



HERVEY BAY
REGIONAL GALLERY
STRATEGIC PLAN
2022–2026





HB
RG

HERVEY BAY
REGIONAL
GALLERY

Contents

Butchulla Statement of Support and Acknowledgement of Country.....	5
Message from our Mayor.....	7
Introduction.....	8
Key Statements	9
Purpose and Methodology	10
History and Context.....	11
Constraints	12
Opportunities	13
Community Snapshot.....	14
Consultation.....	15
Our transformative vision.....	16
Towards 2026	17
Objectives.....	18
Guiding Documents and Statements.....	23
References and Industry Guiding Documents.....	24



Butchulla Statement of Support and Acknowledgement of Country

My name is Karen Hall. I am a Butchulla community member and developing Elder. I am grateful to the Hervey Bay Regional Gallery for the opportunity to include this statement in the Hervey Bay Regional Gallery Strategic Plan 2022–2026.

**Gallangor daButhbi – Good day,
Nara – Hello**

I begin by Acknowledging the strength of our Ancestors, the resilience of our Old People and the compassion and guidance of our Elders old and young. We welcome you, to this our Butchulla land. Walk together on these lands with respect and compassion.

From Double Island Point in the South, West to Bauple Mountain, North West around Maryborough and North to the Burrum River; East to encompass the waters and the great Sand Island of K'gari, this is known as Butchulla Country.

Our Butchulla people have lived on, survived on and cared for this land for thousands of years. Today Butchulla people continue to live, survive and thrive on Butchulla Country.

Our old cultural ways are based on spiritual connection to this land, the sky, the water, birds and animals around us. The seen and the unseen. This spiritual connection is a knowing way of life and survives within us to this day. Our connection and maintenance of this land is supported by our Ancestors, Old People and Elders who have guided and continue to guide our Butchulla community in the Lore of this land.

The 3 main Butchulla lore are:

1. What is best for the land must come first.
2. Do not touch or take anything that does not belong to you.
3. If you have plenty, you must share.

We guide and support our young ones to recognise, practice and strengthen their connection in this busy world.

Through the strength and resilience of our people, we strive to communicate and work in partnership with the Hervey Bay Regional Gallery to establish the

telling of the true story of our people and to support our cultural and creative journeys. As the growth in this Fraser Coast Region continues, it is important that Butchulla culture and community is honoured and respected, and not destroyed and forgotten.

Throughout the development of this strategic plan, our Butchulla community have been offered steps to be included in this discussion and because of this we walk strong and proud together on this journey.

Through this Strategic Plan of 2022–2026 the Fraser Coast Regional Council acknowledges the Traditional Custodians of country (land, sea and sky), the Butchulla (Badtjala)' people, on the Fraser Coast upon which this strategic plan will operate. We also acknowledge the cultural diversity of all Aboriginal and Torres Strait Islander people, Elders past, present and emerging, as well as the significant contribution Aboriginal and Torres Strait Islander people have made and continue to make to shape the identity of the Fraser Coast and Australia. (Fraser Coast Regional Council)

Butchulla continue to be supported and included in the Hervey Bay Regional Gallery, and 'this place of consequence' is building within it the opportunities for Aboriginal and Torres Strait Islander communities to be engaged and supported in the development and delivery of future opportunities.

Through this strategy, we will join in celebrating the recognition and support for our Butchulla people and our Aboriginal and Torres Strait Islander communities. We will continue to extend our sharing of culture and stories from this our traditional country.

We connect and join with others in the artistic field to share and create, grow and diversify, and tell our stories together with respect and understanding.

To all who visit and venture into the region and realm of Hervey Bay Regional Gallery, we as Butchulla, warmly welcome you to our Butchulla Country.

Remember, walk strong and walk together – ngali yan.

Gallangor Nyin – thank you

Karen Hall



Message from our Mayor



It is my pleasure, on behalf of Fraser Coast Regional Council, to present the Hervey Bay Regional Gallery Strategic Plan for 2022–2026.

In doing so I acknowledge the Butchulla as Traditional Owners of the country on which Hervey Bay Regional Gallery operates, and recognise their continuing connection to land, sea, sky and culture. We also acknowledge and pay our respects to the cultural diversity of all Aboriginal and Torres Strait Islander people, Elders past, present, emerging and future, as well as the significant contribution Aboriginal and Torres Strait Islander people have made and continue to shape the identity of our region and beyond.

