

How this position supported Federal, State and Local Government policy objectives

Contributing to a thriving economy

Prior to a RADO being appointed in Mansfield Mt Buller, the area had received just \$1500 in RAF funding. The total Regional Arts Fund grant money achieved for projects in the Mansfield Mt Buller region in 2008 was \$7,580, an increase of over 500% since Liz was appointed as RADO. This was further leveraged by funding secured from Arts Victoria, the Sidney Myer Fund, Harold Mitchell Foundation and the Foundation for regional and Rural Renewal (FRRR) bringing the total for the region for the 9 months to Oct 08 to \$58,080. If the standard economic multiplier is applied, we can say that **the estimated economic impact of new funds brought into the region by RAV's High Country RADO for the 2008 calendar year will be \$193,600.**

Contributing to quality health and education outcomes

Liz provided information on funding and artists available to develop programs in the Hume Region. She assisted Central Access clients to stage a lantern parade and performance at the 2008 High Country Festival and collaborated with Mansfield Rudolf Steiner School and Mansfield Secondary College and Chamber Music Australia in the organisation of Master classes for local students. Negotiations are presently underway with Chamber Music Australia regarding the feasibility of creating a national Mt Buller Chamber Music Summer School for music students.

Supporting the development of caring communities with a vibrant democracy

The development of a Management Plan for the Mansfield Performing Arts Centre is bringing the general community and the secondary college together, planning for a vibrant and wide-ranging entertainment program. Working with Mansfield 'Placemakers' Committee is providing a foundation for community discussion and debate on public art that is relevant to this region.

Strengthening communities

The professional and creative development of the High Country Spring Arts Festival has developed a stronger sense of identity for a community proud of its heritage, attracting growing participation by large numbers of community members not normally associated with arts activities.

Stimulating community participation

Liz has worked closely with Arts Council Mansfield, Mansfield Musical and Dramatic Society and Mt Buller Resort Management Board staff to bring a variety of cultural workshops to the local communities. The Easter Art workshops, High Country Huts Ceramic Mural project and Horse Couture workshops attracted 34 participants and an audience of approximately 10,000 is anticipated at the 2008 High Country Festival launch of the projects.

Raising awareness re: sustainable use of precious resources

Liz assisted Mansfield community to receive RAF Project funding for a High Country Huts Ceramic Sculpture project which specifically references the fragile ecological system of Victoria's high country and the stories relating to both the Indigenous community and European settlers and the ways in which they have learned to work sustainably within this precious environment.

Helping regional communities manage the impact of growth and change

Liz is developing a regional network of arts workers to build professional capacity and share best practice. She is working steadfastly to build relationships with key local organisations and is introducing local artists to other regional arts groups. She has provided direct support to a number of organisations to develop and implement projects that support the expression of local cultural identity and allow local groups and individuals to respond to change.



Liz Webb trained as a Graphic Designer majoring in Film and TV at Swinburne and holds a Graduate Diploma in Arts and Entertainment Management from Deakin University.

Her creative career began as a commercial TV and radio producer and she built her own event management business working with the Design Institute of Australia and instigated Designers' Saturday, a biennial celebration of design for the architecture and industrial design industries, which ran for twelve years. Liz also worked with the arts to invigorate commercial precincts in Hawthorn, Kew, Ashburton, Doncaster, Bayside and regionally in Hamilton.

Liz was appointed to the role of RADO in December 2007. Prior to this, Liz worked for the Mansfield Mt Buller partnership as a Cultural Planning Officer funded by Arts Victoria.



Partnership Priorities

As Cultural Planning Officer for the Mansfield Mt Buller Project, Liz worked with both communities to research and develop the Mansfield Mt Buller High Country Arts, Culture & Heritage Plan 2007-2012.

The Regional Cultural Partnership and RADO position a unique collaboration whereby both Mansfield and Mt Buller have an existing commitment to a shared vision to expand the creative, cultural and artistic capacity of their communities, supporting community well being, growing local creative organisations and promoting the region's cultural tourism attractions.

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Direct service provided to local government and non-government partners

For 2008, four key projects were identified by the partners, based on actions detailed in the joint Mansfield Mt Buller High Country Arts, Culture & Heritage Plan 2007 – 2012.

MT BULLER

Work with the community to establish the Mt Buller Cultural Centre incorporating an art gallery and the National Alpine Museum of Australia.

