



Broken Hill Cultural Plan Engagement Outcomes Summary Report

Broken Hill City Council

May 2021



“ Our pride? Our people. Our story. Our history. But we do not really tell it well enough. We dabble in it, like a movie preview, but we never get to show the movie properly to the outside world or visitors. Time to change it.” - Survey respondent



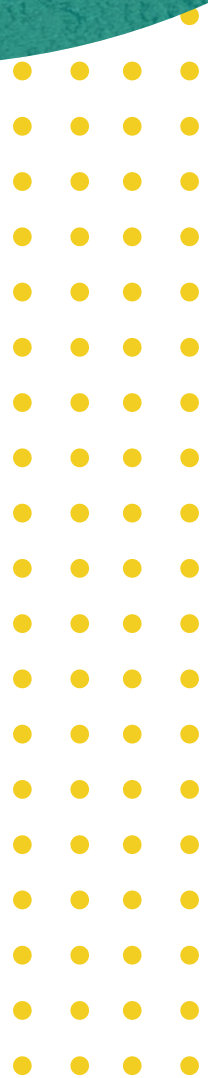
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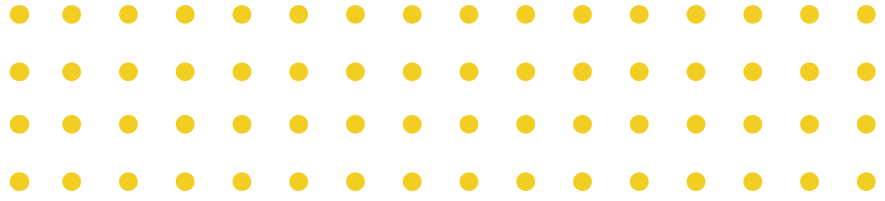
Client: Broken Hill City Council

Date: May 2021

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1. Introduction

This report provides a summary of findings and implications from community and stakeholder engagement to inform the Broken Hill Cultural Plan.

1.1. Background

Broken Hill City Council (Council) engaged Cred Consulting (Cred) and Overton Creative to work collaboratively with Council, community and stakeholders to develop a Cultural Plan.

The purpose of the Plan is to provide an overarching framework and strategic direction for cultural programs, services and facilities in the City of Broken Hill for the next 20 years.

The key objectives of this project are to:

- Create an all encompassing Cultural plan and infrastructure strategy to guide allocation of City resources in the future
- Establish a decision-making framework that will enable the delivery of arts/cultural infrastructure to be realised and coordinated through Council's strategy/policy development and capital works program. These priorities will inform future investment and business case development for cultural infrastructure projects and programs across the City.
- Enable future partnerships between the City and local, state and federal government for the delivery and programming of cultural infrastructure.

This report provides a summary of findings and implications from community and stakeholder engagement undertaken by Cred and Overton Creative over two stages in late 2020 (November) and early 2021 (March).

1.2. Engagement purpose

The purpose of community and stakeholder engagement was to inform the development of the Cultural Plan. Engagement objectives included:

- Provide the community and key cultural stakeholders with the opportunity to help shape the future cultural ecosystem of Broken Hill.
- Identify the community's perspective on what contributes to the current cultural character of Broken Hill, the places, spaces and stories that makes it special.
- Understand what the community loves and what they want to change, improve or see more of in the future.
- Work collaboratively as a consulting team, in partnership with council, to ensure that community values and aspirations are the foundation of the Cultural Plan.

1.3. Summary of engagement activities

The community and stakeholder engagement program took place over two stages as summarised in the table below.

