and
- Youth Connections Indigenous Partnership Broker position (both 4 years, DEEWR)

Following is a list of designated arts and cultural officers, arts education and cultural facility employees in the region:

<table>
<thead>
<tr>
<th>Local Government</th>
<th>Gosford City Council (recently restructured Arts and Culture Unit)</th>
<th>Wyong Shire Council</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Director Community Services &amp; Organization Development – Terry Thirlwell</td>
<td>Cultural Planner – Stuart Slough</td>
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<tr>
<td></td>
<td>A/Manager Arts and Cultural Heritage - John Mouland (Acting - new appointment to be advised 30 October 2010.)</td>
<td>Arts Project Officers (p/t non-permanent)</td>
</tr>
<tr>
<td></td>
<td>A/Coordinator Arts and Culture – Tina Davies (Acting- position will end when new Manager hand over completed)</td>
<td>Aboriginal Community Development Officer</td>
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<td></td>
<td>Finance Officer Arts and Culture (new position)</td>
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<td></td>
<td>Marketing Officer Arts &amp; Culture</td>
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<tr>
<td></td>
<td>Cultural Development Coordinator – Darlene Cole (Acting)</td>
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<td></td>
<td>Assistant Cultural Development Officer/Admin Officer</td>
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<td></td>
<td>Performing Arts Facilitator – Leon Hammond</td>
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<td></td>
<td>Administration Officer Performing Arts</td>
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<td></td>
<td>Project Officer Arts and Culture/volunteer supervisor</td>
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<td></td>
<td>Education Officer</td>
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<tr>
<td></td>
<td>Theatre Technicians x 4</td>
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<tr>
<td></td>
<td>Front of House Supervisor</td>
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<td></td>
<td>Box Office Assistant</td>
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<td></td>
<td>Visual Arts Facilitator/Regional Gallery Curator – Tim Braham</td>
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<td></td>
<td>Indigenous Officer/Assistant Curator – Beverly Whyte</td>
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<td></td>
<td>Operations Coordinator P/T</td>
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<td></td>
<td>Collections and Exhibitions Officer (Temp P/T)</td>
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<td></td>
<td>Administration Officer + Administration Assistant</td>
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<tr>
<td></td>
<td>Heritage Officer</td>
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</tbody>
</table>
Council also approved matched funding for a Cultural Projects Officer in 2010/11 (seeking matched funding from Arts NSW)

**WSC has also engaged a permanent Youth Engagement Officer who supports youth engagement in cultural programs**

<table>
<thead>
<tr>
<th>Youth organizations</th>
<th>Regional Youth Support Services – Youth Arts Warehouse</th>
<th>Manager – Kim McLoughry</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Youth Arts Coordinator – John Lowrie</td>
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<tr>
<td></td>
<td></td>
<td>Venue Supervisor/Music program coordinator p/t – Jason Rooke</td>
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<tr>
<td></td>
<td></td>
<td>Event Manager (casual) – David Nicholas</td>
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<tr>
<td></td>
<td></td>
<td>Technical/Production support – 5 x casual</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Arts and multimedia tutors – 9 x casual</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Indigenous educators – 4 x casual</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Youth workers – 8 permanent, 13 casual</td>
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<tr>
<td></td>
<td></td>
<td>* also employ mentors</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Wyong Neighbourhood Centre Youth Arts Service</th>
<th>youthconnections.com.au</th>
<th>Youth Arts Coordinator – Madalyn Ward</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>* funding to employ an Indigenous arts worker (part time/ project)</td>
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<td></td>
<td></td>
<td>YC Media Manager (YC Radio, yGenerate TV, YC Events, YC Communications) – Margaret Meehan</td>
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<td></td>
<td></td>
<td>Koori Connect/Indigenous Artist – Kylie Cassidy</td>
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<tr>
<td></td>
<td></td>
<td>Aboriginal Cultural Heritage Officer - Kevin “Gavi” Duncan</td>
</tr>
<tr>
<td></td>
<td></td>
<td>* various YC programs use art based engagement programs</td>
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<tr>
<td></td>
<td></td>
<td>* also employ 2 x Partnership Brokers and 1 x Indigenous Partnership Broker, who support arts/creative enterprise based programs</td>
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<td></td>
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<td>Total staff approx 40 people.</td>
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<table>
<thead>
<tr>
<th>Arts Education</th>
<th>NAISDA</th>
<th>Artistic Director – Kim Walker</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>General Manager – Debra Schleger</td>
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<tr>
<td></td>
<td></td>
<td>Cultural Tutor - Uncle Percy Jackonia</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Performing Arts Course Coordinator - Tammi Gissell</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Performing Arts Artistic Coordinator - Jasmine Gulash</td>
</tr>
<tr>
<td></td>
<td></td>
<td>+ Administration team of 9</td>
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<tr>
<td></td>
<td></td>
<td>+ guest tutors and choreographers</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Central Coast Conservatorium</th>
<th>Director – Christopher Bearman</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Business Manager - Frank Cubirka</td>
</tr>
<tr>
<td></td>
<td>Operations Manager + 3 x pt admin staff (=1EFT)</td>
</tr>
<tr>
<td></td>
<td>40 session teachers</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>University of Newcastle Creative Arts program Central Coast</th>
<th>Coordinator of Creative Arts, Lecturer in Drama – Dr Jocelyn McKinnon</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Drama Studio Technical Officer – Leigh Collins</td>
</tr>
<tr>
<td></td>
<td>Other part time and casual staff</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hunter Institute of TAFE, Central Coast campuses</th>
<th>Visual Arts Head Teacher – Matthew Tome</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Music Head Teacher – Rob Grosser</td>
</tr>
<tr>
<td></td>
<td>Other part time and casual staff</td>
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</tbody>
</table>
Funding for Arts and Culture on the Central Coast

Arts NSW funding to the Central Coast

A table showing details of Arts NSW funding to the Central Coast is attached at Part 3.

From 1994/5 to 2009/10 the following organizations received regular Arts NSW program and/or project funding (although none have been funded every year):
- Gosford City Council for Laycock St Theatre
- Gosford City Council for Gosford Regional Gallery
- The Central Coast Conservatorium
- Regional Youth Support Services for The Youth Arts Warehouse Coordinator
- NAISDA, the National Aboriginal and Islander Skills Development Association
- Wyong Neighbourhood Centre Youth Arts Service was funded from 1994 to 2005, and was funded again in 2010, at a reduced level.

Wyong Neighbourhood Centre is the only organization in Wyong Shire which has received funding from Arts NSW in the 16 year survey period (1994 to 2010). From 2006 to 2009 no organizations in Wyong Shire received funding from Arts NSW.

NAISDA re-located to Mt Penang in 2006 with assistance from Arts NSW and also received capital infrastructure funding in 08/09.

Gosford Council received additional funding in 2005/06, 06/07 and 08/09 for the establishment of a Collections and Exhibitions Officer position at Gosford Regional Gallery.

Regional Youth Support Services received additional capital funding of $50,000 in 2004/05 towards the cost of fitting out the Youth Arts Warehouse.

Between 2003/04 and 2009/10 no Central Coast organizations other than those listed received support from Arts NSW through the Arts Funding Program.

Prior to 2003/04 some individuals and other organizations in Gosford LGA received funding, including Brackets and Jam, Gosford City Orchestra and Dance Exchange, and there were some infrastructure grants to Gosford Council (for Woy Woy Little Theatre and Gosford Regional Gallery).

Arts NSW Funding totals to Gosford LGA, Wyong LGA and total Central Coast, 2002 – 2010:

<table>
<thead>
<tr>
<th>YEAR</th>
<th>GOSFORD LGA $</th>
<th>WYONG LGA $</th>
<th>CC TOTAL $</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>129,791</td>
<td>56,200</td>
<td>185,991</td>
</tr>
<tr>
<td>2003</td>
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<tr>
<td>2005</td>
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<tr>
<td>2009</td>
<td>517,815</td>
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<td>517,815</td>
</tr>
<tr>
<td>2010</td>
<td>222,839</td>
<td>10,000</td>
<td>232,839</td>
</tr>
<tr>
<td>total</td>
<td>1,811,122</td>
<td>189,200</td>
<td>2,000,322</td>
</tr>
</tbody>
</table>
Arts NSW Funding totals to Gosford LGA, Wyong LGA and total Central Coast, 2002 – 2010
EXCLUDING INFRASTRUCTURE AND RELOCATION SUPPORT TO NAISDA:

<table>
<thead>
<tr>
<th>YEAR</th>
<th>Gosford $ no NAISDA reloc</th>
<th>WYONG LGA $</th>
<th>CC TOTAL $</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>129,791</td>
<td>56,200</td>
<td>185,991</td>
</tr>
<tr>
<td>2003</td>
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<tr>
<td>total</td>
<td>1,071,122</td>
<td>189,200</td>
<td>1,260,322</td>
</tr>
</tbody>
</table>

The Arts NSW funding program is reactive. These figures are an indication of the numbers and competitiveness of funding applications being received from the Central Coast region. There are very low numbers of applications being received for a population of this size. The applications received reflect a lack of partnerships and collaboration, and indicate the fragmented nature of the arts sector in the Central Coast region.

The low levels and competitiveness of applications also indicate a lack professional arts organizations in the region to apply for funding, or take a strategic approach to developing larger regional art making or arts development programs. Few organizations are seeking matched funding or working in partnerships.

**Arts NSW devolved grants and other small grants programs**
- Music NSW Indent grants support Indent teams at Art Beat (RYSS, Gosford) and Slam Event Team, Tuggerah (Wyong).
- Two Central Coast bands received small grants through Music NSW in August 2010 to participate in BIGSOUND.\(^{xxi}\)
- NSW DET Art Start funding, administered by RYSS Youth Arts Warehouse.