Public art galleries are vital places for community gathering and exchange. They play an important role in fostering and developing creativity, and in doing so leading cultural and creative change.

Hervey Bay Regional Gallery is committed to building better communities by engaging people through art, ideas, place, history and culture. At the heart of this is the aim to connect, inspire and engage our diverse communities through storytelling.

Recently the Gallery building has undergone a significant period of remedial repair during which time it has been closed to the public. However, it has also been a period that provided a pivotal moment for the Gallery and to deeply reflect and consult about its aspirations and future directions.

As we move towards re-opening, the Gallery renews its commitment to engaging with our diverse communities and stakeholders to establish strong partnerships, actively providing opportunities and advocating for our creative region; to partnering with the Butchulla people to support and promote their stories and histories through projects and programming; and delivering accessible and sustainable programs.

Known for its standards of excellence across its exhibitions, programs and supporting operations, the Gallery aspires to become a place of consequence by 2026. As part of this, I am pleased to announce an exciting initiative, the *Fraser Coast National Art Prize*, which supports our ambition to establish a public art collection of significance by 2035.

We warmly welcome you back to the Gallery and invite you to share in our creative vision.

Mayor George Seymour

Introduction

Hervey Bay Regional Gallery (HBRG) is a public gallery located on Butchulla Country in the heart of Hervey Bay’s civic precinct. It is funded and operated by the Fraser Coast Regional Council as a community cultural development service.

Public art galleries play multiple roles within our local and broader communities. As cultural and educational centres delivering programs to diverse audiences, they are vital places for community gathering, connection, engagement, recovery and learning. In sharing stories that inspire, challenge and extend knowledge they have the capacity to become powerful cultural agents and places of consequence.

HBRG is committed to encouraging a healthy and sustainable local arts community. Along with encouraging community participation, supporting artists’ professional development and promoting significant aspects of the region, HBRG is committed to fulfilling the ambitions outlined in the peak body’s (AMaGA) ground-breaking publication, *First Peoples: A Roadmap for Enhancing Indigenous Engagement in Museums and Galleries* (Janke, 2018). These ambitions include reimagining representation through truth-telling and building strong Indigenous engagement via meaningful relationships. This Strategic Plan aims to action the critical pathways and key transformations relevant to local government authorities outlined in the Roadmap’s stages ‘Alignment’ to ‘Acceleration’.

Australia’s domestic tourism is growing at a rapid pace, with an increasing appetite for authentic cultural destination experiences. This change is amplified in domestic arts tourism, where Australians are travelling further, staying longer and spending more. According to Tourism Research Australia, visiting art galleries is one of the primary activities of the domestic cultural tourist (Australia Council for the Arts, 2020).

With tourists accounting for a significant proportion of HBRG’s annual general visitation, this trend presents opportunities to enhance visitor experiences through programs that connect to place and Country.

The arts also play a vital role in rebuilding community and aiding community recovery after a disaster (NSF Consulting, 2011). They help create new connections when old connections are severed, with storytelling a common thread throughout successful recovery projects. As the Fraser Coast region develops community recovery projects in response to disasters, the arts will continue to play an important role by providing opportunities for our community to connect and move forward together.

Fraser Coast Regional Council values the interpretation of the region’s local culture and heritage as expressed through the arts. Council actively maintains, collects and shares items that speak to the Fraser Coast culture through the Fraser Coast Regional Council Art and Heritage Collection. The Collection incorporates three primary collection areas including: the Fine Art Collection, Civic Collection (works of art primarily for display in council-owned public and corporate buildings) and Heritage Collection (memorabilia, gifts and historical items of significance relating to Council and each of its three Interpretative Centres). HBRG supports Council’s aims for the Collections through responsible management, maintenance and development. HBRG supports Council’s aims for the Art Collection through responsible management, maintenance and development.

Key Statements

Vision

Hervey Bay Regional Gallery will become a place of significant and meaningful community connection through storytelling.

Mission

Hervey Bay Regional Gallery connects communities through ideas, arts, place, history and culture.

