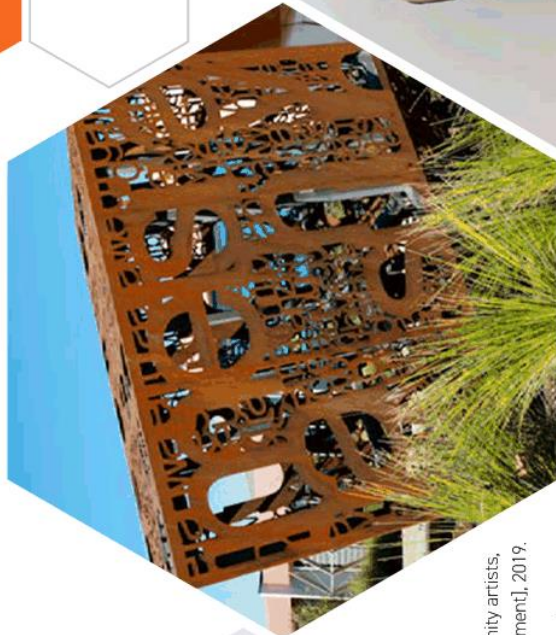




# CREATIVE MELTON 2030

2019 – 2021  
Action Plan



**Artwork credits**

**Front cover** . . . Anu Patel, Barry Melder and community artists, *The Belonging Tree* [work in development], 2019.

**Front cover** . . . Chaco Kato and Dylan Martrell – Slow Art Collective, *Archiloom M* [Detail], 2018.

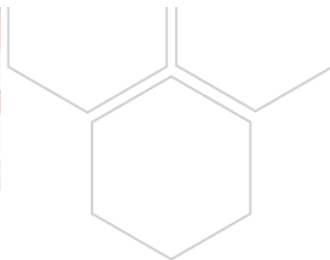
**Front cover** . . . Tamirat Gebremaniam, Inderjit Singh [Detail], 2019.

**Inside cover** . . . Audrey Buttigieg Cardona, *Various works from Minding Monsters exhibition*, 2019.

**Page 8** . . . . . Kenz Suwanwatanasuk (Kenz Kiritpan), *Dance in the Jungle Dream*, 2017.

**Back cover** . . . . . Georgie Nicholson and community artists, *What Knits Us Together* [Detail of work in development], 2018.





# CREATIVE MELTON 2030

*Creative Melton 2030* is a blueprint for a vibrant city that values libraries, culture and creativity as essential for community wellbeing. It is an integrated plan that identifies priority areas for investment in, and community support for libraries and arts.

The strategic goals of this strategy will be activated by rolling action plans that align with renewal of our Council Wellbeing Plan. This Action Plan identifies priority actions to be taken over the next two years – mapped against the four key goals of *Creative Melton 2030*.

The activities listed here work directly to achieve the overarching themes of the Council Wellbeing Plan 2017-21:

- THEME 1** A proud, inclusive and safe community
- THEME 2** A thriving and resilient natural environment
- THEME 3** A well planned and built City
- THEME 4** A strong local economy and lifelong learning City
- THEME 5** A high performing organisation demonstrating leadership and advocacy

Each activity is respondent to the Cultural Development Network's cultural outcomes framework. This nationally recognised schema will enable us to assess the impact of our actions for our community against key indicators within the cultural, social, economic, environmental and governance domains of public policy.





# GOAL 1 ACCESS

We know that the City of Melton is experiencing unprecedented population growth, and current access to cultural institutions is limited to opposite ends of the municipality. Our community has told us that they feel like they don't belong in the cultural and creative sphere. **We will support inclusion and access through planning equitable, localised and inclusive access to libraries and creative experiences.**