Table 1 - Overview of engagement activities

Type	Date	Participants
Phase 1		
Workshop with Councillors	23 November	6
Workshop with Broken Hill Regional Art Gallery Advisory Committee	24 November	5
Workshop with Broken Hill Community Roundtable and Heritage Committee	24 November	5
Workshop with Broken Hill City Council staff	25 November	25
Stakeholder interviews	November 2020 - February 2021	14
Phase 2		
Online survey	3-30 March	133
Daily "pop-up shop" drop-in engagement activities	15-21 March 2021	~60
Community workshop	16 March	~10
Creative mixer	20 March	~10
Kids craft activity and family BBQ event	20 March	~20
Pop-up at Youth Colour Run	21 March	~35
Pop-ups at Perfect Light Film Festival	19 March 20 March	~40
Intercept surveys around town	15-21 March 2021	See online survey
Youth meet-up	18 March	1
Stakeholder interviews	15-21 March 2021	11

Over 385 Broken Hill locals + visitors, creative practitioners + organisations, Council staff, Councillors + Advisory Group members have informed the development of the Broken Hill Cultural Plan

What we heard: key themes



Preserving and sharing Broken Hill's rich history, heritage and local stories

Broken Hill has a unique history and heritage that community members are proud of. Aspects that people highlighted as points of pride include Broken Hill's mining history and social history. Many told us they value the existing museums, buildings, places and people that are already doing a great job of presenting the City's history, heritage and stories.

However, respondents told us they think there are many more opportunities to share local stories, including in the public domain. In particular, people said that there are still "untold" stories in Broken Hill that they would like to see preserved and told into the future, including First Nations, migration and multicultural stories.



Increasing visibility and recognition of Aboriginal culture and people

Community members told us that they would like to see more recognition, visibility and opportunities to learn from Aboriginal culture, history and people in Broken Hill. Visitors also told us they would like more opportunities to engage with First Nations culture. Some people identified opportunities for more sharing of culture in the public domain, such as public art in respectful partnership with local Aboriginal artists and community.



Engagement and cultural participation for all ages, especially young people

Community members told us they value how arts and cultural programs, events and festivals bring the Broken Hill community together and help to create a shared sense of belonging. People suggested many varied ideas for more arts and cultural activities, ensuring that there is 'something for everyone' to participate in in Broken Hill. In particular, people highlighted a need for more cultural participation opportunities for young people and teenagers, as well as families and children. There was also a clear appetite for more activities available at night and on the weekend.



Improving information and promotion for locals, visitors

Community members told us that there are already a lot of opportunities to participate in arts and culture in Broken Hill - but that they often don't hear about activities until after they have happened. Survey respondents identified poor information and promotion as the main barrier to cultural participation in Broken Hill, and residents and visitors alike suggested they would like to see a more coordinated approach to promoting what's on, such as a website or app.



Broken Hill's natural environment and cultural identity are intertwined

Community members highlighted that one of Broken Hill's most unique strengths when it comes to culture, is its unique natural environment and location in the outback - which in turns shapes and defines local identity and culture. People think there are more opportunities to provide and promote arts and cultural offerings that relate to the natural environment to encourage visitation (e.g. outdoor cinema, outdoor concerts, stargazing, cultural trails etc).



Improving existing cultural venues and spaces

Community members told us that Broken Hill doesn't need more cultural venues and spaces - but that there is a significant opportunity to upgrade and repurpose existing spaces, including heritage and unused buildings, for cultural uses. Many would also like to see empty shopfronts in the CBD be made available for temporary and permanent arts and cultural uses to activate streets and support local creatives.



Activating public domain with art and culture

Community members told us that they think there are opportunities to further integrate arts and culture into Broken Hill's public domain (including streets, parks, buildings and landscape) to add colour, creativity and beauty to everyday life, enliven and activate streets and attract more visitors.



Opportunity for improved collaboration and partnerships

We spoke with community members representing a very broad range of community and cultural groups, many of whom told us that there is a lot of passion and energy in the community - but a clear need for more coordination and sharing of information and resources to deliver better outcomes together. People told us they appreciate all the existing opportunities for connection and partnership through various meetups and interagencies.