Strategic Alignment and Values

Fraser Coast Regional Council

Purpose statement

Building better communities

TRAITS values

Trust
Respect
Accountability
Initiative
Teamwork
Service

Objectives

1. Hervey Bay Regional Gallery will become a place of consequence known for excellence across its operations by 2026.
2. By 2026, storytelling will become a foundational value in how we connect to community.
3. We commit to the values of learning, sharing and connecting as a pathway to meaningful relationships with Butchulla (Badtjala) people.
4. We will build, maintain and share a Fine Art Collection of State significance.
5. We will engage with our diverse communities and stakeholders to promote a sustainable creative economy.

“From ancient and enduring Aboriginal and Torres Strait Islander cultures to new and emerging communities across our state, Queensland is rich in arts, culture and creativity. Whether we are an audience member or participant, or one of the tens of thousands of Queenslanders who work in the sector, arts, culture and creativity play an increasingly integral part in our everyday lives.

Purpose and Methodology

Purpose

The purpose of this plan is to support the aspirations of the Fraser Coast community in building stronger community connections through contemporary art.

Following our Vision and Mission statements, the key objectives provide a framework for HBRG's future, informing the directions and ambitions across operations and programming.

It is crucial that the following areas are prioritised through supporting Action Plans:

- Best practice approach to operational management
- Embedding storytelling as a foundational value in how we connect to community
- Enhancing meaningful Indigenous engagement
- Developing a sound collection management framework
- Engaging our communities to build audiences and support the development of a sustainable creative economy

While it is widely understood that some measures of success for arts and culture activities are quantifiable, many aspects are gauged in qualitative data. Qualitative data is highly valued in the museums and galleries sector as it provides an in-depth understanding of motivations, engagement and levels of satisfaction. To ensure the success of this Strategic Plan, a balanced set of measures will be put in place in accompanying planning.

Methodology

The methodological approach used in formulating this plan during 2019-21 is as follows:

- **Stage 1**
Background information, benchmarking and research
- **Stage 2**
Community and stakeholder engagement
- **Stage 3**
Analysis and strategy development
- **Stage 4**
Feedback and review
- **Stage 5**
Implementation, including ongoing performance review and reporting

History and Context

The Fraser Coast region includes the major centre of Hervey Bay, K’gari (Fraser Island) and the historic city of Maryborough. It extends from Sandy Cape in the north extending west from Burrum Heads through to Boompa, south to Glenwood and East to Indian Heads encompassing the mouth of Mary River and the Great Sandy Straits. The Fraser Coast is home to an estimated population of 108,000 residents (ABS, 2020) across a geographical area of 7,105km².

K’gari, the world’s largest sand island, is a site of Significance for the Butchulla people. It was listed by UNESCO in 1992 as a World Heritage Site in recognition of its unique sand dune rainforests, lakes and ecosystems. Located off its western side, and bounded in part by the Great Sandy Marine Park, Hervey Bay, is also renowned as an important resting site for migratory whales each year and was named as the world’s first Whale Heritage Site in 2019.

Hervey Bay Regional Gallery is located in Pialba, the heart of Hervey Bay’s civic precinct. It first opened in May 1997 as part of the then Hervey Bay City Council’s new Cultural Services complex at 161 Old Maryborough Road. Along with the Gallery, the purpose-built venue included Hervey Bay Library and a shared courtyard with University of Southern Queensland. This first building was funded by Hervey Bay City Council with assistance from the Queensland State Government and University of Southern Queensland.

Gallery operations initially came under the portfolio of the Library and Gallery Services, and in February 1997 two interim advisory panels comprised of representatives from the local arts community

and Hervey Bay City Council provided assistance during the first year of operations. The first Director was appointed in February 1998.

In 2007, it was recognised that the Cultural Services Department of Council, which at that time incorporated the gallery, library, museums, and community and cultural development services, had outgrown its location. Plans were initiated for the construction of a new gallery venue and cultural space, as well as a separate building for a new community centre within the grounds of City Park inside the Civic Precinct. The following year in March 2008, a decision was made to amalgamate the Hervey Bay, Maryborough and Woocoo Councils, alongside two divisions of the Tiaro Shire to form the Fraser Coast Regional Council.