Arts NSW Funding totals to Bankstown LGA (population 172,000), Northern Rivers Region (population 285,000) and Blacktown LGA (population 271,000) 2002 – 2010, compared to Central Coast (above – population 320,000):

<table>
<thead>
<tr>
<th>YEAR</th>
<th>BANKSTOWN $</th>
<th>NORTHERN RIVERS $</th>
<th>BLACKTOWN $</th>
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<td>total</td>
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<td>6,486,836</td>
<td>2,818,214</td>
</tr>
</tbody>
</table>

This comparison shows that the Central Coast, which has a considerably larger population than the three regions used as comparison, is receiving very low levels of funding from Arts NSW, relative to regions of comparative population.
**Australia Council funding**

There are no professional arts producing organizations in the Central Coast to secure program funding from the Australia Council. The majority of funding from the Australia Council has been to individual artists living in the region for the creation of new work in literature, the visual arts, dance and music.

The Australia Council also contributed $36,000 from the Theatre Board for the “Listening” Indigenous stories project, performed in 2004, directed by Dr Jocelyn McKinnon, auspiced by University of Newcastle.

Artsupport and AbaF have also assisted The Australian String Academy, and assisted young Gosford viola player Glen Donnelly secure donors to enable him to study at the Royal Academy of Music in London.

**Local Government funding**

Both Gosford and Wyong Councils provide annual cultural grants programs. These small grants represent an opportunity for strategic partnerships to build capacity and bring a new focus on local arts development programs. There is a recognition by Gosford Council of the need to “rebrand” its cultural grants program and take a more strategic approach for the grants to be targeted at arts excellence. GCC has employed Treehouse Creative to make a mini documentary about the grants and recipients.

**Gosford City Council Community and Cultural Development Grants**

The GSC annual Community and Cultural Development grants program totals $220,000, with a maximum per project of $15,000. The funding is for not for profit organizations who are seeking to develop projects that align with the priority areas identified in Council’s Community Plan: *Being Part of our Community, A Balanced Life, Community Spaces and Places, and Community Safety*. A wide range of projects are funded, and most are cultural in nature.

Projects funded in 2010 include:
- Central Coast Conservatorium ($8,550 for *FutureMusic* performance, and $7,595 for a Concerto competition for young people);
- Musicians Making a Difference ($6,200 for a truck stage music for Terrigal Schoolies, and $5,350 for Expression sessions for RAP, hip hop);
- Gosford Chinese Performing Arts ($10,000 for The Moon Festival);
- Avoca Artists Inc ($6370 for mural project, and $5,000 for *Latitude 33*, a multimedia project at Avoca Theatre for *5 Lands Walk*);
- Australian String Academy ($4,850 to present international musicians performing with local musicians);
- Regional Youth Support Services ($7,250 for “Script Inc” script development, master classes and performance, and $8,900 for “Homeward Bound” installation with local artists and young people; and
- a range of other projects including film festivals, murals, PCYC music event, a capella, highland dancing, poetry for people with disabilities, Central Coast Italian Festival and Harmony Day.

Gosford Council also directly funds its own cultural development programs and initiatives, which have included the Cultural Laboratory initiative in the past, and the new *Dance Moves the Central Coast* project.

**Wyong Shire Council Cultural Development Grants**

WSC annual Community Development Fund is $110,000, of which $30,000 is dedicated specifically to Cultural Development Grants for not for profit organizations. These grants support arts and cultural projects that are consistent with the *Cultural Plan for Wyong Shire* and meet the program criteria. The 2011 funding round closed on 15 October 2010.
Projects funded in 2009 (and implemented in 2010):
- Wyong Neighbourhood Centre ($10,250.00 for The Youth Street Art Markets pilot)
- Tuggerah Lakes Potters Association, Inc ($5,500 for Kiln Replacement)
- Indian Educational and Cultural Association ($ 5,000 for Celebrate India Australia Day)
- Toukley & Districts Art Society Inc ($3,000 for Professional Easel & Porcelain Workshops)
- Wyong Musical Theatre Group ($3,000 for Purchase of body microphone equipment)
- Tuggerah Lakes Art Society Inc ($2,000 for workshops tutors)
- Bateau Bay Artists Exhibition ($300), Australian Sewing Guild CC ($500), Coastal a Cappella ($450)

As well as its grants, Wyong Shire Council also directly funds cultural programs ($20,000 per year) and Public Art projects ($60,000 per year).

**Wyong Shire Council Funding for Public Art projects**
Under the Public Art DCP “Major developments valued at $5M or greater must implement public art as part of the development with a minimum of 1% of the total cost of the development to be designated to the public art budget. Funds toward the Public Art Budget remain part of the proponent’s overall development budget for the engagement by the proponent of the artist and public art coordinator or verified project manager to undertake planning, design, development and management of a public artwork. Developments valued at $5M or more will therefore require a minimum of $50,000 to be utilised for public artwork. The Wyong Shire Council Public Art Fund (to which developer funding contributions are made) is capable of holding funds across financial years, and the funding can be utilized for public art projects without restriction to a particular site or project area.”

**Other sources of funding and support for arts programs on the Central Coast**
There are a range of non-arts partners which have funded community arts and arts industry projects in the Central Coast. Recent examples include:
- $60,000 - DOCS Better Futures Fund - Music Events for Young People - Wyong LGA
- $10,000 - Industry and Investment NSW - Australian Songwriters Conference
- $1,794,546 - DEEWR Jobs Fund – Youth Connections for BISEE, which includes Youth Television Studio and Media Centre at Mt Penang
- DEWHA and DEEWR funding for NAISDA
- Community Services Community Builders Grant – Wyong Neighbourhood Centre – Creative Connections artists mentorship program.
- DOCS Better Futures Fund and NSW Dept Housing – arts projects at RYSS Youth Arts Warehouse
- Business sponsors contributed over $350,000 to RYSS Youth Arts Warehouse (over several years; capital funding including fitout)
- Education funding for Conservatorium, TAFE programs etc
Arts Facilities and Capital Infrastructure

Dedicated arts and cultural capital infrastructure on the Central Coast include:

- Gosford City Council – the Laycock Street Theatre (396 seats, 84% utilisation in 2007xxiv)
- Gosford City Council – Peninsula Theatre (100 seats, 50% utilisation in 2007xxxi)
- Gosford City Council – Regional Art Gallery and Arts Centre
- Regional Youth Support Service – Youth Arts Warehouse, auditorium and recording studio (building owned by GCC, capacity 250)
- Niagara Park Music Rehearsal Facility (building owned by GCC)
- Potters Workshop Gosford (building owned by GCC)
- Brass Band Rehearsal Hall Gosford (building owned by GCC)
- Spinners and Weavers Cottage Gosford (building owned by GCC)
- Ettalong Beach Arts and Crafts Centre
- Wyong Shire Council – The Entrance Art Gallery and Studio
- Wyong Shire Council – Wyong Memorial Hall
- Toukley Art Gallery
- Creative Arts Performance Studio and artists studios at University of Newcastle Ourimbah Campus
- NAISDA rehearsal spaces at Mt Penang

There are also two volunteer run museums on the Central Coast:

- Alison Homestead Museum (Wyong Museum and Historical Society)
- Henry Kendall Cottage and Historical Museum, West Gosford

Norah Head Lighthouse and Cottages have also been preserved as a museum, open for public visitation, operated by the Lighthouse Trust.

New developments include:

- Create, Innovate Gosford City – empty shop fronts will be used for arts enterprises and activities (based on the Renew Newcastle model)
- ArtBarn at Kariong – a new partnership between Brackets and Jam and Fusion Arts, converting a building provided by Gosford Council into arts studios, meeting places and a community arts hub
- YC media studio being built at Youth Connections site at Mt Penang
- Wyong Creative Enterprise Centres program – WSC Community Development supporting Social Enterprises to link artists to vacant shops in Wyong, Lakeside Plaza, The Entrance and Toukley.
- Mount Penang is being redeveloped as a location and facility for large festivals and events under the Festival Development Corporation.

Wyong Cultural Centre – Wyong Shire Council has also made a commitment to support the development of a major new Cultural Centre in 2012-14, with a focus on performing arts, on the site of the existing Wyong Memorial Hall. The plans include a 450 seat theatre, black box, exhibition gallery and meeting rooms.

Gosford Cultural Precinct – Gosford City Council is also planning to develop a new waterfront Cultural Precinct, as part of the Gosford Challenge, including a 1,000 seat entertainment/performing arts venue and gallery.
Arts Organizations

There are no professional arts producing organizations on the Central Coast (ie with paid professional artists and cultural workers), apart from training organizations such as NAISDA and the Conservatorium, individual artists such as commercial musicians and associated businesses (studios, promoters etc).

Gosford City Council has two professionally managed cultural facilities - Gosford Regional Gallery and Arts Centre, and Laycock Street Theatre. The professional programming presented by both of these facilities is primarily incoming touring product (exhibitions and performances). Local programming is produced regularly by the amateur sector. Gosford Musical Society is the major local resident group at Laycock Street Theatre.

There are a range of arts and creative industry businesses in the region, particularly in the music sector such as professional musicians and recording studios (see section on Participation below).

The community/amateur/volunteer arts and cultural sector is the most significant arts sector on the Central Coast in terms of participant numbers, and many have members who are individual professional artists (see section on Participation below).

There are many amateur music and performing arts organizations, community based arts societies, including visual arts, potters, poets, and spinners and weavers, as well as volunteer presenter organizations, volunteer run museums, volunteer run festivals and events, and a volunteer run CCD organization (Fusion Arts).

Prominent community based organizations include:

- Gosford Musical Society
- Wyong Musical Theatre Co
- Woy Woy Little Theatre Inc
- Brackets and Jam
- Central Coast Concert Band
- Wyong Drama Group
- Fusion Arts and Culture network
- The Mirring Aboriginal Corporation (Darkinyung’s Aboriginal Women’s Group)
- Avoca Artists Inc
- 5 Lands Walk Inc
- Multi Arts Confederation
- Central Coast Arts Society

Research for this report identified 122 community/amateur arts and cultural organizations on the Central Coast. A full list of organizations identified in the research is attached at Part 3 – Appendices.