**Objective:** *Everyone can access, and feels able to participate in, library services and creative experiences.*

|  | RESPONSIBILITY |      |  | DELIVERY  |           |
|--|----------------|------|--|-----------|-----------|
|  | LIBRARIES      | ARTS |  | 2019-2020 | 2020-2021 |
| <b>1.1. We will provide safe, welcoming and accessible spaces for all, and reduce barriers to access.</b>  |                |      |  |           |           |
| 1.1.1. Review and renew library spaces to better meet community needs for multi-functional use, including quiet study, relaxation, programs and opportunities for group work.  | ●              |      |  | ■         | ■         |
| 1.1.2. Review conditions of entry at Library and Learning Hubs to promote a sense of safety for all, and work with community to maintain positive engagement at library sites. | ●              |      |  | ■         | ■         |
| 1.1.3. Review current library membership procedures and policies to ensure that they are responsive to community expectations, and enable ease of access to services.          | ●              |      |  | ■         | ■         |
| 1.1.4. Investigate ways to reduce the negative impact of library fines.  | ●              |      |  | ■         | ■         |
| <b>1.2. We will work proactively to engage the whole of community with libraries, learning and creativity.</b>   |                |      |  |           |           |
| 1.2.1. Prioritise a customer focused service model that facilitates positive engagement and user experiences.  | ●              |      |  | ■         | ■         |
| 1.2.2. Cultivate targeted marketing campaigns and make use of a range of media formats to inform the community of our resources, programs and events.                          | ●              | ●    |  | ■         | ■         |
| 1.2.3. Provide information services and online platforms that enable access to high quality training and learning resources.   | ●              |      |  | ■         | ■         |
| 1.2.4. Deliver a targeted calendar of programs and events to support a range of learning and creative opportunities, and spark interest in new ones.                           | ●              | ●    |  | ■         | ■         |
| 1.2.5. Maximise opportunities to deliver programs on evenings and weekends to best meet the needs of our community.  | ●              |      |  | ■         | ■         |
| 1.2.6. Pilot a calendar of monthly programming at new Library Access Points in Aintree and Fraser Rise.  | ●              |      |  | ■         | ■         |



|  | RESPONSIBILITY |      |  | DELIVERY  |           |  |
|--|----------------|------|--|-----------|-----------|--|
|  | LIBRARIES      | ARTS |  | 2019-2020 | 2020-2021 |  |
| <b>1.3. We will support digital inclusion through access to technology, staff expertise and learning programs.</b>                 |                |      |  |           |           |  |
| 1.3.1.   | ●              |      |  | ■         |           |  |
| 1.3.2.   | ●              |      |  | ■         |           |  |
| 1.3.3.   | ●              |      |  | ■         |           |  |
| 1.3.4.   | ●              |      |  | ■         |           |  |
| <b>1.4. We will broaden opportunities for residents to access library collections and services beyond the library walls.</b>       |                |      |  |           |           |  |
| 1.4.1.   | ●              |      |  | ■         |           |  |
| 1.4.2.   | ●              |      |  | ■         |           |  |
| 1.4.3.   | ●              |      |  | ■         |           |  |
| 1.4.4.   | ●              |      |  | ■         |           |  |
| 1.4.5.   | ●              |      |  | ■         |           |  |
| <b>1.5. We will plan a network of libraries, and actively explore options for arts spaces to meet the growth of our community.</b> |                |      |  |           |           |  |
| 1.5.1.   |                | ●    |  | ■         |           |  |
| 1.5.2.   | ●              |      |  | ■         |           |  |
| 1.5.3.   |                | ●    |  | ■         |           |  |
| <b>1.6. We will activate the arts in public spaces, community events and festivals.</b>  |                |      |  |           |           |  |
| 1.6.1.   |                | ●    |  | ■         |           |  |
| 1.6.2.   |                | ●    |  | ■         |           |  |

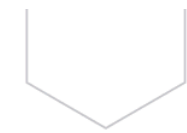


## GOAL 2 CONNECT

We know that literacy is a critical factor in economic and social participation, removing barriers to education and employment. We recognise the impactful role that community cultural development plays in minimising social isolation and improving health outcomes. **We want to harness the power of literacy, learning and creativity to community wellbeing.**

**Objective** Through literacy, learning and creativity, we connect our community to each other, to learning, and to opportunities.