In December 2012, HBRG relocated and commenced operations in the newly purpose-built Fraser Coast Cultural Centre, located at 166 Old Maryborough Road. The facility incorporated two main exhibition spaces along with an adaptable foyer exhibition space, children’s workshop room, theatrette and retail space. One of the main spaces was a dedicated static interpretive environmental and cultural display, the Fraser Coast Discovery Sphere, largely managed by Fraser Coast Tourism and Events in partnership with Council.

Since its opening in 2012, the venue has experienced challenges around identity and purpose. In late 2019, a new curatorial position was established to drive necessary improvements around community expectations and industry standards. These expectations included: building a reputation for best practice and excellence across its operations (exhibitions, public programming and art collection); fostering a high level of community and visitor engagement; and offering a high level of support to the local arts industry.

“HBRG is a venue where I expect to be inspired, challenged and moved by contemporary artworks. As a regional gallery, it is a lighthouse for visual art development on the Fraser Coast, offering opportunities to experience a variety of work from artists with a national, sometimes international, profile.

Valerie McIntosh, Visual Artist

Constraints

During 2019 and 2020 substantial key stakeholder consultation was undertaken via the formation of the Hervey Bay Regional Gallery Consultative Group. This group provides valuable insights and feedback on HBRG directions and programming.

A number of focus areas and constraints were identified from this process including: conflicting perceptions around the venue's identity, programming constraints, reputational growth and the strategic framework around the Council's Collections.

Hosting exhibitions has been constrained by the size, functionality and division of spaces within the venue. Exhibition space has been over capacity with minimal room to increase touring exhibitions, whilst also maintaining the high demand for local artist and community exhibitions and meeting best practice display and interpretation methods. Similarly, inadequate space and resources, and the ineffective use of existing space limited programming of community engagement and professional arts development activities such as workshops, tutorials, children's activities, artist-in-residence programs and more.

These constraints, in conjunction with a historic pattern of venue hire, shifted the facility's use away from its core purpose of providing creative, artistic, cultural and natural heritage programming. Over time HBRG's program became locked into annual commitments with specific community groups, greatly impacting strategic programming of high quality touring exhibitions and in-house curated exhibitions.

A change in the approach to programming will enable the delivery of engaging, challenging, and inspirational programs that are not accessible elsewhere within the community, as well as sharing local creative content.

A Collection audit commenced in April 2020, led by HBRG and Museums staff. This project will provide a greater understanding of the various component collections that Council holds, by establishing benchmark quality records and embedding improved collection management practices, as well as forming a base from which to strategically develop policy and procedures.

Strategic development of Council's Art Collection will be vital for future-proofing, building reputation, and furthering programming capability. It has been identified, for example, that Council requires a customised solution for housing the Collection, inclusive of climate control and a storage system that meets accessibility requirements and industry standards. The *Fraser Coast National Art Prize* initiative will become a primary acquisition method to increase the significance and value (cultural, creative and monetary) of Council's collection.

Opportunities

In 2019 investigation into a potential extension of the venue was completed. This included a draft design that due to the complexity of the building and roof design could only achieve a maximum total increase of approximately 60m² in floor space.

The associated cost for the extension did not provide adequate value for money and did not address all of the operational issues requiring attention.

A serious climate control incident became apparent in the building in 2020. In the process of managing a set of complex issues, an unforeseen opportunity arose to address operational concerns within the existing footprint of the venue. The extent of the incident allowed a viable reconsideration of the interior spaces and galleries.

Having not been updated since its opening in 2012, the Discovery Sphere was at end-of-life. It required significant upgrades and modifications in order to deliver current community expectations and priorities. The division of the space and static nature of the displays limited visitor pathways and public programming opportunities. It is acknowledged that the themes previously interpreted within this exhibition space, including Butchulla Cultural Heritage and Natural Heritage, remain important and will be addressed in future programming allowing improved engagement.