A count of arts and cultural organizations and venues was undertaken for the Cultural Spaces and Places Framework report by KPMG (KPMG report) which was commissioned by Gosford City Council in 2007, using the Yellow Pages, Gosford Council’s Central Coast Arts and Cultural Directories 2001 and 2004, and the directory on the Fusion Arts website. The report identified that there are 117 individuals and organizations and venues of which community arts organizations make up the largest group (49, of which 45 have venues, mainly halls). This includes youth arts, amateur performing arts, craft and musical performance groups. The next biggest group identified in the KPMG report is performing arts, which includes music (43 individuals and organizations). The findings are backed up by Gosford Council’s figures from its Arts and Cultural Directory which identified 102 community arts organizations (including festivals and events). However these figures do not distinguish between amateur organizations, hobby arts and craft groups, and individual practitioners.
Arts programming (touring and local)

Generally professional arts programs (ie where artists/performers are paid professional rates) presented both in visual arts and performing arts venues on the Central Coast are comprised of incoming touring programs. Local productions and programs tend to be from amateur and community arts organizations.

Exceptions to this include site specific collaborative arts projects commissioned as part of Wyong Council’s Public Art program, which directly contract local artists and artisans, and local projects initiated by Gosford Regional Gallery (eg *Faces of Gosford* residency and exhibition, 2009/10).

Laycock Street Theatre and Gosford Regional Gallery programs for 2010 are attached.

Gosford Regional Gallery and Arts Centre exhibition program includes:
- A mix of incoming touring and self curated exhibitions (some local) in the two main gallery spaces (eg Sidney Nolan: The Gallipoli Series, an Australian War Memorial Travelling Exhibition), and the annual Gosford Art Prize exhibition.
- 10 exhibitions per year in the foyer area, programmed by application - mainly local artists (eg Into Itaglii -Leonard Matkevitch) and self coordinated exhibitions eg schools
- Community exhibitions in The Studio Gallery, which is a community gallery space for hire, booked on first come first served basis (not selective). This is generally used for small group and solo exhibitions by local artists, community organizations and student shows.

The Performing Arts Facilitator employed by Gosford Council manages programming across both the Laycock Street Theatre in North Gosford and the Peninsula Theatre in Woy Woy. Programs include incoming touring theatre productions (eg *Halpern and Johnson* from Ensemble Theatre, *FOX* from Monkey Baa and Siren Theatre and *Australia – the Show*, from Hot House), and music programs (eg Sunwrae Trio’s *Primavera*) and the Central Coast Symphony Orchestra and Central Coast Concert Band. *Morning Melodies* is a monthly program of touring music, cabaret and variety shows with morning tea, catering mainly for an older audience, such as *On Broadway* with Stephen Fisher-King and *An Afternoon Tea with Shirley Bassey* featuring Brunie Riley.

Gosford Musical Society, the resident amateur musical society at Laycock Street, produces at least 3 performances per year – such as *Bugsy Malone*, *Anything Goes*, *Joseph* and the upcoming *The Boy from Oz*, directed by Chris King.

Peninsula Theatre resident amateur theatre company, Woy Woy Little Theatre, also produce regular productions, eg *Operator* by David Williamson and *Spider’s Web* by Agatha Christie.

Wyong Memorial Hall is operated as a venue for hire. Regular programs include:
- Three major amateur productions (eg upcoming production of John Misto’s *Harp on the Willow*) and a *TheatreFest* each year produced by Wyong Drama Group (founded 1952 and operating from Wyong Memorial Hall since October 1964, and “well known for its ability to party”);
- two productions per year from the Wyong Musical Theatre Society (one for younger actors and actresses (up to 16 years old) and a second show which combines adult and younger cast members – eg ‘Oliver!’, ‘Guys and Dolls’, *Joseph and the Technicolor Dream Coat*; and
- youth music events presented by Amp’d Up which combine a nationally recognized lead act supported by local youth rock bands.

The Grotto is a regular public program of performing arts works presented by the University of Newcastle Central Coast Creative Arts Program, at the Creative Arts Studio in Ourimbah. These events provide an opportunity for students and local artists to collaborate. The Grotto program starts with a Welcome to Country and an Indigenous story telling session followed by performance program which includes multimedia, sound scapes, image projections, written performance, text, and silent work. Short
acts are programmed back to back, followed by a break, after which there is a Q&A Forum with the artists. The program aims to promote sharing and creative support to break down the isolation of individual practice.

Brackets and Jam is a grass roots community organization that has been presenting regular performance gigs for local musicians on the Central Coast for the past 13 years. They run two monthly nights, one in Gosford Shire at the Kincumba Mountain reserve, and one in the North, at lake Munmorah. The events include pre programmed performances, as well as open mike spots, providing an opportunity to try out new material, or to experiment and experience performing for the first time. Musicians performing at B&J don’t get paid, but get free membership which includes insurance cover.

Central Coast Conservatorium presents performances of its Symphony Orchestra and Philharmonia Choir.

Youth organizations present youth music events (with some incoming touring and some local bands), such as The Metrodome, held once a term at Youth Arts Warehouse Gosford, and music events at Oasis and Gravity Youth Centres in Wyong Shire. While the Youth Arts programs at RYSS Youth Arts Warehouse and Wyong Neighbourhood Centre’s Youth Arts Service are primarily oriented towards skills development, they also participate in visual arts programs with public outcomes, particularly mural and public art works (see Youth Arts Programs below).

Community arts groups present exhibitions of local arts and crafts in a variety of venues, including the Toukley Art Gallery (exhibitions of work by members of Toukley and Districts Art Society, changed bi-monthly), The Entrance Gallery, the Studio Gallery and Studios at Gosford Regional Gallery, and a range of other community halls, schools and other venues.

Wyong Council’s Public Art program provides an opportunity for professional artists to create new local art works or to collaborate with the community on arts based place making programs and exhibitions.

Audiences

Audience surveys conducted by both Councils, which are reported in plans for new cultural facilities and in the Arts NSW Cultural Audit (see below) indicate that the overall audience numbers for the major Central Coast facilities are high, and that many audience members travel more than 30 minutes to attend cultural activities on the Central Coast (see discussion below).

The high audience numbers are part of the rationale for plans to build new performing arts facilities in both Gosford and Wyong.

However there is little discussion in these reports about the relationship between audiences and programming. The research for the Gosford Centre has not included surveys of the local community (either existing audience members or non engaged community) to ask what sorts of arts, cultural and entertainment programs they would go to see in these new venues. The research for the Wyong Cultural Centre included a workshop where potential user groups identified what spaces and facilities would ensure regular use, and stakeholder surveys. The outcomes reflected current practice – multi-arts use by community groups, schools, eisteddfods, events, orchestra, dance academies – and the need for flexibility and community access.

Visitor data for Gosford Regional Gallery, and user data for Wyong Memorial Hall are attached.

Gosford Council has recently undertaken a new audience survey for Laycock Street Theatre which looks at audience demographics for different programs. However the findings of this research have not yet been published.
Stakeholders interviewed for this report identified that:

- audiences are segmented and loyal to particular presenter/performance groups and program types (for example people who go to Musicals at Laycock Street do not generally go to orchestral or theatre performances at Laycock Street);
- there are large sectors of the community who do not engage with arts and cultural programs at all; and
- there is a need for strategies to engage new audiences and broaden the participation of existing audiences.

Several stakeholders expressed the view that for performing arts, there are stronger audience numbers for local amateur programs than for incoming touring programs. One interviewee said that “in the past incoming touring programs at Laycock were not always relevant to local community. They may have been high quality but had no point of connection for local audiences, and were not well attended.”

However Christopher Bearman, director of the Conservatorium, noted that the Conservatorium “traditionally did more traditional classical performances to draw audiences, but these are not drawing the numbers of the past. music audiences are getting younger and people are becoming more discerning and narrower in their music interest and taste in terms of music styles and genres. Also the Central Coast population is also becoming younger.”

No regional data about audience participation in community festivals and events was identified during the research for this report. However some statistics for particular events and programs include:

- Brackets and Jam – audiences range from 200 to 400 people per event
- Metrodome Season 1, 2009 – audience of 660
- Central Coast Festival of the Arts (Toukley Rotary Club) – 4,000 people
- Central Coast Country Music Festival – 25,000 tickets sold
- G.O.A.T.S. Festival San Remo – 15,000 people
- Gathering of the Clans – 15,000 people
- Drum Fest 2010 at Gravity Youth Centre (a Wyong Shire Council Event) – 1,500 attendees
- Patonga Blues Across the Bay – 600 people

**Arts NSW Cultural Facilities Audit**

A report commissioned by Arts NSW identified that Gosford Regional Gallery/Arts Centre has high visitor numbers – over 150,000 pa (second only to Albury Library/Museum) and that of these 25% of audience live within 15 minutes from gallery, 30% have 15-30 mins drive time, 20% drive 30 – 60 mins, and 25% drive more than 60 mins, showing a mix between very local community and visitors to the Coast.

While no audience numbers are provided in the report for Laycock Street Theatre, the audience access for Laycock Theatre is similar to that of the gallery: 25% drive less than 15 mins, 30% drive 15-30 mins, 20% drive 30 – 60 mins, 25% drive more than 1 hour. Most theatres had higher levels of more local audiences. Combined responses from 32 Performing Arts Centres indicated that 77% of their overall audience lives within 30 minute drive-time. Exceptions, with higher proportions of audiences living more than 30 minutes drive from the Centre, included Laycock Street Theatre, Albury Entertainment Centre and Blacktown Arts Centre. The Peninsula Theatre has higher levels of local audiences – 40% drive 15 mins and 25% drive 15-30 mins, 25% drive 15 – 30 mins and 10% drive more than one hour.

**KPMG Cultural Places and Spaces Framework Report**

A survey of 1300 residents undertaken by Gosford Council in 2003, quoted in Cultural Places and Spaces Framework (the KPMG report), identified that Gosford Resident participation at cultural events is higher than that of the Australian average across a range of cultural activities, particularly visits to art galleries and attendance at live theatre and musical performances.
The KPMG report argues that because of the high arts participation numbers identified, that Gosford and the Central Coast communities contradict the established low participation trends of communities with low socio-economic and low education demographics, and that they exhibit “a relatively high propensity to participate in cultural activities when compared to NSW as a whole.”