Culture as economic driver

Broken Hill community members are very aware of the value of arts and culture in attracting tourists and visitors to Broken Hill. Many people told us their ideas to further promote Broken Hill to attract more visitors, including ideas for major events and festivals. People also spoke about the opportunities that exist through boosting the film industry in Broken Hill, whilst ensuring that locals have the skills and access to benefit from these opportunities.



Supporting existing organisations and initiatives

Community groups and organisations told us that they would like to see more support from Council for their existing initiatives, with strong support for Council providing and facilitating training, skill sharing and grant funding opportunities to support local outcomes.



A network of creative villages

We spoke with community members from across Broken Hill, and residents told us they would like to see Council support creative outcomes and expression in Broken Hill's villages, in addition to just the CBD. For example, residents of South Broken Hill identified a range of opportunities to create a distinct cultural identity building on the existing strengths of Patton village.

2. Summary of round 1 engagement

Who we spoke to

In November 2020, the project commenced with a number of face to face Council and stakeholder meetings in Broken Hill.

The purpose of the workshops was to:

- Define what culture means in the Broken Hill context
- Identify stakeholders to complete interviews with
- Brain storm what Broken Hill's strengths are that we can build on in the Cultural Plan, and the challenges we need to consider.
- Identify any cultural facilities/assets that could 'work harder' or that are in need of an upgrade
- Identify any community or cultural groups that have expressed a need for certain types of spaces or programs
- Discuss priorities for culture in Broken Hill
- Understand what success looks like for the Cultural Plan at the end of the project.

The workshops were held with:

- Local Councillors
- Broken Hill Regional Art Gallery Advisory Committee
- Broken Hill Community Roundtable and Heritage Committee
- Broken Hill City Council staff.

In addition, a range of stakeholder interviews were carried out with:

- Museums & Galleries NSW (MGNSW) - Michael Rolfe
- Broken Hill Mosque - Bobby Shamroze
- West Darling Arts – Cathy Farry
- Broken Hill Art Exchange Inc.- Susan Thomas
- Broken Hill Regional Art Gallery – Tara Callaghan
- Albert Kirsten Mining and Minerals Museum
- Trades Hall - Rosslyn Ferry
- Broken Hill PCYC – Heather Smith
- Screen Broken Hill – Jason King
- Local Artist & Teacher - Rick Ball
- Regional Museums Advisor – Dr Kate Gahan

Key findings

The key findings from round 1 engagement have been captured under the following headings of strengths, weaknesses, opportunities and ideas. These findings also include relevant feedback gained through the separate engagement undertaken by Council to inform the Community Strategic Plan in October 2020

Strengths

- Heritage listing and historical social significance of the place and buildings - First Heritage Listed City
- Archives/collections
- Mix of grand and vernacular architecture
- Authenticity
- Power of the place (Broken Hill is iconic)
- Intertwined richness of stories (storytelling)
- Unique expression
- Broken Heel festival (promoting tolerance, open, accepting)
- Arts and Film industry- Indigenous arts
- Unique natural environment and landscape
- Sense of belonging and community spirit
- Untapped knowledge of Indigenous people
- Destination
- Vacant spaces
- Collections
- Leisure time availability
- Commitment to the arts
- Remoteness.

The engagement with young people for the Community Strategic Plan revealed that what they thought was great about Broken Hill, relevant to the Cultural Plan was:

- Pretty sunsets, beautiful landscape
- Art, tourism
- Volunteers
- Associations- sense of community comes from them. Sense of openness, welcoming and friendly.
- Drag Queens- example of acceptance
- Environment- vast open spaces are an asset.

Challenges

- Flexibility/Responsiveness
- Generational change
- Local population decline and retention of young people
- Engagement with young people and things for them to do
- Lack of entertainment, events and community get-togethers
- Maintaining the local aesthetic and culture while also making changes.
- Technology and limited connectivity
- Ability to look forward (now and future) Finding consensus - purpose and direction
- Isolation - accessibility and reach
- Conversation/interaction/networking – “a community of artists not an arts community”
- Cultural understanding connectivity governance
- Funding
- Skills development and capacity building
- Aboriginal cultural visibility and strengthening culturally appropriate First Nation engagement
- Council structure and leadership
- Follow through/completion of projects
- Framework needed to support and promote cultural/ arts industry and ensure sustainability- find the relevant staff and volunteers working in the sector
- Our creatives are also exhausted - we need new ideas and action.

