



BE A PART OF OUR CREATIVE CITY

Greater Shepparton City Council has developed a draft strategy to nurture a community that encourages and celebrates creativity. We want you to have your say on the plan. What do you like? What are you most excited about? Is there anything missing?

Key Directions

Championing First Nations art and culture

- Celebrate and tell the stories of First Nations people
- Ensure First Nations cultural programming is led by Yorta Yorta Nation
- Develop unique spaces, places and programs of the Yorta Yorta Nation

Ensuring the arts are for everyone

- Access to arts and cultural programs and facilities for everyone
- Access to support and assistance for artists
- Arts programs and events promoted and participation celebrated

Promoting active participation for all ages

- Arts programs to foster a vibrant community
- Work with local arts organisations and artists on community arts
- Develop the skills of artists to work with the community
- Develop arts and cultural programs that engage youth and young adults

Celebrating diversity

- Celebrate and feature the cultural diversity of Greater Shepparton in arts and cultural programs
- Enable and encourage artists from diverse backgrounds to present their art

Supporting creative businesses

- Become a centre for cultural and creative excellence
- Support creative industries to thrive in Greater Shepparton
- Assist creatives to pursue their creative practice in affordable spaces

Furthering cultural tourism

- Become a host city for nationally recognised arts and cultural events
- Develop activities that promote cultural vibrancy and a feeling that this is a place where great art happens

Creating creative spaces

- Community art places and spaces to enjoy and experience a diversity of arts and culture
- Work with artists to find the best spaces to create and present their work

Embedding cultural development across Council

- All areas of Council engage with the arts and creative industries

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