Wyong Shire Council notes that “Gosford’s cultural infrastructure is more developed than in Wyong and there are more cultural organizations based there. This is a result of Gosford’s greater population historically and its role as the regional centre. In 2003-2004, 150,000 people visited Gosford Regional Gallery with up to 40% of these visitors coming from Wyong Shire. A similar percentage of Wyong artists enter the Gosford Art Prize each year. Laycock Street Theatre collects audience statistics on a postcode basis. In 2003-2004, 4,997 people with a Wyong Shire postcode booked tickets for performances at the Theatre. Ticket purchases average two to three persons per booking so an estimated 10,000 to 15,000 people from Wyong attended a performance at Laycock Street Theatre in that year.”

**Participation in art making/cultural production**

**Community and amateur arts**

There is no doubt that participation in community and amateur arts and cultural programs in the Central Coast is high, particularly amongst the older members of the community. There are many member based art societies and associations in most art forms. These groups work as volunteers to organise, present and create product for, or perform in, a range of local exhibitions, musical and performing arts programs and community events.

When asked what the Central Coast community arts sector looks like, participants in the stakeholder reference group meeting responded with the following comments about the sector:

- *it is huge and strong*
- *there is some cross over with professional arts sector.*
- *there are issues are around sustainability, a need for skills development, a need for audience development, and access to facilities*
- *the sector is not networked, and*
- *is village based, the localised nature of activity being both a plus and negative, and common with an aged demographic.*
As noted in Organizations, above, research for this report identified 122 community/not for profit arts and cultural organizations in the region. A count of arts and cultural organizations and venues undertaken by KPMG identified that there are 117 individuals and organizations and venues of which community arts organizations makes up the largest group (49, of which 45 have venues, mainly halls). This includes youth arts, amateur performing arts, craft and musical performance groups. The next biggest group identified in the KPMG report is performing arts, which includes music (43 individuals and organizations). Gosford Council identified 102 community arts organizations in the region (including festivals and events).

Responses to a 2004 survey of cultural organizations based in Wyong Shire or having a Central Coast focus revealed that there were a total of at least 2,480 members of organizations.

**Youth Arts participation**

There are also significant youth arts programs being run by youth services and youth training organizations and local government in the region which support youth participation in arts and cultural programs (see Arts Education and Youth Arts programs below). The most significant organizations are:

- Regional Youth Support Services – Youth Arts Warehouse: Visual Arts, Music (performance and production), Theatre, Digital Media Production, Community Arts and Outreach programs (Gosford base, regional program, an average of 3000 participants annually)
- Wyong Neighbourhood Centre – North Wyong Youth Arts Service: Visual Arts/Design, CCD, Music (North Wyong + some regional)
- Youth Connections – YC Media programs (radio and video); youth orchestra (funded through WSC Better Futures grant, partnership with Conservatorium), arts based engagement programs in schools, and the Koori Connect program (Tuggerah and Mt Penang base, regional program)
- Links to Learning – work with Wyong Shire Council on mural and graffiti projects
- Oasis Youth Centre (WSC) is completing a sound studio and ran Battle of the Bands 2010 (again funded through the WSC Better Futures grant)
- Musicians Making a Difference – rap, hip hop workshops, youth music events

The Music - Arbeat program at Youth Arts Warehouse in Gosford and Slam Event Team in Wyong also receive Indent funding to organise all ages youth music performances (see below).

**Local Government Cultural Development programs**

Both Gosford and Wyong Councils support community cultural development programs. Gosford Council employs CCD officers and is currently planning a major self funded dance engagement project for 2011 called Dance Moves the Central Coast 2011, which will include public workshops and artists in residence. The outcome of Artists in Residence is a proposed performance to be staged at Laycock Street Theatre in March 2011, and potentially the Australian Youth Dance Festival, which will be held in the Central Coast in April 2011, supported by Gosford Council. Gosford Council also supports Youth In Performing Arts (YIPA) and has over the years undertaken a range of arts and cultural development projects (including the Cultural Laboratory, Five Lands Walk and Summer in the City).

While Wyong Council does not have a dedicated CCD program or staff, its Cultural Planner and Community Development staff have directly funded and sourced external funding for CCD projects in its Cultural Plan and Youth Engagement Strategy. A recent example is the Music Events for Young People - Wyong LGA program, for which Council's Community Development unit secured $60 000 from the DOCS Better Futures fund last financial year, for events and activities involving young people in music, implemented by Council and NGO's supported by Council. Venues included Gravity Youth Centre and Oasis Youth Centre. WSC also engages part time Arts Project Officers who implement its $60,000 per year public art program.
Professional artists and creative industries

When asked what the Central Coast professional arts sector looks like, stakeholders responded with the following comments:

- departing – leaving the region both daily and permanently
- opportunities for professional artists lie in facilities and education (eg UNI and TAFE), many leave because of lack of more opportunities in arts practice.
- many professional artists do live in the region, attracted by coastal environment conducive to creative practice, with proximity to Sydney
- mainly artists who are established and have clients or income derived from outside CC, or those who are retired or semi retired
- some are very supportive eg David Nicholas, (ARIA awards include Producer of the Year 2009 and Engineer of the Year 1988 and 1990) runs RYSS event management program.
- many people do try to generate professional arts activity on the CC… many not successful.
- music stands out – there are many successful musicians and also music recording studios in the region.
- the film and television sector is weaker but still represents an opportunity – many retired and out of work actors live in region.
- performing arts – there is a huge pool of talented people in the region, but we need something to retain them.
- many retired professional artists and theatre practitioners do volunteer work with Gosford Musical Society – eg making costumes and sets.
- photography, publishing and IT sectors
- The dance academies are arts businesses employing choreographers
- Visual artists – there are very few professional artists who are exhibiting in the area.

Research conducted by the Innovative Regions Facilitator and Youth Connections Partnership Broker identified over 220 arts and creative industry related businesses on the Central Coast.

A count of creative businesses in the NSW Central Coast listed in the on-line yellow pages, was undertaken in 2007 for the KPMG Cultural Places and Spaces framework report. This search identified 440 businesses, of which the major clusters were in design (222), music (80), photography (63), printing (33), with small numbers in broadcasting, books, advertising, software/internet, and 1 writer.

Visual Arts, Photography, Design

The KPMG report found that within the design sector, architecture (87) and graphic design (70) are the largest subsector (70 businesses).

Research for this report revealed a scattering of studio based visual arts and photography galleries/shops particularly closer to the coast. Examples include Ken Duncan Gallery, a successful commercial art photography enterprise at Erina Heights, Gallery Latitude 33 at Avoca Beach, Patonga Bakehouse Gallery and Toowoon Bay Gallery. Stakeholder interviews confirmed that there are individual professional visual artists who live on the Central Coast, who exhibit and sell work outside the region, but that artists are finding it increasingly difficult to sell work. However it is also recognised that the visual arts sector has been hit hard by the global financial crisis and many commercial galleries have closed.

Music

The KPMG survey found that within the music sector (which was the second highest number of businesses) the biggest group was music schools/teachers (37), music stores and equipment hire businesses, and only one commercial music recording studio – The Well Recording Studios (which incorporates The Nightlife Music Studio) and concluded that the “principal facility for the region is the Conservatorium Central Coast”.

However research conducted for this report (internet surveys, interviews with industry and with ABC Local Radio, and Newcastle Music Network’s central coast listings) show that there are at least 13 professional music recording studios in the Central Coast, including five which have nationally
recognised clients (ranging from Silverchair, Katie Noonan and Short Stack (The Grove Studios at Ourimbah) to Jimmy Barnes, Shannon Noll, Paul Kelly, Kasey Chambers and Troy Cassar-Daley (The Music Cellar).

Research for this report also found that there at least ten established recording musicians/bands in the region – with a significant cluster of country music artists including Kasey Chambers, Gina Jeffries, Beccy Cole – as well as the local all boy pop punk band Short Stack (who grew up in Budgewoi/Gorokan and studied at Hunter School of the Performing Arts), and emerging folk pop artists such as Nick and Liesl, who have recently released a new album titled “Wyon River”.

Central Coast Noise is a myspace site dedicated to Central Coast music “regardless of age, style, popularity, signed or unsigned, fashion, genre”. The Central Coast Noise blog includes contacts, images and biographies for over 70 emerging bands and artists on the Central Coast including “October Rage”, “Something with Numbers”, “After the Fall”, “The Veld”, “Northie” “One Johnathan”, “Three Stripe Avenue”, Israel Cannan and “Lazy Sundaze”.

The Brackets and Jam artists directory also lists and has current contact details for 68 bands and 25 singer/songwriters. The performance brackets are booked out by musicians three events in advance. The organization also provides cheap equipment hire for music events (including generator and sound rig with operators), and member benefits include insurance cover. While the performers at these events are not paid (apart from through membership benefits) they provide an opportunity for emerging musicians to gain performance experience.

The Central Coast What’s On has an online directory of 185 bands and musicians who are either based at or perform regularly on the Central Coast, including biographical details of each band. The majority seem to be Central Coast based.

The Central Coast is also home to the Australian Songwriters Conference (ASC) at Ettalong Beach, now in its third year, and attended by approx 60 songwriter delegates from all over Australia. 30% of these are local songwriters, who are a mix of young bands and non performing songwriters mainly in the pop, rock and country genres, and a classical composer. The speakers include songwriters and also publishing, A&R and industry representative and the program provides an opportunity for delegates to pitch 3 songs to these representatives, with successful publishing and representation deals as outcomes of past festivals.

The registration fees are $900 for a four day program (or $750 for ASC Songwriter Assist members – see below), which makes it difficult for young and emerging artists to afford. The ASC has received some funding from I&I NSW and APRA. However it needs to grow to at least 120 delegates to be sustainable. In 2010 a busking competition was added to the program and in 2011 the organisers plan to incorporate a Music Industry Expo to increase sponsorship, as well as provide more opportunities for delegates.

Songwriter Assist is a not for profit branch to the ASC, through which professional development and networking events for songwriters are hosted, supported by local professional musicians who give their time as guest speakers.

There is a Music Licensing and Artists Services company (RAW Music n Media Group) based in Gosford which provides a range of services including licensing, promotions, tour support, publishing and distribution. (Clients include MGM Distribution artists John Butler Trio, The Waifs and Tony Childs).