As a prelude to the 2008 Easter Art Show, Liz facilitated a 'live in' three day Design & Colour in Contemporary Watercolours workshop at Mt Buller. The success of encouraging artists to explore the stunning forms and colours of Mt Buller's unique alpine environment has led to discussions with a number of other art groups and music organisations with the aim of establishing ongoing summer school programs.

Act as Executive Officer for the steering committee to establish the Mt Buller Cultural Centre and National Alpine Museum.

This involved developing a feasibility study, sourcing funds, liaising with regional gallery, museum and VAPAC networks and facilitating research tours to regional and metropolitan galleries, museums and performance spaces.

Source cultural presentation and theatre touring including performers, art and music workshops.

Jon Stephens, artist, director and Spiegelent program advisor was invited to present on the feasibility of developing a cabaret style entertainment experience during winter seasons. The Arts Across Victoria touring program was promoted to Mt Buller businesses. Subsequently, The Duck Inn successfully staged *The First Step On A Tram is Hell* by Sue Ingleton in August 2008.

MANSFIELD

Development of a Management Plan for Mansfield Performing Arts Centre

Liz established connections with the Victorian Association of Performing Arts Centres and investigated the development of touring partnerships with Shepparton and Benalla Performing Arts Centres. Liz worked with Mansfield's Arts Council and Musical and Dramatic Society and introduced the *Just Shows to Go Café Concert Series*, programming four musical events at the Mansfield Performing Arts Centre. A Management Plan is currently being developed and will be presented to Council in November 2008.

Development of a Public Art Policy for Mansfield Shire

Liz is liaising with the local community and the shire's Director of Sustainable Development and contractors to undertake a heritage study, including a review of streetscape requirements. A document outlining public art principles will be presented to Council in December 2008.

Nature of assistance provided to local cultural organisations

In developing the arts, culture and heritage plan for the partners, Liz conducted numerous community consultation sessions and meetings with all sectors of the community, identifying needs related to arts development, youth and mental health issues. Liz has liaised with and assisted a variety of community groups in a range of endeavours including festivals, literary groups and various artist workshops, art shows and promotion of arts related activities. Liz has worked closely with community organisations like Arts Council Mansfield, Mansfield Musical and Dramatic Society (MMuDS), the North East Action for Youth (NESAY) and Central Access to develop funding applications, arts workshops and projects.

Liz also involved Donna Jackson as Artistic Advisor for the 2007 High Country Festival, which generated enormous community interest in the arts and led to a grant of \$20,000 from NE Tourism Victoria for the 2007 High Country Festival. For the 2008 Festival, collaboration with community groups and Mansfield Shire Council has resulted in the leveraging of \$58,080 from various local, state and federal government as well as philanthropic sources for arts projects

Building on the partnership established in 2007 with the Australian Business Arts Foundation (AbaF), Liz organised for Mansfield Shire to host the AbaF Artists Business training workshop which has empowered 25 local and north east regional artists to develop more sustainable businesses. Inspired by the AbaF workshop, planning is also in progress on the establishment of an Arts Business Incubator.

Liz has established beneficial relationships with the local media including negotiating the provision of a weekly 'Arts Space' on page 2 of the Mansfield Courier.

Organisations RAV's High Country RADO provided assistance to in 2008

High Country Festival
Arts Council Mansfield
NESAY Youth worker
Central Access
Goulburn Rural Access
Hume Rural Access
Goulburn and North East Arts Alliance
Highlands Art Society
Chamber Music Australia
Shire of Yarra Ranges
Ski Club of Victoria Art Show



Regional Arts Victoria programs and services provided to the broader region

Liz delivered two public Regional Arts Fund (RAF) information sessions in Shepparton and Mansfield with individual assistance provided to groups in Wodonga, Strathbogie, Myrtleford, Yackandandah, Porepunkah, Wangaratta, Highlands, Ruffy, Corryong and Yarra Ranges. This resulted in 12 applications out of 50 for RAF Round 1 with a further 6 applications to RAF Round 2. Three projects have been funded in 2008 in an extremely competitive environment with shrinking funding.

Liz also provided advice to numerous artists and groups regarding the Quick Response Grants and continues to advise on other sources of funding. Throughout the year, Liz has represented RAV at launches and events staged by RAV affiliates as well as numerous cultural events throughout the north east.

Liz recently worked with the arts2GO schools touring program, organising information sessions at four local schools and has liaised with Arts Across Victoria regarding performances in small halls.