|  | RESPONSIBILITY |      |           | DELIVERY  |  |
|--|----------------|------|-----------|-----------|--|
|  | LIBRARIES      | ARTS | 2019-2020 | 2020-2021 |  |
| <b>2.1. We will build a culture of reading to engage all ages and abilities with books and writing.</b>  |                |      |           |           |  |
| 2.1.3. Create a reading culture by promoting the importance and enjoyment of reading in enhancing literacy and wellbeing.  | ●              |      | ■         | ■         |  |
| 2.1.4. Provide opportunities for our community to engage with authors and readers through public programs and book clubs.  | ●              |      | ■         | ■         |  |
| 2.1.5. Build and extend reader development programs in line with the goals of the <i>Public Libraries Victoria Reader Development Strategic Framework</i> .  | ●              |      | ■         | ■         |  |
| 2.1.6. Continue to conduct an annual Short Story Competition and develop local writing talent.   | ●              |      | ■         | ■         |  |
| 2.1.7. Deliver final year of the Pierre Gorman Award project to develop a program of shared reading for adults with learning disabilities ('Next Chapter Book Clubs') and actively promote this to the community and partners. | ●              |      | ■         | ■         |  |
| 2.1.8. Offer programs that support and celebrate writing and spoken word as an art-form through partnerships with Writers Victoria and State Library Victoria.   | ●              |      | ■         | ■         |  |
| <b>2.2. We will support literacy development for children just starting on their reading journey, adults who have missed out during their schooling, and community members who are learning English as a second language.</b>  |                |      |           |           |  |
| 2.2.1. Deliver a comprehensive suite of early years' programs across our libraries and at key community centres.   | ●              |      | ■         | ■         |  |
| 2.2.2. Deliver the <i>Read, Sing, Chat</i> program for new parents in partnership with Maternal and Child Health Services to support family literacy.  | ●              |      | ■         | ■         |  |
| 2.2.3. Implement the <i>1000 Books Before School</i> program in partnership with State Library Victoria to develop children's school readiness and impart a love for reading.  | ●              |      | ■         | ■         |  |



|   | RESPONSIBILITY |      | DELIVERY  |           |           |
|---|----------------|------|-----------|-----------|-----------|
|   | LIBRARIES      | ARTS | 2019-2020 | 2020-2021 | 2020-2021 |
| 2.2.4. Continue to support English conversation classes for learners of English, and to promote the <i>Welcome to the Library</i> adult literacy initiative.  | ●              |      | ■         | ■         | ■         |
| 2.2.5. Conduct a needs analysis and programming options to support community members with low-level literacy.   | ●              |      | ■         | ■         | ■         |
| <b>2.3. We will bring people together to celebrate our First Nations, local identity and diverse communities.</b>   |                |      |           |           |           |
| 2.3.1. Create opportunities to share and express cultural knowledge, stories and traditions through celebrations, exhibitions and programs.   | ●              | ●    | ■         | ■         | ■         |
| 2.3.2. Celebrate occasions of national and local significance, including NAIDOC week, Reconciliation Week, Harmony Day and 16 Days of Activism.   | ●              | ●    | ■         | ■         | ■         |
| 2.3.3. Promote local history and heritage through our collections and programs, and proactively support the capture, preservation and presentation of historical materials in secure and accessible formats.  | ●              |      | ■         | ■         | ■         |
| 2.3.4. Meet the objectives of the <i>Equality and Respect 2030</i> action plan assigned to libraries, including initiatives that encourage women and girls to participate in STEM (science, technology, engineering and mathematics), and programs for fathers and male caregivers. | ●              |      | ■         | ■         | ■         |
| <b>2.4. We will develop strategies to ensure we connect with important to reach communities.</b>  |                |      |           |           |           |
| 2.4.1. Increase the range of programs meeting the recreational and education needs of young people.   | ●              |      | ■         | ■         | ■         |
| 2.4.2. Per the strategic objectives of <i>Melton A City for All People</i> , partner with Council's Community Care and Inclusion team to connect with socially isolated groups by providing transport options to enable them to attend library programs and activities.             | ●              |      | ■         | ■         | ■         |
| 2.4.3. Promote cyber safety for families and vulnerable groups through programs, services and resources.  | ●              |      | ■         | ■         | ■         |
| 2.4.4. Work in partnership with culturally and linguistically diverse communities to strengthen their engagement with libraries and arts.   | ●              | ●    | ■         | ■         | ■         |



# GOAL 3 ENGAGE

Our community has told us that cultural and creative programming needs to be inclusive and reflective of our diverse community. We know that meaningful community engagement is crucial to ensuring that our services remain relevant as our municipality evolves and changes. **We will employ reflective practice, act on evidence, and evaluate our actions.**