There are a range of music industry training programs available on the Central Coast with a vocational focus. Hunter TAFE Central Coast Campus also offers Certificate 3 and 4 in Music Industry Studies. TAFE Outreach runs two Introduction to Music Production short courses (6 weeks) at the music recording studio at the Youth Arts Warehouse in Gosford twice a year, with a focus on training and career pathways (see below).
Youth Arts Warehouse and the Youth Arts Service both also run workshops and programs focussed on music industry mentoring, song writing, singing, musical performance, sound recording and event and stage management. The ArtBeat program at Youth Arts Warehouse, Slam Event Team in Wyong, and the Wyong Neighbourhood Centre’s Youth Arts Service also receive Indent funding to organise free youth music events which provide occasional music performance opportunities for young musicians.

Central Coast Conservatorium is part of the state wide program for instrumental and vocal training funded by NSW Department of Education. (see Arts Education below).

RYSS Youth Arts Warehouse “Metrodome” events are regular gigs for young people (12 – 25 years) with paid young musicians with high profile paid professional headliners. In 2009 the Metrodome myspace site recorded over 13500 hits and had 550 friends.

All ages events are held in Wyong Shire at both Oasis Youth Centre (Salvation Army) and Gravity Youth Centre. Amp’d up and Audio Army are two local music promoters which organise youth music events, generally with a touring lead act supported by young local bands. However local support bands at some of these promoter run events are not paid.

The number of bands seeking performance opportunities on the facebook sites for these youth music events and on these directories provide evidence of the many emerging bands and performers on the Central Coast.

In 2010 two emerging Central Coast bands (Daniel Lee Kendall and The Delta Riggs) also applied successfully for Music NSW funding to participate in the NSW showcase at BIGSOUND in Brisbane. Many other local bands ventured to the event without funding looking to raise their profile.

There are also a small number of professional composers and cross media artists in the region, some of whom compose music for screen and performance work.

**Theatre**

There are no professional theatre companies on the Central Coast, despite high levels of amateur activity in this area, and some leading Sydney theatre creators living in the region, including John Bell.

**Dance**

The dance professionals in the Central Coast (dancers and choreographers) are primarily engaged locally by the many dance academies in the region). NAISDA Dance College, located at Mt Penang, also employs many dance tutors and choreographers (see arts education below), and brings in guest artists in residence to the region, to work with its students. Those who do work as professional dancers and choreographers also work outside the region (such as Amy Campbell and NAISDA choreographers Pamela Williams, Francoise Angenieux and Graeme Watson).

**Screen**

The KPMG report identified an industry network of 150 individuals and small companies working in film and television production and photography, known as the CC Screen Production Alliance. This Alliance partnered with Screen Hunter, to form Screen Hunter Central Coast, to promote both regions for film locations. It is noted in the KPMG report that this has not been successful to date due to a lack of local production facilities.

Despite the fact that Central Coast councils recently withdrew their financial support, Screen Hunter Central Coast has successfully tendered for NSW Government funding to support locations inquiries and provide production services for the Hunter, the Central Coast and the Mid North Coast regions. This was in response to a change in NSW government policy regarding regional film offices and a call for tenders for one organization to service the three regions.
While the CC Screen Production Alliance website is still online and lists over 100 Central Coast personnel, only 7 Central Coast practitioners have signed up for the Screen Hunter Central Coast screen industry directory.

Research for this report identified 21 film and video related businesses and practitioners. Stakeholders interviewed confirmed that many screen practitioners live in the Central Coast but commute to Sydney, and that there is a pool of semi retired filmmakers who would support local initiatives. There is also a small number of digital/media artists in the region including Yantra de Vilder (Labyrinth Studios), Andrew Worboys, Jason Van Genderen (Treehouse Creative), and Erik Gunzel.

The Avoca Beach Picture Theatre is an independent venue for alternative screen culture, with regular festivals and events including presentations of work by local filmmakers.

**Broadcasting – Radio and Television**

There is strong local media sector on the Central Coast including:

**Radio**
- ABC Central Coast, which includes local arts and music programming (and a weekly local arts segment called “Smart Arts” presented voluntarily by local artist Yianni Johns)
- Todays Country94one, plays the best country music 24/7, play list includes local artists like Adam Harvey, Beccy Cole and Gina Jeffreys plus great Australian and internationally renowned country music.
- CoastFM963 Gosford - community radio station, caters to many demographics and tastes. YC Radio (Youth Connections) produces an hour long radio programme, aired on CoastFM963 every Monday night at 7pm.
- 2GO Radio - the first commercial Central Coast Radio Station (caters to the 35-54 year old demographic)
- SeaFM, sister station of 2GO, caters to the 18 to 39 demographic with "Hot Adult Contemporary" music.
- Radio Yesteryear – community station specialises in nostalgia songs and artists.
- RawFM
- Rhema FM caters to the local christian community.
- Star, newest commercial Radio station caters to the 25-54 demographic with adult classic rock.

**Television**
- Southern Cross TEN has offices in Gosford, where it holds an annual media careers camp.
- ABC Open is a new ABC Television project that will produce, curate and publish local contributions from ABC regional audiences. There is an ABC Open Producer for the Hunter based in Newcastle, who will cover the Central Coast. This provides an opportunity for members of the community to contribute to the national broadcaster - to create, collaborate and share stories and programs through the ABC.

**Contemporary arts practice**

Images of contemporary arts practice from the Central Coast have been showcased as case studies through this report:

*Faces of Gosford* - Seven artists took part in a 2 week residency in shop 169/70 in the Imperial Shopping Centre in, Gosford, 2009, funded by Arts NSW. The work, which was either photographic or site specific installation based, resulted in exhibition at Gosford Regional Gallery in January 2010.

*Listening – Indigenous Stories from the Central Coast*, directed by Jocelyn McKinnon (UON), 2004, this contemporary oral history and performance project was staged in an old hangar at Ourimbah, and funded by the Theatre Board of the Australia Council, and Gosford City Council.
5 Lands Walk, an annual community arts event engages the Aboriginal people with other people from the local area in a range of arts and cultural programs along a 9km walk along the coastline from MacMasters Beach, through Copacabana, Avoca Beach, North Avoca and Terrigal, including a major ephemeral “Land Art” work at Terrigal, by Indigenous artist Kevin Duncan, working in partnership with another artist each year.

Wyong Shire public art and placemaking, such as site specific projects using arts processes with community engagement, at Canton Beach Accessible Playground, Spring Creek Reserve (project artist Margrete Erling) and The Entrance Community Centre (project artist: Vicki Sienczuk).

GROTTO performance nights - facilitated by the University of Newcastle Central Coast Creative Arts team at the studio on campus. The program includes multimedia, sound scapes, image projections, written performance text, silent work, and a Q&A forum with the artists, and aims to promote a collaborative approach to creative practice.

My Town Is Broken, a short video by Jason van Genderen, a filmmaker from Gosford, which was filmed entirely on his mobile phone, and was the winner of the 2008 Sydney Film Festival Mobile Movie awards.xlvii

These works illustrate the range of projects that engage professional artists and provide opportunities for contemporary practice. Most of the opportunities for professional artists are initiated by Local Government (eg through Gosford Regional Gallery or Wyong Public Art and place-making programs), by non arts partners such as murals for other government agencies, or from within education providers, such as Grotto. 5 Lands Walk was a Gosford City Council initiative which is now being managed by the community, and which has inspired new arts practice in different art forms, such as Latitude 33 (a contemporary performance work by composer Yantra de Vilderxlviii collaborating with other local sound and visual artists) as well as the ephemeral works created for the walk each year.

Arts education and training

The Central Coast Campus at Ourimbah is a partnership of The University of Newcastle, TAFE-NSW Hunter Institute and Central Coast Community College. It is also affiliated with the Central Coast Conservatorium of Music.

University of Newcastle offers Creative Arts at Central Coast Campus, which is part of a BA Course offered at the main Newcastle campus. The creative arts major allows students the opportunity to study across a range of courses in the creative arts. Courses cover the core aspects of the creative arts through studies in drama, visual art and creative writing, taught from an interdisciplinary perspective. There are approximately 300 – 350 creative arts students at the Central Coast campus and another 200 education students per year doing creative arts subjects. The course is currently being restructured so that the BA Creative Arts will be available at both campuses, and it will be possible to major in Performing Arts or Visual Arts with an interdisciplinary core. Strengths of the course are that it encourages conceptually driven practice in an industry and community contextlix

The course is relatively well resourced. Facilities/spaces include a drama studio with sound lighting and audiovisual equipment, flexible studio art making spaces with AV support, a seminar room/computer Mac room., and technical officers are also artists and specialists, use a creative approach to technology and space.

Hunter TAFE offers Certificate courses in music and visual arts, but there are no arts related Diploma courses run on the Central Coast campuses (these are run at Newcastle):

- **Music:** Music Business Certificate 3 and Cert 4, Music Technology Cert 3 and Sound Production Cert 4 (Ourimbah) – 15 students each.
- **Visual Arts:** Visual Arts and Contemporary Craft (drawing, painting, some print making, art history) Cert 3 (Ourimbah) (20 students, mixed ages, mainly older than school leavers).
TAFE also offers short courses comprised of some units from this course at Gosford Regional Gallery Arts Centre, in response to demand for professional development from artists in the community. There are approximately 30 students, mainly older people.

TAFE programs on the Central Coast are limited by the access they can get to the limited facilities at Central Coast Campus, which they must share with the University of Newcastle. Staff identified a need for more access time, for additional facilities, and for the need to run diploma and degree courses in visual arts and music on the Central Coast.

TAFE also offers some TVET courses in visual arts and also Cert 2 and 3 in Entertainment (Production) which is HSC accredited (with approx 200 students) and Cert 2 Music Foundation.

TAFE Outreach: ‘Step Ahead’ Cert II & III Music Production is run as a partnership between TAFE & RYSS (full time 1yr). TAFE Outreach also runs ‘Music Production’ short courses (7-9 weeks) at the music recording studio at the Youth Arts Warehouse in Gosford quarterly per year. TAFE Outreach ‘Art Portfolio’ 8 week course (2010) is also run at RYSS Youth Arts Warehouse, and TAFE Outreach ‘Multimedia courses’ (Graphic design and Video production) are run at the RYSS Interlynk Lounge/Computer suite (approx 10 people per class, 60 per year).