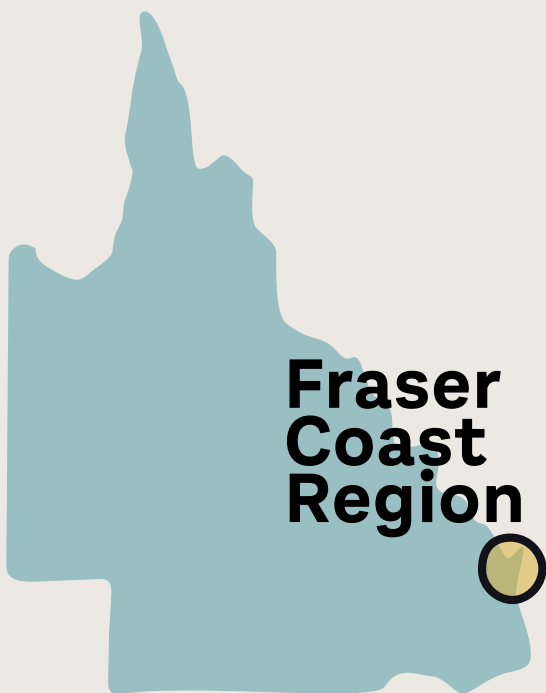
Further changes include climate-controlled storage for Council's collections. This will ensure that HBRG's management of collections meets best practice standards thereby increasing both internal and external stakeholder access to the collection.



“...as an educator who happens to work in the Arts, I have always felt that the gallery was a place to be inspired, find the unexpected and take a look at the world through a different lens.

Liza Young, HOD Creative Futures, Urangan State High School

Community Snapshot



Population

Residents	108,183 2% of Queensland's population (2020, ABS)
Aboriginal and Torres Strait Islander	4.2% (2016, Census)
Born overseas	13.9% Approx. half the national figure (2016, Census)
Disability: persons who need assistance for core activities	9.7% Approx. twice state figure (2016, Census)
Working age (15-64)	55% Significantly lower than state and national figures at approx. 65% (2019, ABS)

Age profile

Age group	Fraser Coast Region	Queensland
0-14	16.7%	19.4%
15-24	9.6%	13%
25-44	18.5%	27.3%
45-64	27.4%	24.6%
65+	27.8%	15.7%

Education

Highest year of school completed: YR12 or equivalent	32.7% Significantly lower than state and national figures at approx. 51% (2016, Census)
Bachelor Degree or higher	7.1% Significantly lower than state and national figures at 16.5% and 19.9% (2016, Census)

Consultation

This strategy was developed by the Hervey Bay Regional Gallery Curator in close consultation with the broader Cultural Services team, Council, key stakeholders and the community.

Initial research conducted in late 2019 included extensive consultation between key Council staff and the Hervey Bay Regional Gallery Consultative Group. Key priorities that emerged from consultation included: the development of two new initiatives, the *Fiona Foley Residency Program* and the *Fraser Coast National Art Prize*; and an acknowledgement that the Fraser Coast Discovery Sphere no longer held the same significance for the region as it had when first opened in 2012 due to changing audiences, tourism products and aging technology within the permanent and static display.

From 2019–2021, key stakeholders participated in a comprehensive process of self-definition through consultation about brand identity and aspirations for the Strategic Plan. Stakeholders included Fraser Coast Councillors, key Council staff, Hervey Bay Regional Gallery Consultative Group, Butchulla community representatives, Indigenous community representatives, and HBRG volunteer representatives.

The development of our brand identity was led by Gilimbaa Creative Agency. Our brand story acknowledges and pays respect to the Butchulla people as the Traditional Custodians of the land, sea and sky in the region where HBRG operates. The visual elements of the brand include a bespoke pattern representing land, sea and sky. The colour palette is inspired by these dominant elements in our environment, along with the colours of the Aboriginal, Torres Strait Island and South Sea Islander flags.

“Our gallery is a centre of opportunity for the artistic and cultural life of our city and region. This simple assembly of walls and spaces provides a focus for the intersection of art and life, artist and community, and allows our most creative people to share with us their visions, their ideas and their stories.

Councillor David Lewis, Division 6, Fraser Coast Regional Council

Our transformative vision

Hervey Bay Regional Gallery is committed to becoming a place of consequence by connecting communities through ideas, arts, place, history and culture.

Our operations are informed by Council's TRAITS values and purpose statement, *Building Better Communities*. These values help shape our creative purpose, exhibitions, public and educational programming and collections management, as well as the development of our people and our operational infrastructure.