**Objective** Our services and programs engage and reflect the needs and aspirations of our diverse community.

|   | RESPONSIBILITY |      |  | DELIVERY  |           |
|---|----------------|------|--|-----------|-----------|
|   | LIBRARIES      | ARTS |  | 2019-2020 | 2020-2021 |
| <b>3.1. We will employ evidence based practice to develop and review services, collections and programs.</b>  |                |      |  |           |           |
| 3.1.1. Act on community feedback provided through Council's annual Customer Satisfaction Survey.  | ●              | ●    |  | —         | —         |
| 3.1.2. Utilise demographic data and usage trends to inform library collection development so that our resources remain relevant and vital.  | ●              |      |  | —         | —         |
| 3.1.3. Pilot the use of the measurable cultural outcomes schema in partnership with the Cultural Development Network.   | ●              | ●    |  | —         | —         |
| 3.1.4. Proactively engage with local schools and continuing education providers to ensure that our collections and programs are meeting the needs of our community's learning journeys.   | ●              |      |  | —         | —         |
| 3.1.5. Analyse our community languages collection in line with our demographics and patron feedback and realign where appropriate.  | ●              |      |  | —         | —         |
| 3.1.6. Commence a review of Creative Melton 2030 in the second half of 2021 to ensure alignment with the new Council Wellbeing Plan.  | ●              | ●    |  | —         | —         |
| 3.1.7. Evaluate our early years' literacy programs annually against statewide Quality Framework Indicators.   | ●              |      |  | —         | —         |
| <b>3.2. We will engage with artists to develop a visual arts calendar that responds to community issues and reflects our diverse demographic.</b>   |                |      |  |           |           |
| 3.2.1. Through an annual application process, connect with artists and curators to develop a visual arts calendar of exhibitions across CS Gallery, Melton Library and Learning Hub and Melton Civic Centre that respond to community issues and reflects our identity. |                | ●    |  | —         | —         |





|  | RESPONSIBILITY |      |  | DELIVERY  |           |   |
|--|----------------|------|--|-----------|-----------|---|
|  | LIBRARIES      | ARTS |  | 2019-2020 | 2020-2021 |   |
| 3.2.2. Engage with artists and collectors of cultural objects to participate in our Community Collections program through an annual call-out.                  |                | ●    |  | —         | —         | — |
| <b>3.3. We will work in partnership to deliver collaborative services, and opportunities for community input.</b>  |                |      |  |           |           |   |
| 3.3.1. Continue to consult with Council's Advisory Committees to maintain accountability to our community, and provide opportunities for community feedback.   |                | ●    |  | —         | —         | — |
| 3.3.2. Participate in professional bodies, networks and user groups across the public library and arts sectors to share knowledge and encourage collaboration. | ●              | ●    |  | —         | —         | — |
| 3.3.3. Continue to identify potential partnerships to enhance programs and services.   | ●              | ●    |  | —         | —         | — |
| 3.3.4. Develop an approach to increase community engagement in program development.  | ●              | ●    |  | —         | —         | — |
| <b>3.4. We will invest in an agile workforce and innovative service delivery.</b>  |                |      |  |           |           |   |
| 3.4.1. Support staff skills and leadership development through training and networking opportunities.  | ●              | ●    |  | —         | —         | — |
| 3.4.2. Review arts resourcing to ensure adequate staffing to meet community needs and expectations.  |                | ●    |  | —         | —         | — |
| 3.4.3. Inspire and support the next generation to pursue a career in libraries through providing a coordinated work experience and tertiary placement program. | ●              |      |  | —         | —         | — |
| 3.4.4. Continue to utilise technology to streamline and improve library operations.  | ●              |      |  | —         | —         | — |



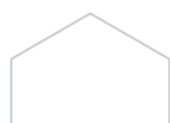
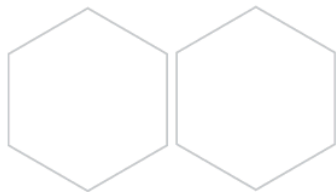