TAFE also delivers visual arts programs in partnership with Juvenile Justice at the Kariong and Frank Baxter Centres. 90% of the participants are Indigenous. TAFE has also partnered with Wyong Housing to engage Aboriginal artists to create public art works in an Aboriginal housing development.

The Central Coast Conservatorium
Part of the state wide program for instrumental and vocal training funded by NSW Department of Education, the CC Conservatorium is a community based music organization which has evolved over 28 years. Its core business is skills development training in instrumental and vocal music. The majority of students are school aged, with increasing numbers of adults. As a registered training organization it also offers courses for students seeking career pathways in music, including Cert IV and Diploma courses in Contemporary Music Studies. Initiatives include the CC Symphony Orchestra, the CC Philharmonia Choir, the FutureMusic songwriters competition and the Big Noise Youth Orchestra (a partnership with Youth Connections). The University of Newcastle provides and maintains the premises (the Old Courthouse and Police Station) and Gosford City Council provides the community centre. There are currently approx 1,400 students pa, 800 of whom come to the Conservatorium and the rest are in outreach in central coast schools. Student numbers are static. The Conservatorium promotes Australian music and encourages young and emerging artists, and has recently commissioned a Jazz Concerto (funded by Arts NSW).

National Aboriginal and Islander Skills Association (NAISDA) Dance College
NAISDA re-located to Mt Penang in 2006 with assistance from Arts NSW. Primarily a training organization it offers:
- Certificate II Careers in Dance (a one year introductory and preparatory course).
- Certificate III Careers in Dance
- Certificate IV Careers in Dance
- Diploma in Careers in Dance

There are approximately 30 students, who are mainly school leavers aged 18 to 30 who come from all over Australia. Students live on campus and also go away for cultural residencies and secondments eg to Bangarra. NAISDA brings in both Indigenous and non-Indigenous choreographers as artists in residence, and guests, who work in different dance techniques, and many of whom are internationally recognised artists. These are a potential resource for the Central Coast and Executive Director Kim Walker is interested in supporting local dance development initiatives which take advantage of the professional dance practitioners NAISDA brings to the region each year. NAISDA also sees an opportunity to broker a dialogue about professional dance with the community.
Uncle Percy is the cultural tutor at NAISDA, and is doing cultural workshops in local schools. Developing artists (students) also have capacity to do local schools programs as part of their training. NAISDA is also currently documenting contemporary Indigenous dance techniques, working with Terri Janke on ICIP issues.

**Australian String Academy**
The ASA was formed in 2004 to provide opportunities for young string players of Australia, including international scholarships. Its flagship program, the international ASA Summer School, provides opportunities for young string players and pianists from Australia and around the world. For 15 days, students playing the violin, viola, cello, bass and piano are inspired under the direction of world class tutors. The 4th Crossroads Festival will be held in 2011 on the Central Coast. It is supported by Gosford Council, the Australia Council Ian Potter Foundation and a range of other foundations and trusts.

**Dance Academies**
There are many private dance academies, some of which have nationally recognised choreographer/tutors and full time dance studies programs. Research for this report identified 47 private dance schools and academies. Gosford School of Dance and Lee Academy (Central Coast dance and performing arts academy) are examples of the larger dance academies. There are also a range of other private arts training programs and organizations on the Central Coast including music and event management.

**Youth service organizations supporting arts programs**

There are three youth organizations/facilities in the region with a track record of youth engagement and supporting youth arts programs, and existing youth arts workers: RYSS programs and Youth Arts Warehouse; WNC Youth Arts Service; and Youth Connections.

The facilities and resources available for young people through these organizations includes:

- Youth Arts Warehouse - performance space (PA system, stage, lighting rig), music recording studio (hard wired into the sound stage), visual arts studio, multimedia suite including digital editing (RYSS YAW Gosford)
- Youth television and media studios nearing completion (YC Mount Penang)
- Art Cart mobile art workshops (North Wyong)

The partnerships which have been developed through these organizations include other youth centres and venues (eg Gravity Youth Centre and Oasis Youth Centres) radio stations, resource organizations outside the region (such as Art Support and ICE) and a range of non arts partners (see below), including education, housing, community services and juvenile justice.

In 2010 Wyong Council adopted a Youth Engagement Strategy and has established Wyong Shire Youth Advisory Council; a group of young people aged 12-18 years from various cultural backgrounds.

These programs provide a reference and management framework for arts and cultural programs for young people in the region.

**Regional Youth Support Services (RYSS) Youth Arts Warehouse**
Regional Youth Support Services Inc mission is to “provide opportunities for young people on the Central Coast to be better equipped to meet life challenges”. It is run on a community development youth support model with outreach and case workers, and provides a range of programs such as youth housing and supporting young people coming out of detention centres. 10,516 young people came through RYSS facilities in 2009-2010 averaging 3000 utilising the Youth Arts Warehouse events and programs that year.
The Youth Arts Warehouse (YAW) is a core program of RYSS, implemented by the Youth Arts Coordinator (funded by Arts NSW), with a part-time venue supervisor/music programmer. Additional grants are secured for community arts projects (eg murals and youth events). Participants are young people (12 - 25yrs), who are a mix of local school students, emerging musicians and artists young people not engaged in school, home schools, and homeless or supported housing youth.

Programs are offered in three strands:

- **ARTEYE** – includes; Weekly visual arts workshops, Tafe Outreach ‘Art Portfolio’ course, Weekly ‘Art Market’ workshops (art making and [professional development), Regional Art Programs (ArtStart 1995 -2011), community art partnerships (‘Domestic Violence Poster/Mural’ with Gosford police), and Contemporary Art Outreach (“Homeward Bound” installation funded by Gosford City Council, engaging youth in the development of an evolving artwork installation in Kibble Park).

- **ARTBEAT** – includes; Song Writing courses, ‘Step Ahead’ TAFE Music Production Cert II & III, and TAFE Outreach ‘Music Production’ courses. Music Events, Music Performance, Music Video Production, Sound Production, lighting and recording are a high area of interest) and

- **ARTPLAY** – includes ‘Script Inc’ – (GCC funded script/performance development program), acting groups, community partnerships (Home Schooling students acting classes), stage management, performing arts.

- **Metrodome’** is a regular program of youth music events funded by „Better Futures‘ (10 have been held to date), which are co-managed by young people who are mentored by industry professionals. Each event is comprised of Local bands and two local DJ’s, with a high profile professional headline act (e.g. Cassie Davies, Angela’s dish)

The YAW is a well-equipped facility with an auditorium (250 capacity) and stage with an attached music recording studio, and a visual arts studio, which is run by RYSS (via Parkside Management) and leased from Gosford City Council. Funding to build the facility included federal infrastructure funding and seed capital funding from Arts NSW. Funding for YAW was matched by local businesses who help build the facility.

While RYSS Youth Arts Warehouse is located in Gosford, 50% of YAW participants are from Wyong Shire, and it programs in partnership with Wyong Council, as well as Gosford Council. RYSS is the Central Coast coordinator of the NSW DET ArtStart program, and for Music NSW Indent program. RYSS also coordinates ‘Community Outreach Projects’; Gosford Youth Art Markets (with GBID), ‘Create Innovate’ Gosford shopfronts (with GBID), Mural Projects, ‘Fab Pad’ professional interior designers create a home makeover for Young People (with Supported Housing for Youth) and a Youth Crew with paid Central Coast youth consultant staff from Nov 2010

RYSS has recently convened meetings to establish a youth arts consortium in the Central Coast with regional focus.

**Wyong Neighbourhood Centre (WNC) – North Wyong Shire Youth Arts Service**

The mission of WNC North Wyong Shire Youth Arts Service is to “implement, facilitate and advocate skills based arts and culture projects, events, workshops and opportunities for young people 12 -25yrs of age living throughout North Wyong Shire, as well as provide employment and training opportunities for young emerging artists living on the Central Coast.”

The arts program has historically funded by Arts NSW. However funding applications were not successful from 2006 to 2008. The program has been re-energised through the efforts of the current Youth Arts Coordinator, who in 2009 secured seed funding of $30 000, negotiated through the Premier’s Department ($10K from Arts, $10K from Police, $10K from Community Services) to develop a business plan which then enabled additional funding of over $200 000 from partners including Community Services, Wyong Council and local business.

Research for the business plan identified that 90.5% of young people in the service area want to participate in the arts, and of these 28% want an arts career. The highest ranked form of art activities were:

- Photography/Digital Media – 58%
- Music – 55%
• Painting & Drawing – 41.5%
• Performance Art/Craft – 21%

The program is outreach and service based, and includes training in CCD practice. Current projects are:
• Arts Development Program - to train and mentor three young emerging artists in community cultural development, who will each facilitate their own community art project
• The Youth Street Art Markets - an opportunity for young emerging artists to showcase and sell their handmade ‘goods’ during a monthly market.
• Creative Connections Project - to train, mentor and employ 5 young emerging artists and 2 mentors (Indigenous and non-Indigenous) within a community arts practice, as well as to employ an Indigenous Artsworker. (Funded by Community Services Community Builders Grant for 2yrs)
• Mobile Art Cart - a mobile ‘visual arts studio’ utilized by artists to facilitate outreach art workshops in isolated/remote Wyong Shire areas.
• Arts Business Seminars - monthly seminars supporting & educating artists with industry & guest speakers (Gosford Shire)
• Youth Arts Advisory Committee of 6 cross sector representatives, to support the development of the youth arts service
• Free Range Arts - bi-monthly e-newsletter showcasing the service, arts & culture news, including stories & images from young artists
• Art Industry Course - educating young emerging artists 15-25yrs on grant & proposal development, websites/resources, portfolio setup, career pathways (partnership with Wyong TAFE)

**youthconnections.com.au**

Youth Connections (YC) aims to support young people through school and into training and employment. Its focus is 100% on education and training. Its mission is “turning education into jobs” for young people aged 13 - 19.

YC is funded by DEEWR, DADHC, DOCS, NSW DET, and a range of government, community and corporate project partners. In 2009 YC received a Jobs Fund grant of $1,794,546 for Green Central – Business Incubation, Social Enterprise and Education (BISEE). The project includes development of a “Sustainable House and Education Centre” at Mt Penang which includes a media centre and several class rooms, as a Y5 and 6 alternative school which includes industrial arts, catering and other facilities. The Media centre includes a TV studio (10 000msq) with control room as well as multi media and radio production areas.