Through the engagement for the Community Strategic Plan, one of the key findings was the resilience of the Broken Hill community was becoming “frayed”.

However, there was also a strong desire for the deeper and authentic collaboration and real inclusion in decisions/directions and better communications across sectors and established networks despite what one participant noted as “*there [being] is an acute lack of opportunity evident....entertainment, resources, confidence, lack of embrace to First Nations culture or young people*”

Opportunities

- More things for young people to do
- More arts opportunities and to learn from local experts
- Creation of pop up shops and support local start ups
- Conduct/ encourage more visible celebrations in the community - more programing/use of the town square
- Make your own entertainment
- Engaging in an evolving living culture
- New energy & will – ambassadors
- The curated and uncurated – “garage art gallery trail” “open broken hill”
- Lifelong learning through the arts – “Try it out Tuesday”
- Attractive murals on the main roads into the city
- Education & Youth engagement
- Health and wellbeing – ideas and knowledge centre
- Infrastructure – front door, film hub, cultural repository, aboriginal keeping place
- Council’s role & capacity moving forward – CCD approach, Cultural Producer, Cultural governance
- Night time economy
- Aboriginal culture, engagement and increased visibility - supporting the young First Nations community
- Social capital benefits with increasing volunteers.

“We need to create opportunities for, and to retain our creative young people. So often young people complete secondary education then leave looking for bigger and better opportunities in the capital cities . While it is important that young people experience the world and learn from different places, the City and the community need to encourage talented, energetic and creative young people to return and take on the leadership of the arts and creative industries.”

- Stakeholder interview quote

Ideas for culture in the future

- Maintaining cultural heritage
 - Cultural repository include collections/archives/oral history – hub & spoke
 - Broken Hill Mining Museum
- Maximising resources
 - Targeted grant program -
 - Creative Project Leverage Fund
 - Cultural Heritage and Stories Grants Creative Fellowship
- City wide walk/ bike track- tourists and locals to show asset
- Encourage art/cultural entrepreneurship
 - Ideas & imagination - incubator/project space/ studios (include film)
- Cultural sector governance
 - LeadershipTrust/Cooperative - partnerships
- Culture centre to renewal
 - Continue to make culture visible art interventions/ public art/residencies
- Entrepreneurial opportunity for youth
- Broken Hill - Champions of innovation.

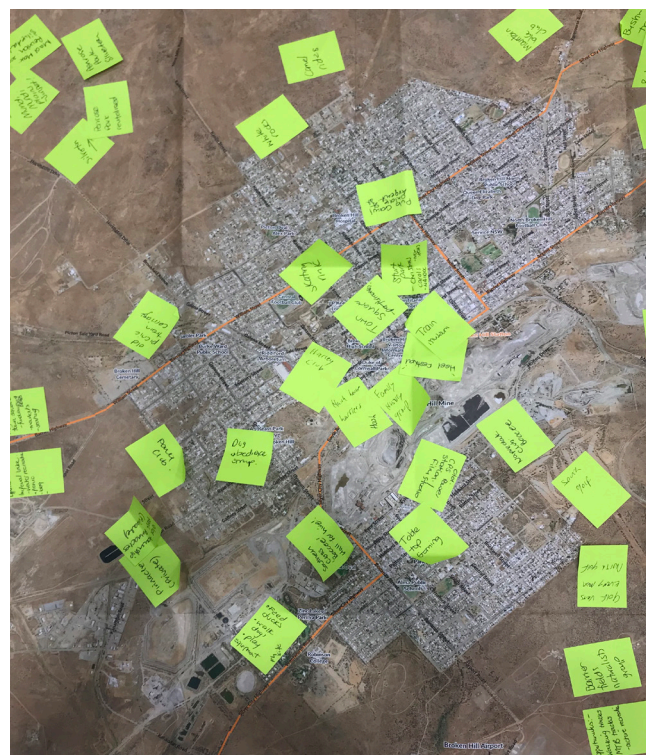
Through the Community Strategic Plan engagement, participants were asked (from a list) what issues were of most importance. Under the direction 'Our Community', **Arts and cultural activities and Celebrating our history** received the highest responses.

