Arts and Culture Strategy 2008-2011

The previous Strategy 2008-2011 focussed heavily on the arts, heritage and the planning and promotion of events and exhibitions. Several actions from the Strategy were achieved, some of which include:

- Completion of the View Street Arts Precinct Masterplan
- Appointment of Post Office Gallery Curator
- Public art sculpture commissioned; 'Peter stared out into the vast unknown' by Matt Calvert
- Exhibition space created in the Old Post Office and Heathcote
- Bendigo Regional Archives Centre’s permanent record archive facility with public access facility established at the Central Goldfields Library
- Implementation of Community Art Space Scoping Study
- Temporary Public Art commissioned in Chancery Lane, Pennyweight Walk and Bath Lane
- Purchase of an economic assessment tool for events

Examples of major creative activities and events

Ulumbarra Theatre
- Ned, the musical
- The Orchestra Victoria Bendigo Festival
- The Australian Ballet’s production of Giselle
- 2016 ITTF Oceania Olympic Qualification Tournament & Championships

Art exhibitions and sculptures
- Grace Kelly: Style Icon exhibition
- The Body Beautiful in Ancient Greece exhibition
- Marilyn Monroe exhibition
- Forever Marilyn sculpture
- Maticevski: Dark Wonderland exhibition
- House of Mirrors installation
- Art in the Conservatory

Festivals and events
- Groovin the Moo
- Bendigo Writers Festival
- Bendigo Queer Film Festival
- Bendigo International Festival of Exploratory Music (BIFEM)
- Bendigo Record, Comic and Toy Fair
- Bendigo Inventor Awards

Creative industries and businesses
- Visual arts and crafts - e.g. Bendigo Pottery
- Design - e.g. Y2Architecture
- Environmental heritage - e.g. Botanical Gardens and Rosalind Park
- Broadcasting, electronic or digital media, and film - e.g. Phoenix FM, Star Cinema
- Fashion - e.g. The Meadow, Made in Common, Frankie and Co
- Museums - e.g. Golden Dragon Museum
- Libraries and archives - e.g. Bendigo Library and Regional Archives Centre
- Other culture goods manufacturing - e.g. Bendigo Tramways
- Performing arts - e.g. Bendigo Chamber Choir
Rural communities play host to the large diversity of sectors in the arts and creative industries. However, there are some drivers which prove more powerful in developing small communities. According to Rural Victorian Creative Industries Economic Study (2013), these drivers include traditional sectors such as publishing and printing, as well as the science surrounding our natural resources and the production of food and wine.

Greater Bendigo’s rural communities are attracting and supporting a range of creative industries and activities, proving they can punch well above their weight.

Greater Bendigo
What’s happening in our small communities?

Elmore

A range of Arts based initiatives have received funding in Elmore including HIT Productions to tour a theatre production of ‘All My Love’ to Elmore in 2018, and the City’s highly successful Audience Engagement program ‘Cushion Concert Series and the Engine Room touring program. Two large scale participatory art projects ‘Exploring the Campaspe’ and ‘Sunset Over Elmore’ have been recently been completed.

Elmore Progress Association Station Museum houses many historical items, maps, publications and equipment – celebrating the cultural history of the area and providing a point of interest for people passing through the town. The Progress Association has also been publishing its own newspaper since 1972.

Elmore’s Community Plan 2015-2020 places emphasis on encouraging and promoting arts and culture in the area – bringing outside performers to Elmore as well as fostering the creative life within the town. Objectives of the plan include establishing a Heritage Walk, markets and festivals, and more public art in Elmore.

In Victoria

According to Rural Councils Victoria, 11,000 rural residents are employed in the creative sector

$710 M per annum estimated total economic value of the rural creative industries

Creative rural workers have
Higher levels of education, across a range of disciplines
Higher levels of volunteerism than non-creative rural workers

Heathcote and Redesdale

There are many creative groups, businesses and events in Heathcote, including the Heathcote Quilters, Heathcote Artists Inc., Mudbrick Motley Theatre Group, Craft Getaway Australia, Heathcote Film Festival (in its seventh year, showing both Australian and International short films), and Heathcote On Show. Heathcote has also been home to the McIvor Times newspaper for more than 150 years.

Redesdale hosts a number of annual events such as the Redesdale Festival, Redesdale Revellers, and three properties also participate in Open Gardens Victoria; Stone Axe, Rocklands and Coliban Springs. Redesdale is home to the House Gallery – which displays current works by two local artists and is also a teaching facility. A local printmaker also runs workshops throughout the year.