
CAMPBELLTOWN CITY COUNCIL

Minutes Summary

Campbelltown Arts Centre Strategic Committee Meeting held at 6.00pm on Wednesday, 11 October 2017.

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Minutes of the Campbelltown Arts Centre Strategic Committee Meeting held on 11 October 2017

Present:

Deputy Mayor Cr M Oates	Chairperson, Campbelltown City Council
Councillor M Chowdhury	Committee Member, Campbelltown City Council
Councillor B Moroney	Committee Member, Campbelltown City Council
Ms Lisa Miscamble	Director City Lifestyles, (GM Nominee), Campbelltown City Council
Councillor M Banasik	Committee Member, Wollondilly Shire Council
Dr Cheryle Yin-Lo	Committee Member, Camden Council
Mr Rudi Kolkman	Committee Member, Business Sector/Community
Ms Alison Derrett	Committee Member, Business Sector/Community
Mr Steven Donaghey	Committee Member, Business Sector/Community
Mr Andrew Christie	Committee Member, Arts Community
Ms Mariah Calman	Committee Member, Education Sector

Also Present:

Mrs Justine Uluibau	Executive Manager Community and Cultural Services, Campbelltown City Council
Mr Michael Dagostino	Manager Creative Life, Campbelltown City Council
Ms Amanda King	Media and Communications Coordinator, Campbelltown City Council
Mrs Jane Worden	Executive Support, Campbelltown City Council

1. ACKNOWLEDGEMENT OF LAND

An Acknowledgement of Land was presented by Councillor Meg Oates.

***Committee Note:** In the absence of the Mayor Councillor Brticevic, the Deputy Mayor Councillor Meg Oates was unanimously elected to chair the meeting by members of the Campbelltown Arts Centre Strategic Committee.

2 APOLOGIES

Committee's Recommendation: (Kolkman/Banasik)

That the apologies from Committee members Mayor Councillor G Brticevic - Campbelltown City Council, Lindy Deitz - General Manager, Campbelltown City Council, Lucy Stackpool - Business Sector/Community, Ms Lorna Grear - Education Sector, Joan Long - Friends of Campbelltown Arts Centre and Dorothy Heatley - Friends of Campbelltown Arts Centre be received and accepted.

CARRIED

3. DECLARATIONS OF INTEREST

There were no Declarations of Interest made at this meeting.

4. MINUTES OF THE PREVIOUS CAMPBELLTOWN ARTS CENTRE STRATEGIC COMMITTEE MEETING HELD 23 AUGUST 2017

Reporting Officer

Executive Manager Community and Cultural Services

Officer's Recommendation

That the information be noted.

Committee's Recommendation: (Chowdhury/Yin –Lo)

That the information contained in the Campbelltown Arts Centre Strategic Committee meeting minutes of 23 August 2017 be noted.

CARRIED

Report

The minutes of the Campbelltown Arts Centre Strategic Committee Meeting held 23 August 2017, copies of which have been circulated to each Sub Committee member, were adopted by Council at its meeting held 26 September 2017.

Attachments

Nil

5. REPORTS

5.1 Strategic Objectives for Campbelltown Arts Centre

Reporting Officer

Manager Creative Life
City Lifestyles

Officer's Recommendation

That the Campbelltown Arts Centre Strategic Committee provides their assistance and guidance in the development of the Campbelltown Arts Centre's Audience Development Strategy.

Committee's Recommendation: (Kolkman/Moroney)

That the feedback provided by the Campbelltown Arts Centre Strategic Committee members in relation to the development of the Campbelltown Arts Centre's Audience Development Strategy be collated by Council staff and distributed to Committee members for their information and consideration.

CARRIED

Purpose

The members of the Campbelltown Arts Centre Strategic Committee will participate in a workshop whereby a series of audience segments will be reviewed and the committee will be able to make recommendations on how to best engage them in the Arts Centre program.

Report

Campbelltown Arts Centre has a wide ranging and engaged audience, with healthy visitation of more than 125,000 people annually. Our audiences engage with the Arts Centre and our program in a number of ways, including visitation to exhibitions, forums, public programs, performances, workshop participation, school program participation, venue hire, outreach programs, work experience and volunteers, café and retail offerings.

The Arts Centre has identified six audience segments that offer us opportunities to expand our visitation and to explore groups who may not currently be well represented in our audience catchment.

The audience groups are:

- Large local organisations (staff & visitors) eg. Western Sydney University, Macarthur Square and Campbelltown Hospital
- Young People (16-24)
- Cultural and Linguistically Diverse communities
- School parents
- Newly arrived residents (new growth areas)
- Ambassadors

Our challenge lies in new audience development:

- How do we reach new audiences?
- How do we keep existing audiences engaged?
- How do we introduce ourselves to people who don't know we exist?
- What other communication channels are we not utilising that offer opportunity?

Campbelltown Arts Centre places a strong importance on marketing and communication with our audience, both to promote our program and to profile the Arts Centre as the premier contemporary cultural institution in Western Sydney.

We will continue to grow our digital audience base through the promotion of our digital and social platforms, with a particularly focus on our website, Facebook, Instagram and by growing our

subscriber base. We currently have a strong social media presence with a highly engaged following. We also have a healthy subscriber base, with a high open rate for our marketing material.

We also see the media as an important conduit to our audience, and continue to strengthen our relationships with the media and promote the Arts Centre at all opportunities, with local, metropolitan and international media.

The Campbelltown Arts Centre Strategic Committee will workshop six audience segments as outlined above to provide guidance that will form part of the Campbelltown Arts Centre's Audience Development Strategy.

Attachments

Nil

5.2 Campbelltown Arts Centre 2016-2018 Strategic Plan

The Manager Creative Life will discuss the Campbelltown Arts Centre 2016-2018 Strategic Plan.

Committee's Recommendation: (Kolkman/Banasik)

That the information contained in the Campbelltown Arts Centre Strategic Plan distributed to Committee members be noted.

CARRIED

***Committee Note:** Council's Manager Creative Life distributed the Campbelltown Arts Centre 2016-2018 Strategic Plan to members of the Campbelltown Arts Centre Strategic Committee (prior to this meeting) for their information and review. The Strategic Plan was tabled for discussion where Committee members noted the content contained within the Strategic Plan.

6. GENERAL BUSINESS

The next meeting of the Campbelltown Arts Centre Strategic Committee will be held on 22 November 2017 at the Campbelltown Arts Centre.

The Deputy Mayor,

Chairperson

Meeting Concluded: 8.05pm