Participants were also asked what a flourishing community would look like. Some of the responses relevant to the development of the Cultural Plan included:

- Individuals and organisations given opportunities for growth and feel supported to do so
- Visitors enjoying our surroundings and learning about us/ our culture
- An active and engaged community
- Live music/art/poetry/drama- many cultural options, People feel alive- music in CBD and shopping areas
- Accessible cultural options
- Visible art and social events
- Celebrate and embrace multiculturalism
- Connected to each other/ groups and people working together to create harmony and relationships
- Innovative/ embrace change
- Engaged young people/ mentoring.

“The Aboriginal understanding of the significance of the land and deep commitment to place can enrich the community’s identity. A deeper connection to landscape and Aboriginal culture – one that draws people together through a sense of inclusion and belonging, will lead to the rediscovery of a soul for the region”

- Stakeholder interview quote



Collaborative asset mapping activity with workshop participants - what are the cultural assets already in Broken Hill to build from

“We want to be included, heard and inspired. We want education on climate change and different world views”

“If Broken Hill’s youth are supported the city has a bright future”

- Young peoples workshop.
Community Strategic Plan Engagement
October 2020

“Our collective stories are incredible and with a coordinated response by collaborative partners we could create outcomes that we can all be proud of”

- Community Participant.
Community Strategic Plan Engagement
October 2020



Perfect Light Film Festival 2019
(Photo source: Perfect Light Film Festival Facebook)

3. Pop-up shop and activities findings

This chapter provides a summary of findings from engagement activities at the pop-up shop as well as other pop-up activities around town.

3.1. Pop-up shop findings

The Cultural Conversations Pop-Up Shop, located on Town Square, was open daily between 15-21 March from 12-2pm for community drop-in engagement activities.

Approximately 60 people dropped into the pop-up shop over the course of the week.

The aim of the pop-up shop was to provide an informal location for community members and passersby to drop in at their own convenience to learn more about the Cultural Plan, have a conversation about their aspirations for the future of culture in Broken Hill and to participate in a number of interactive activities aimed to gather their feedback.

Findings from these activities are summarised in this chapter and included:

- What do you love about Broken Hill? People could write their response on a post-it note and pop it up on the wall. They could also pen a 'love letter' to their City.
- What would you change about Broken Hill? People wrote their response on a post-it note.
- What are your ideas for the future of culture in Broken Hill? People added their ideas for the future on to a 'cultural timeline' that we created on the wall.

The pop-up shop was promoted to the community via a segment on local ABC radio, 2Dry community radio, and Spencer Golf Regional news.

The pop-up shop was also the venue for the community workshop and creative mixer.



Conversations with community members at the Pop-Up Shop

3.1.1. Love letters to Broken Hill

People were encouraged to write a love letter to Broken Hill. People wrote:

“Broken Hill I love you still even though we don’t have the wealth, support and population we used to have when there was prosperous industry. xx Sharon”

“Broken Hill. An isolated outback town with an amazing past and a future that has promise for community as well as visitors.”

“Learning from each other with cultural foods and sharing each others friendships and learning from each other. We’ve enjoyed Broken Hill, it’s like a big country town with lots to learn. We also enjoyed taking part in the arts and music venues in Broken Hill and in outer towns as well. Just a nice place. Thanks.”