This Strategic Plan reflects the needs and aspirations of our communities and audiences and will inform related Action Plans. Throughout implementation, it is our intention to continue processes of community consultation and engagement.



Marina DeBris, Karen Hall, Wayne Budge and Cr David Lewis.



“In five years’ time I would like to see ... the Gallery as a welcoming multi/interactive space for young and old.

Aunty Jan Williams, Butchulla community representative.

Towards 2026

Hervey Bay Regional Gallery will be established as a leading public art gallery in the broader Wide Bay-Burnett region by 2026. HBRG's growing reputation at a state and national level will support the aspirational vision of the venue as a place of consequence known for its standards of excellence across its exhibitions, programs and supporting operations.

HBRG will support the development of a resilient regional arts sector adaptable to change and responsive to audience demand (Department of Environment and Science, 2020). Vibrant programs will activate and energise the venue attracting growing audiences. The retail shop, focussing on curated artisan products, will enhance the local economic value of arts, culture and creativity. Opportunities for regional artists and makers will be embedded into programming.

HBRG will support the growth of a creative and connected Fraser Coast community through active community consultation and engagement, insightful and staged planning, and thoughtful programming. The establishment of continuous business improvement practices is at the centre of this ambition.

As championed by the Hervey Bay Regional Gallery Consultative Groups our programs will feature the professional development of local artists, creative development of young people, and extends to include an exciting new initiative, the biennial *Fiona Foley Artist Residency*. The development of a high-quality educational program partnering with schools and tertiary institutions will form a key part of the HBRG's offerings for enriched community engagement.

These activities will contribute to the establishment of HBRG as a safe space where artists and communities can share their individual and collective stories through creative arts encompassing visual arts, multi-media installations, interpretative exhibitions and experimental artforms.

HBRG will commit to delivering the five key elements for change and timeframes outlined in *First Peoples: A Roadmap for Enhancing Indigenous Engagement in Museums and Galleries* (Janke, 2018). -

Our program will provide paid opportunities for professional Aboriginal and Torres Strait Islander arts workers to develop and deliver programming including identified opportunities for Butchulla artists and community representatives. Through these opportunities we will continue to strengthen our relationships and long-term goals together. In addition to these key focuses, our program will meet national standards for arts accessibility and will be rich with programs that engage with, or are led by, people of all abilities, ages and backgrounds.

The Fraser Coast Regional Council Fine Art Collection will be strategically developed through HBRG's programs, the biennial acquisitive *Fraser Coast National Art Prize*, and a best practice approach for the acquisition and management of art collections. Opportunities to share, inform and encourage an understanding of Council's Fine Art Collection alongside collection management principles will be available to both the Fraser Coast community and Council. The Fine Art Collection will be regularly displayed at the Gallery and the Civic Collection displayed in appropriate municipal buildings, alongside interpretative information to further engage and inform our broader audience.

“In five years' time I would like to see ... the establishment of a permanent collection that is focused and responsive to the region.

Liza Young, HOD Creative Futures, Urangan State High School



Objectives

1

Hervey Bay Regional Gallery will become a place of consequence known for excellence across its operations by 2026.

To achieve this we will:

- Demonstrate industry best practice in contemporary visual arts practice, gallery operations and collection management.
- Provide responsive and diverse programs that value truth-telling, respectful learning and creative development.
- Integrate sustainability principles into our operations.
- Embrace accessibility and inclusion as part of our everyday operations.

2

By 2026, storytelling will become a foundational value in how we connect to community.

To achieve this we will:

- Develop and deliver story-based learning opportunities for our various audiences.
- Share stories that promote the Fraser Coast's unique cultural and environmental significance.
- Recognise and celebrate the cultural diversity of our community.
- Support the development of contemporary art across the Fraser Coast by providing a space for artists to voice their stories.



3

We commit to the values of learning, sharing and connecting as a pathway to meaningful relationships with Butchulla (Badtjala) people.

To achieve this we will:

- Recognise, celebrate and support the Butchulla (Badtjala) people who are the Traditional Custodians of Country (land, sea and sky) on which Hervey Bay Regional Gallery operates.
- Ensure Hervey Bay Regional Gallery meets appropriate cultural protocols and respects the three lores of Butchulla Country.
- Provide opportunities for Butchulla artists to envision and lead projects.