YC employs two Indigenous artists in residence – Kylie Cassidy and Kevin “Gavi” Duncan. YC programs include art based projects as a tool for engaging at risk and disengaged young people, and a Koori Connect schools program. In 2011 also includes arts healing programs to strengthen self esteem for “severely disengaged youth facing multiple barriers”. YC has also engaged 3 DEEWR funded regional Partnership Brokers, who are supporting regional creative industry programs such as Create Innovate Gosford, and facilitating Indigenous arts and crafts development.

**YC Media program**

The YC media program works with local schools to provide courses in entertainment and IT. The focus is on providing technical support crews for events and projects, and on sound and video production. YC media crews are on work placements which provide credits towards their HSC. They have converted a caravan into an OB van for radio, from which they also support audio set ups for events. YC Radio is broadcast on Coast FM 963. The YC team of young people run the station every Monday night. Partners are Coast FM, PCYC, Community Services, Dept Housing and the Samaritans. yGenerate TV is a utube site for yGenerate mini docos and programs. The aim is for all programs to be fully youth managed, and for yGenerate TV to become an established youth media portal.
Non-arts partnerships and regional coordination

There are a number of non-arts agencies who are partnering with arts and creative industries programs and projects on the Central Coast. These include:

- Gosford Business Improvement District (GBID) – which is supporting Create Innovate Gosford;
- Regional Development Australia (RDA) Central Coast and the Innovative Regions program;
- a Social Enterprise development working group for the Central Coast has recently been established with Federal, NSW and local government and community stakeholders have recently established;
- part of this working group, Wyong Council has established Wyong Creative Enterprise Centres Program which links artists to spaces in Wyong township, Lakeside Plaza, The Entrance and Toukley Town Centre;
- a regional committee focused on Making Education Goals Sustainable (NSW DET, Hunter TAFE and Uni of Newcastle) has been established to create appreciation of importance of education amongst students from low-SES backgrounds; and
- other regional committees with regional coordination capacity include DP&C Regional Managers Network, Central Coast Communities Council and Central Coast Tourism.

As noted above, recent Federal government initiatives have also enabled the engagement of regional brokers and facilitators on short term contracts who can support arts and creative industries programs:

- Innovative Regions Facilitator Central Coast (3 years, DIISR)
- Youth Connections Partnership Brokers x 3, including one identified Indigenous Partnership Broker position (4 years, DEEWR)
- Local Employment Coordinator (3 years, DEEWR)

GBID Create, Innovate

Create, Innovate Gosford City is a catalyst project developed to rejuvenate the Gosford City Centre. The project aims to attract creative industries and start-up enterprises that currently are either working out of a home base, are a start up business or are just an idea. The concept is to offer a low cost entry, and the opportunity to develop and create a sustainable creative industry business. Create, Innovate Gosford City proposed to operate under a similar model to the Renew Newcastle model, with the support of landlords and Real Estate Agents in the Gosford City Centre.

The aim is to attract visitors and residents to the City to see the unique products. The intention is once the creative industry or enterprise is operating successfully they will be able to lease space at commercial rents. The government funded Business Enterprise Centre will assist with business skill training, and Youth Connections building trainees will work on fitting out the empty shops.

Regional Development Australia Central Coast

RDACC provides new regional coordination capacity, and has arts industry representation on its board. A partnership between the Australian and NSW government, the role of each RDA is to build partnerships between governments and regional stakeholders to provide strategic responses to economic, environmental and social issues affecting each region. Funding is shared between the Australian Department of Infrastructure, Transport, Regional Development and Local Government (DITRDLG) and Industry and Investment NSW. RDACC is located in the Business Incubator at the University of Newcastle, Ourimbah campus. It employs a CEO, Project Officer, administration staff and project workers. In June 2010 RDACC facilitated a forum to discuss Arts and Culture on the Central Coast. RDACC supports the recommendations and has agreed in principle to take on the role of auspice and administrator for the proposed community partnerships project.

Central Coast Innovative Regions Centre

The federal government has recently funded a Central Coast Innovative Regions Facilitator (three year contract) who is co-located with the RDACC. The Enterprise Connect Innovative Regions Centre works with local government, business, researchers, and communities to encourage and facilitate innovation and entrepreneurship, with the overall aim of supporting economic development. The role of the
Facilitator is to assist small to medium businesses with product development and business skills. Priority areas include Creative Industries. The Central Coast Facilitator has partnered with Create Innovate to support business skills development, and has targeted the Creative Industries – particularly the music and screen sectors – as a priority area for the Central Coast.

**Non arts partners who have supported arts projects** in the Central Coast include: DET, Communities NSW, Community Services, Housing NSW, Juvenile Justice, Central Coast Outreach Services, NSW Police, DEEWR, Industry and Investment NSW and Newcastle Permanent Charitable Fund.

**Conclusions – arts needs and directions for community partnerships**

“What is missing is the hub – a central point for coordination and information” - Debra Schelger, NAISDA

“We need to find ways to challenge and support practitioners, to allow for and learn from artistic ‘experiments’, and to cross existing boundaries (geographic, council, services, arts mediums)” - Stuart Slough, WSC

“We need professional development for arts practitioners and arts workers, related to best practice, arts business and funding” Darlene Cole, GCC

“We need to hold a music industry round table. We’ve never really spoken to each other.” Chris Bearman, CCC

“We need more organised professional arts infrastructure for professional artists across art forms.” Dr Jocelyn McKinnon, University of Newcastle Central Coast

“We need more opportunities and funding for artists to work with community on telling/sharing local stories, including Indigenous stories”, Nina Angelo, Fusion

**The Gaps: Central Coast arts development needs**

Stakeholders interviewed for this research identified the following arts development gaps and needs:

- regional strategic arts leadership and a central place for information and communications
- residencies and mentorships, professional development and creative development projects
- collaborations and programs to connect one art form to another (and resources to do this)
- for professional arts practitioners to be more visible
- to be associated with excellence
- audience development - a huge part of the community don’t go to anything
- to change nature of programming to reach new audiences
- more community exposure to arts programs, recognising link between participation and audiences
- more professional arts workers – both programmers and arts content development workers
- sustainability – need longer term security of funding to support longer term programming
- opportunities for informed self and shared evaluation for practitioners, and peer review and development at a local level and beyond local
- need to stimulate more counter culture – there is a lack of viable fringe arts initiatives to provide a counter point to the existing public programs and generate dialogue
- need for tertiary education in visual arts on the Central Coast

Issues which were identified as being urgent include:

- fragmentation – people are not networked, working in isolation, resulting in duplication and competition
- the fact that professional artists are departing “daily and permanently” due to lack of professional opportunities outside the education sector
- lack of professional arts organizations
need to support Indigenous cultural development
the need for professional development for arts practitioners and for arts workers, related to best practice, arts business and funding
the need for audience engagement and development
the need for regional coordination and promotion
need to build linkages between Central Coast and other contemporary arts organizations and practitioners to support future projects and promotion

Issues around sustainability were also identified for the community arts sector, particularly around ageing participants and need for skills development and audience development to build new audiences.

Arts needs identified in Gosford and Wyong Council’s Cultural Plans:
- more effective and coordinated promotion of culture and the arts. (G + W)
- a “hub” that can form the focus of cultural activity (W)
- more opportunities for training and employment of professional artists (G + W)
- lack of knowledge and celebration of heritage especially Aboriginal culture and heritage (G + W)
- access to “more experimental” cultural activities without having to leave the area (G)
- professional development opportunities for both professional and community practitioners, particularly “the need to improve their skills in …arts administration eg grants submissions, audience development, marketing, business planning and advocacy” (G)
- need for more affordable exhibition, performance, rehearsal and meeting spaces (G + W)
- fear of risk of knowledge of older people in the community being lost and younger people need to be encouraged to get involved (G)
- networking opportunities for Indigenous artists (G)
- need to address the “brain drain” to Sydney and Newcastle. (W)
- the importance of boosting community connectedness and civic pride. (G + W)
- programs to encourage excellence and innovation in the arts. (W)
- more cultural professionals in Wyong Shire Council (W)

Community and social needs which can be addressed through arts partnerships

“There is the challenge of geography – natural barriers of waterways and mountains limit communities working together. And there are also significant social challenges”. Maggie MacFie, Youth Connections

“We need to engage the non engaged people in the community – there are many people who are socially alienated”. John Roberts Brackets & Jam

Issues which have been identified as important for the well being and future vitality and sustainability of Central Coast communities are:
- need to engage young people in education, employment and community
- personal and community issues associated with social disadvantage caused by unemployment and low household incomes
- transport and access issues
- need to support growing Indigenous community and foster greater understanding of Indigenous culture in community
- loss of community cohesion and identity due to declining town centres and community infrastructure, population growth and shifting demographics
- need intergenerational programs to build linkages between the high youth and aged populations
- the brain drain to Sydney and Newcastle
- need for a stronger distinctive Central Coast identity
Summary of Needs

Research for this report has highlighted significant gaps in arts programs and services on the Central Coast. These are:

- low levels of professional and contemporary arts practice and cultural production
- no resident professional arts organizations in any of the cultural facilities in the region
- focus on incoming touring programs rather than developing quality local programs
- no professional arts workers outside local government, education and youth sectors.
- no overarching regional planning or coordination of arts programs or promotions
- lack of Indigenous programming and development
- fragmentation and lack of networking and collaboration between organizations, sectors and practitioners
- need for arts industry development and professional development opportunities – both for artists and arts workers
- need for audience research and development

Assets base

Following is a summary of identified local Central Coast assets on which to build community partnership and arts development programs; as well as where support is needed, and potential organizational partners (note: not all of these identified potential partners have been engaged in developing this proposal).