“Dear Broken Hill... I know we haven’t known each other for very long but I have to admit, I think I’m falling in love!! Your history, stories, quirky characters and strong women. You are independent but still show your fears and vulnerabilities. Your creative skills and knowledge is one of the qualities I love the most. There is so much more to you I want to find out as the future unfolds... love, Anonymous.”



Community members' love letters to Broken Hill

3.1.2. What do you love about Broken Hill?

People were asked to write down on a post-it note what they love about Broken Hill. They wrote:

- Quiet
- Crisp light
- Away from everything
- History, heritage and old buildings
- Local expertise and knowledge
- Going out bush
- Co-operative bookshop
- Important mining and technical history / innovation
- Grounded
- Like being warm
- The heritage and character of broken hill
- Pride
- Lifestyle
- It has culture and this is a nice place to be
- Easy to get places
- We all know each other
- All about love and respect
- Everyone knows each other
- Galleries

3.1.3. What would you change about Broken Hill?

People were asked to write down on a post-it note what they would change about Broken Hill in the future. They wrote:

More things to do:

- More regular markets (x2)
- More to do
- More than country music!
- Lack of live theatre
- Live music at night
- More nightlife
- Food/entertainment to have longer hours
- Cafes / restaurants to be open later Fri/Sat and after events (cinema, visiting plays/concerts)
- More music events/ festivals / music + arts
- Make a mini-festival to link events like art exhibitions, music groups/concerts, visiting events 'from the city'

Improved information:

- Regular calendar – more on council event page
- Lack of personal interaction with Council
- Communication has to improve
- More info about arts/cultural activity (not only facebook)
- More signage and wayfinding to places
- Know what is happening and what is available (up to date)
- Tourists/visitors need to know how to find and where to go!
- Better sign posting to miners memorial
- Giving new people to Broken Hill a cultural welcome pack to know what is going on

Youth-friendly:

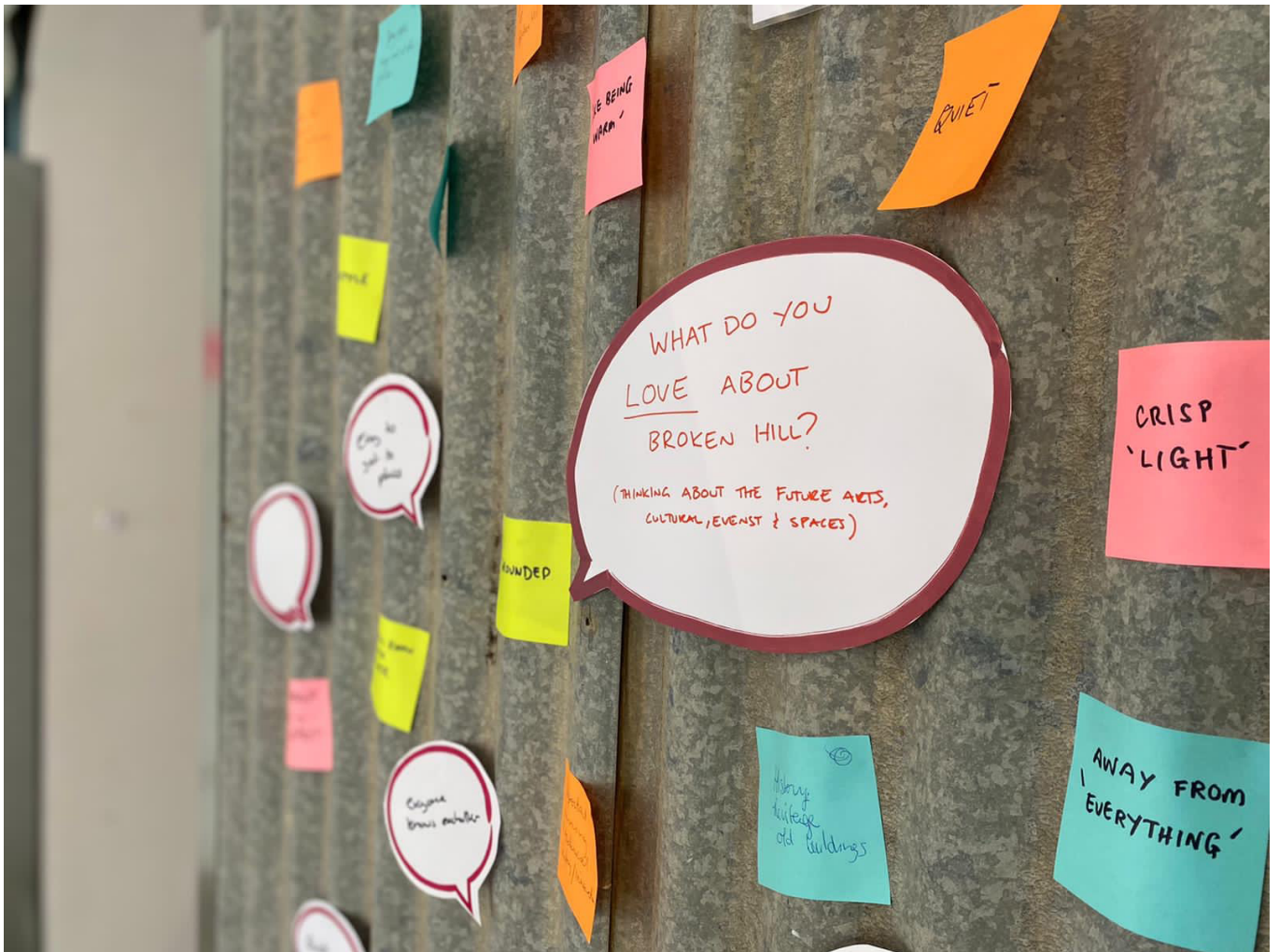
- Non-tokenistic events and programs for young people
- Old people's town – make it more diverse
- Organise events at school
- How do you reach young people? Go to where they are (schools, skate park)
- Primary schools of Broken Hill and district art exhibitions in public gallery