4

We will build, maintain and share a Fine Art Collection of State significance.

To achieve this we will:

- Manage and maintain the Fine Art Collection to best practice standards.
- Develop the Fine Art Collection through strategic acquisitions as outlined in the Collection Management Policy.
- Develop exhibitions and programs to support education and knowledge of the Art Collection.

5

We will engage with our diverse communities and stakeholders to promote a sustainable creative economy.

To achieve this we will:

- Promote Hervey Bay Regional Gallery as a creative cultural space as part of the Fraser Coast region's tourism experience.
- Provide opportunities to local artists and makers to showcase their work.
- Build strong relationships with Butchulla, Aboriginal, Torres Strait Islander and South Sea Islander peoples through consultation and collaboration.
- Build partnerships with our audiences to inform our programs and opportunities.
- Develop and build community networks to strategically develop long-term audiences.

Guiding Documents and Statements

Fraser Coast Regional Council Key Statements and Documents

Purpose statement:

Building Better Communities

Corporate Plan 2018–2023:

<https://www.frasercoast.qld.gov.au/corporate-plan>

Annual Report:

<https://www.frasercoast.qld.gov.au/annual-report>

Community Plan:

<https://www.frasercoast.qld.gov.au/community-plan>

Our Sustainable Fraser Coast Charter:

<https://www.frasercoast.qld.gov.au/our-sustainable-fraser-coast-charter>

Operational Plan:

<https://www.frasercoast.qld.gov.au/downloads/file/2369/operational-plan-2020-2021>

Smart Communities Plan:

<https://www.frasercoast.qld.gov.au/downloads/file/1655/fraser-smart-communities-planpdf>

Fraser Coast Arts & Culture Strategy 2022–2026:

<https://www.frasercoast.qld.gov.au/fraser-coast-cultural-strategy>

Fraser Coast Regional Council's Corporate Plan 2018–2023

Theme 2 – Section 3 Lifestyle: A community that values its arts, heritage and cultural diversity

1. Provide facilities and promote activities which celebrate arts and heritage across the region.
2. Support cultural events that highlight the cultural diversity of the region.

Theme 3 – Section 3 Prosperity: A growing tourism industry that capitalises on the full range of opportunities

1. Work in collaboration with tourism industry bodies, local businesses and all levels of government to build successful visitor experiences.

References and Industry Guiding Documents

.id the population experts. (2020, September 7). *Fraser Coast Regional Council | population forecast*. Retrieved from .idcommunity: <https://forecast.id.com.au/fraser-coast>

ABS.Stat. (2020). *Fraser Coast (R) (LGA) (33220)*. Australian Bureau of Statistics. Retrieved August 20, 2020, from https://itt.abs.gov.au/itt/r.jsp?RegionSummary®ion=33220&dataset=ABS_REGIONAL_LGA2019&geoconcept=LGA_2019&maplayerid=LGA2018&measure=MEASURE&datasetASGS=ABS_REGIONAL_ASGS2016&datasetLGA=ABS_REGIONAL_LGA2019®ionLGA=LGA_2019®ionASGS=ASGS_2016

Arts Law Centre of Australia. (2011). *Artists in the Black: Indigenous Cultural & Intellectual Property (ICIP)*. Retrieved from Arts Law Centre of Australia website: <https://www.artslaw.com.au/information-sheet/indigenous-cultural-and-intellectual-property-icip-aitb/>

Australia Council for the Arts. (2020). *Domestic Arts Tourism: Connecting the Country*. Australia Council for the Arts.

Australian Museums and Galleries Association. (2016, September). *National Standards for Australian Museums and Galleries. 1.5*. Carlton South, Victoria, Australia: The National Standards Taskforce. Retrieved from <https://www.amaga.org.au/resources/national-standards-for-australian-museums-and-galleries>

Centre for the Government of Queensland. (2018). *Queensland Places*. (D. Stell, & P. Spearritt, Eds.) Brisbane, Queensland, Australia: University of Queensland. Retrieved August 05, 2020, from <https://queensland-places.com.au/>

Cultural Gifts Program Guidelines. (2013). Canberra: Attorney-General's Department, Ministry for the Arts.