<table>
<thead>
<tr>
<th>PLACE + COMMUNITY IDENTITY</th>
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</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
</tr>
<tr>
<td>facilities</td>
</tr>
<tr>
<td>Create Innovate - Empty shop fronts for visible community hubs, Art Cart, Wyong social enterprise development</td>
</tr>
<tr>
<td>people &amp; skills</td>
</tr>
<tr>
<td>LG arts and cultural workers and youth arts workers, librarians, story tellers, photographers, YC Goori Connect artists, WNC youth art markets, Supa Art</td>
</tr>
<tr>
<td>organizations &amp; businesses</td>
</tr>
<tr>
<td>GBID Create Innovate, libraries, YC and youth orgs, schools, historical societies, Avoca Artists and 5 Lands Walk, Fusion Arts, Darkinjung LALC and The Mirring Aboriginal Corporation, other groups and practitioners as identified by CC organizations</td>
</tr>
<tr>
<td>participant groups</td>
</tr>
<tr>
<td>Young people, high school students, broad community engagement</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Needs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community identity and vibrancy</td>
</tr>
<tr>
<td>Revitalisation of town centres</td>
</tr>
<tr>
<td>HQ and hubs</td>
</tr>
<tr>
<td>Regional coordination and network</td>
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<tr>
<td>Contemporary Oral History/Digital Story telling skills/Writers</td>
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<tr>
<td>Creative programming and Cross art form development</td>
</tr>
<tr>
<td>Small scale residencies and mentorships</td>
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<tr>
<td>Website and tech facilities and support</td>
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<table>
<thead>
<tr>
<th>POSITIVE FUTURES FOR YOUNG PEOPLE - DIGITAL ARTS</th>
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</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
</tr>
<tr>
<td>facilities</td>
</tr>
<tr>
<td>YC media and TV studio and OB van, RYSS music recording and video equipment, professional photographers and media producers equipment, RYSS, Central Campus and The Entrance Community Centre computer labs, other Youth Centres… and all those mobile phone cameras!</td>
</tr>
<tr>
<td>people &amp; skills</td>
</tr>
<tr>
<td>YC Media Coordinator, local film and media producers and mentors (eg Treehouse), local media artists (eg Labyrinth Studios, Andrew Worboys)</td>
</tr>
<tr>
<td>organizations &amp; businesses</td>
</tr>
<tr>
<td>Youth Connections, RYSS, WNC, Schools, Uni of Newcastle, other youth centres</td>
</tr>
<tr>
<td>participant groups</td>
</tr>
<tr>
<td>YC students, RYSS and WNC participants, high school students</td>
</tr>
</tbody>
</table>
### Needs
- Engagement of young people in education
- Career prospects and opportunities and skills for young people
- Creative digital story telling /media arts/ drama for screen practice and skills
- Improving quality and creativity of digital production in youth programs
- Video cameras and access to editing programs/facilities
- Regional coordination in terms of access and participation for young people
- Strategies around online exhibition and promotion of digital media works

### Music Industry Development

**Assets**
- **facilities**: RYSS recording studio and equipment, commercial recording studios, rehearsal and performance venues
- **people & skills**: musicians, composers, music teachers, technicians, music industry teachers (eg Jason at RYSS) and professionals (promoters, artist management etc), local mentors and champions
- **organizations & businesses**: CC conservatorium, RYSS, TAFE, Innovative Regions facilitator/RDA, Indent programs, recording studios, Songwriting Conference, venues (public and private), Musicians Making a Difference, Brackets and Jam, councils, youth centres and programs
- **participant groups**: Participants and students at RYSS, WNC, TAFE, Conservatorium, Indent and youth music events in Gosford and Wyong LGAs, school students – eg Gorokan High

**Needs**
- Music composition, performance and industry career pathways for young people
- Creative development, performance and recording opportunities for emerging musicians
- Regional coordination to foster networking and collaboration – connecting the parts to build capacity
- Opportunity to bring skills in Conservatorium to community
- Need for more business and employment, and links to local studios

### Movement & Performance Art Form Development

**Assets**
- **facilities**: rehearsal and performance venues inc Laycock Street Theatre, Drama Studio at Uni of Newcastle CC Campus, NAISDA dance studios
- **people & skills**: dance teachers, choreographers, contemporary performance teachers, drama and musical group members, local mentors and champions
- **organizations & businesses**: NAISDA, Uni of Newcastle Creative Arts and Grotto, dance academies, Gosford Council, Wyong Council, new partnership with Ausdance NSW
- **participant groups**: dance students, YIPA, school students, youth program participants

**Needs**
- Artistic leadership and vision
- Exposure to innovative and contemporary techniques and practices – eg physical theatre, circus skills
- Mentorship, development and masterclasses
- Opportunities to develop and perform original local work
- Regional collaboration
- Resources to bring NAISDA resident and guest choreographers to local community

### Indigenous Arts and Cultural Enterprise

**Assets**
- **facilities**: The Entrance Community Centre, youth centres, Gosford Regional Gallery, NAISDA, empty shop fronts and spaces in Gosford and Wyong
- **people & skills**: Indigenous artists eg Mirring Corp, Indigenous arts workers (Gosford Regional Gallery, NAISDA, Youth Connections)
- **organizations & businesses**: NAISDA, Gosford Regional Gallery & staff, Create Innovate, Social Enterprise working party, WSC Aboriginal Officer and Cultural Planner and Indigenous community organizations such as Darkinjung LALC and Mirrung.
- **participant groups**: artists, school students, youth program participants
The direction for future arts development and community partnership projects needs to be set in relation to:

Priority needs:
- community – positive futures for young people, community identity, place making and economic development.
- arts - contemporary arts practice, creative collaboration, professional development and regional coordination

Significant strengths and assets:
- tradition of arts in the community
- local government support for arts and cultural programs, and arts and cultural facilities
- youth arts programs and infrastructure
- arts education programs and infrastructure
- a growing focus on regional collaboration
- an emerging network of arts organizations and arts workers, with energy and high level skills.
CASE STUDY 7:
My Town Is Broken

Frames taken from a short video by Gosford film maker Jason van Genderen. Filmed entirely on his mobile phone, it was the winner of the 2008 Sydney Film Festival Mobile Movie awards. The complete video can be seen on youtube - http://www.youtube.com/watch?v=ZAHHTVkfWMw
END NOTES

1 Central Coast Regional Strategy, NSW Dept Planning, p. 4, 2008
2 Darkinjung LALC website
3 Central Coast Neighbourhood and Community Centres Forum
4 Media Announcement by Minister for Planning, Tony Kelly, 2 July 2010
5 Central Coast Regional Strategy, NSW Dept Planning, p. 1, 2008
6 Central Coast Regional Profile and Social Atlas, p. 23
7 Announced by the Premier in Feb 2010 the Regional Economic Development and Employment Strategy (REDES) is a partnership between the NSW Government, Regional Development Australia Central Coast (RDACC), Gosford City Council and Wyong Shire Council. RDACC will lead implementation.
8 Central Coast Jobs Plan 2010, Jack Ritchie, Published by DEEWR, 2010
9 It is noted in Wyong Shire Council Youth Engagement Strategy Background Report 2010 that “recent media and parliamentary reports quoted a youth unemployment rate of 42% on the Central Coast…. DEEWR has confirmed that this statistic is a rate of the number of young people seeking full-time work as a proportion of the total number of young people in full-time work plus those seeking full-time work. (p. 41)
10 Central Coast Jobs Plan 2010, DEEWR
11 Aboriginal Population Projections NSW 2006 to 2021, published by Aboriginal Affairs NSW
12 Gosford Business Improvement District Create Innovate proposal
13 Wyong Community Plan
14 ABS data 2008
15 ABS 2008
16 Wyong Shire Council Community Plan, p. 24 2008
17 Wyong Public Art DCP 2009 112 p. 2
18 Wyong Youth Engagement Strategy Background Report 2010, p. 10
19 Regional Youth Support Services, located in Gosford, ran small youth arts projects in Wyong Shire during this period, organised by the Arts NSW funded youth arts coordinator, but these only amounted to 167 hours total over 3 years.
20 Arts Minister Virginia Judge Media Statement 2 August 2010
21 Wyong DCP 112, p. 7
23 Cultural Spaces and Places Framework Report, KPMG for Gosford City Council, p. 34, September 2007
26 Wyong Performing Arts Centre Feasibility study, by Tonkin Zulaikha Greer architects, with Australia Street Company and Pegasus Group, Parts 2 and 3, 2006
27 Stakeholder interviewed by LR September 2010
28 Christopher Bearman, Director, Central Coast Conservatorium, 20 September 2010
29 data from event websites and stakeholder interviews, 2010
30 Arts NSW Cultural Facilities Audit, Positive Solutions, p. 29, March 2010
31 Arts NSW Cultural Facilities Audit op. cit., p. 37
32 Arts NSW Cultural Facilities Audit op. cit., p. 39
34 Cultural Places and Spaces framework, KPMG, p. 31
35 Wyong Shire Council Cultural Plan p. 34
36 Cultural Places and Spaces framework, KPMG Report p. 29
37 Wyong Shire Council Cultural Plan p. 34
38 Wyong Shire Council Cultural Plan p. 34
39 Meeting of informal stakeholder reference group for this report, 8 September 2010
40 Cultural Places and Spaces framework, KPMG, op. cit., p 27
41 Cultural Places and Spaces framework, KPMG, op. cit., p 27
42 Cultural Places and Spaces framework, KPMG noted that many professional artists and creative industry workers don’t show up in the Yellow Pages, and were not identified in their survey.
43 Cultural Places and Spaces framework, KPMG, op. cit., p. 27
44 www.myspace.com/centralcoastnoise/blog
45 Feedback from young people on www.myspace.com/themertodome Since August 2009: The Metrodome myspace page was viewed over 13,500 times, has over 550 friends. Of the total friends 58.6% are female and 41.4% are male, 51% of the friends are aged between 13-17, 39% of the friends are aged between 18-24, 7% of the friends are aged between 25-34.
46 Cultural Places and Spaces framework, KPMG, op. cit., p 28
47 http://www.youtube.com/watch?v=ZAHHTVkfWMw
49 Dr Jocelyn McKinnon, September 2010
50 from interviews with TAFE teachers and practitioners
51 Central Coast Conservatorium website
52 Interview with Christopher Bearman OAM, Director Central Coast Conservatorium, 20/9/10
53 RDACC was formed by merging the Central Coast Economic Development Board and Central Coast Area Consultative Committee