# GOAL 4 GROW

We know that investment in the arts reaps long-term cultural, social and economic dividends. Council will work with local organisations and groups to build their capacity, to develop networks and support creative industry. **We will enhance our services through a coordinated approach to arts engagement, and integration of arts and culture into infrastructure projects as our municipality grows.**

**Objective** *Our cultural fabric evolves as our community develops.*

|  | RESPONSIBILITY |      |  | DELIVERY  |           |
|--|----------------|------|--|-----------|-----------|
|  | LIBRARIES      | ARTS |  | 2019-2020 | 2020-2021 |
| <b>4.1. We will provide opportunities to enable grassroots participation in creative activities and experiences.</b>   |                |      |  |           |           |
| 4.1.1. Support local craft groups, film enthusiasts, photographic clubs and hobbyists to pursue their interests, inspire new ones and encourage others to join in.   | ●              |      |  | —         | —         |
| 4.1.2. We will identify appropriate spaces in existing community facilities for creative practice and encourage use by local practitioners.  |                | ●    |  | —         | —         |
| 4.1.3. Provide opportunities for arts participation through an arts learning program for all sections of the community.  |                | ●    |  | —         | —         |
| 4.1.4. Build family audience programming to support arts engagement and development for children.  |                | ●    |  | —         | —         |
| 4.1.5. Deliver a photographic competition for youth engagement with libraries, culture and creativity.   | ●              |      |  | —         | —         |
| 4.1.6. Develop educational support materials to support students' engagement in arts exhibitions through coordinated school visits.  |                | ●    |  | —         | —         |
| <b>4.2. We will invest in creative projects to bring professional artists and communities together to achieve social and artistic outcomes.</b>  |                |      |  |           |           |
| 4.2.1. Deliver final year actions of the community cultural development program, 'Home: Sewn: Makers of Melton', namely, commissioning a public art piece focused on textile arts that responds to the theme <i>Everyone Belongs</i> . |                | ●    |  | —         | —         |
| 4.2.2. Identify grants and funding opportunities for further community-based arts projects that reflect and embrace local identity, and contribute to our community's vibrancy and wellbeing.  |                | ●    |  | —         | —         |
| <b>4.3. We will increase participation in, and access to, arts and culture experiences.</b>  |                |      |  |           |           |



|  | RESPONSIBILITY |      |  | DELIVERY  |           |
|--|----------------|------|--|-----------|-----------|
|  | LIBRARIES      | ARTS |  | 2019-2020 | 2020-2021 |
| 4.3.1. Deliver a range of high quality exhibitions across CS Gallery, Melton Library and Learning Hub and the Civic Centre, incorporating professional and emerging practice.                  |                | ●    |  | —         | —         |
| 4.3.2. Produce a calendar of programs to support the annual Arts Exhibition program.   |                | ●    |  | —         | —         |
| 4.3.3. Implement a targeted marketing campaign to promote arts engagement and attract new audiences.   |                | ●    |  | —         | —         |
| 4.3.4. Improve conditions of exhibition spaces to progress towards compliance with National Museum and Gallery standards.  |                | ●    |  | —         | —         |
| <b>4.4. We will increase opportunities for the professional development of local artists and creative practitioners.</b>   |                |      |  |           |           |
| 4.4.1. Engage local artists in community cultural development projects.  |                | ●    |  | —         | —         |
| 4.4.2. Partner with the Arts West Network to provide opportunities for professional connect and development.   |                | ●    |  | —         | —         |
| 4.4.3. Provide one-off learning opportunities to support of the professional development of local artists and creatives.   |                | ●    |  | —         | —         |
| <b>4.5. We will strengthen our sense of place through the development and maintenance of our public art collection.</b>  |                |      |  |           |           |
| 4.5.1. Develop a Public Art Plan for the City to provide a blueprint for future investment in public art commissions.  |                | ●    |  | —         | —         |
| 4.5.2. Deliver the first phase of the Public Art Maintenance Plan, and establish best practice processes for asset management.   |                | ●    |  | —         | —         |
| 4.5.3. Invest in new street art or other temporary public artworks to enhance the amenity of the public realm.   |                | ●    |  | —         | —         |
| 4.5.4. Develop the City's public art collection through the commission of new, high quality artworks in consultation with internal working groups and the Arts and Culture Advisory Committee. |                | ●    |  | —         | —         |