Department of Environment and Science. (2020). *Creative Together 2020-2030: A 10-Year Roadmap for arts, culture and creativity in Queensland*. Brisbane: Queensland Government. Retrieved from <https://www.arts.qld.gov.au/creative-together/about-the-roadmap>

Department of Natural Resources, Mines and Energy. (2019). *Queensland place names search*. Queensland, Australia: Queensland State Government. Retrieved August 05, 2020, from <https://www.dnrme.qld.gov.au/qld/environment/land/place-names/search#/search=Pialba&types=0&place=Pialba48347>

Department of Natural Resources, Mines and Energy. (2019). *Queensland place names search: Point Vernon*. Queensland, Australia: Queensland State Government. Retrieved August 05, 2020, from https://www.dnrme.qld.gov.au/qld/environment/land/place-names/search#/search=Point_Vernon&types=0&place=Point_Vernon46698

Foley, S., & Wondunna Aboriginal Corporation. (2019). *Badtjala - English English - Badtjala Word List*. Booral, Queensland, Australia: Pirri Productions.

Fraser Coast Regional Council. (2020). *Marine 'experience centre' proposed for Hervey Bay*. Hervey Bay: Fraser Coast Regional Council. Retrieved August 31, 2020, from <https://www.frasercoast.qld.gov.au/news/article/935/marine-experience-centre-proposed-for-hervey-bay>

Hervey Bay History. (2015-2016). Hervey Bay: Hervey Bay Historical Village & Museum. Retrieved August 06, 2020, from <https://herveybay-museum.com.au/hervey-bay-history/>

Janke, T. (2018). *First Peoples and Australian Museums and Galleries*. Sydney: Australian Museums and Galleries Association.

Janke, T. (2018). *First Peoples: A Roadmap for Enhancing Indigenous Engagement in Museums and Galleries*. (T. J. Ltd, Ed.) Sydney: Australian Museums and Galleries Association.

Janke, T. (2018). *First Peoples: Connecting Custodians* (draft for consultation). *guidelines*. Sydney, New South Wales, Australia: Australian Museums and Galleries Association.

McGhie, H. (2019). *Museums and the Sustainable Development Goals: a how-to guide for museums, galleries, the cultural sector and their partners*. UK: Curating Tomorrow.

NSF Consulting. (2011). *The Role of the Arts in Rebuilding Community*. Arts Victoria.

Queensland Tourism Industry Council. (2020). *QFNTF Action Plan*. Brisbane: Queensland Tourism Industry Council.

Queensland Tourism Industry Council. (2020). *Queensland First Nations Tourism Plan 2020-2025 - Voices of Today: Stories for Tomorrow*. Brisbane: Queensland Tourism Industry Council.

Reeves, W., & Miller, O. (1964). *The Legends of Moonie Jarl*. Brisbane: Jacaranda Press.

Steele, J. G. (1984). *Aboriginal Pathways: in Southeast Queensland and the Richmond River*. St Lucia: University of Queensland Press.

United Nations. (2008, March). *United Nations Declaration on the Rights of Indigenous Peoples*. United Nations.

United Nations. (2015). *UN Sustainable Development Goals: 17 Goals to transform our world*. Retrieved March 9, 2020, from United Nations website: <https://www.un.org/sustainabledevelopment/>

United Nations. (2019). *The Sustainable Development Goals Report*. United Nations, Department of Economic and Social Affairs. New York: United Nations. Retrieved September 02, 2020, from <https://unstats.un.org/sdgs/report/2019/>

End notes

1 It is acknowledged that there are multiple spellings of Butchulla / Badtjala. This document will hereafter refer to the Butchulla (Badtjala) people as Butchulla in accordance with consensus from Butchulla community consultation reached during the development of this strategic plan. It is also recognised that the spelling 'Butchulla' is the spelling used in the vital book, *The Legends of Moonie Jarl* (Reeves & Miller, 1964), while the spelling 'Badtjala' is used in the key publication, *Badtjala - English English Badtjala Word List* (Foley & Wondunna Aboriginal Corporation, 2019).

HBRG HERVEY BAY
REGIONAL GALLERY

 Fraser Coast
REGIONAL COUNCIL