Improved transport:

- How do/can you experience 'cultural/place' without a car?
- Can we trial a free bus to connect sites/places (RFDs, landmarks, south/north)
- Affordable reliable transport to place like Menindee, Silverton and the Living Desert 'up the hill'

Other:

- Rents are a barrier to new businesses
- What is a heritage city – how do we constantly demonstrate this?
- More share and places to pause
- More education opportunities for young and old
- Lots of volunteers is both a challenge and a strength as people get worn out
- Better digital technology for artworks
- Temporary and or new residents connected to local groups to volunteer and feel part of the community
- Be open to new ideas
- Theatre directors skills/experience passion
- Haven't been looking for culture so don't know
- Council to use local artists for projects
- I would like to change the attitudes of the current community to be more responsible about our future – don't leave it to Council!



3.1.4. What are your ideas for the future of arts and culture in Broken Hill?

The largest wall in the pop-up shop was dedicated to a Broken Hill cultural timeline, highlighting important cultural events of the past and inviting people to write their ideas for the future on a post-it note and add it to the timeline. A summary of responses is provided below.

Overall, many comments related to opportunities for public art or public domain improvements, as well as ideas for festivals, events and activities. Opportunities for improved promotion of and information about existing cultural activities was also prioritised.

Public art and public domain (14):

- Site specific art opportunities
- South Broken Hill – can use the street as art and performance space
- Murals on the water tanks (like silo art)
- Regreening the line of lode
- Celebrate the line of lode – Light show on the line of lode memorial
- Bring back to “just like a local” app – community data
- More light at night
- Wayfinding ‘ant trail’ to culture from station
- Use ‘found objects’ sculptures
- Pride and expansion of green space
- Pedestrian crossings as artistic statements (broken hill south)
- Take this time to reestablish the trees lost to the drought in the streets – parks and regeneration felt around our city
- More projections using social history of buildings
- Historical photos in shopfronts

Festivals and events (10):

- More ‘big sky’ events
- Annual Broken Hill open up late – all galleries open late for 1 night with live music etc
- Increasing the touring music performances
- Annual garage studio tour to showcase local creatives
- Music festivals
- More nightlife events and festivals
- Symphony on the hill
- Dining at the living desert sculptures – offer this as part of tourist package – see Broken Hill sights, catered meal at the sculptures
- Outdoor concerts
- Food trucks and eating options

Things for young people to do (9 comments):

- Tball for children
- Friday night roller disco – rollerskating needs assistance as it is the only activity for young people at night
- Upgrade the skate park and more youth events
- Ways of keeping young people here
- Listen to young people – trust them – fund their ideas
- Work experience for year 10 students
- Lots of kids are interested in digital workshops and skills
- Employment opportunities to keep young people here
- Apprenticeships and traineeships (new skills locally)



Information and promotion (8):

- Radio – word of mouth – newspaper are good sources to receive local information
- Culture app ‘whats on’
- Local treasures map
- Improve city arrival points – station and airport
- Consistent messages (cultural tourism)
- Better dialogue from newspaper
- Council can play a role in promoting whats going on already
- Gap in communication

Activities and workshops (8):

- Art classes and video skills and general up-skilling for youth and community members
- Making unused spaces useful cultural activity
- New residents can easily get involved in different activities
- Tennis comp at Penrose Park – upgrade to tennis courts
- Water recreation at Imperial lakes
- Access to and affordability of family oriented activities
- Art camps at Silverton
- Attracting experienced teachers and educators for adult education, upskilling opportunities

Spaces and venues (8):

- Bike tracks to Silverton
- Rooftop spaces
- More stuff going on – less empty buildings
- A cultural space for ideas
- Pop-up shops
- Creating a living archive to collect the stories
- Large mining museum plus social context
- Clean up Block 10

Telling the Broken Hill story (6):

- ‘Front Door’ telling the Broken Hill Story
- More on the city’s unique architecture
- Ambassadors from the city tell the story
- Keep the character of the city
- Broken Hill itself is a living museum
- We need a way to connect all the city’s themes

Creative industries (7):

- Film industry (3 comments)
- Diverse industry
- Attract new arrivals – industry and agriculture does
- Innovation knowledge skills back to Broken Hill
- Industry to support a bigger population



Collaboration and leadership (6):

- Council more proactive
- Change in attitude towards the city
- Combined effort – sustained
- We need everyone going in the same direction
- Avoid duplication in offering and work together to continue efforts
- Easier ways to get community ideas off the ground

Aboriginal and Torres Strait Islander culture (4):

- Encourage learning and sharing of indigenous culture – you cant move forward without acknowledging the past
- Understanding place through indigenous language
- Creating a keeping place (2)

Other:

- Exposure to more things culturally outside of Broken Hill
- ‘Cycling’ electric bikes to cultural offer
- Accessibility – how do we get to places and events
- Lack of opportunities for musicians
- Media + communications improved to enable working from home
- South – recreate the village atmosphere, paint the corrugated iron in Pratten Park, colourful walkway
- Cost of air travel
- Outreach activities – Hub and spoke to other places (Wilcannia, Ivanhoe, silverton, mirundee)
- Protect water darling river

3.1.5. What are your future priorities for culture in Broken Hill?

People were asked to choose their top three priorities for the future of Broken Hill from the themes presented below. This activity was often a jumping point for a conversation about people's ideas. As shown below, the most popular ideas were 'venues for live music' and 'indigenous arts development'.



Inclusive arts

10 votes




Arts participation and engagement

17 votes




Improving our existing buildings and spaces we use for cultural activities

13 votes




Venues for live music performance

26 votes




Skills development and education

12 votes




Establishing a strong network of local artist and cultural practitioners

9 votes




Digital art and new ways of producing and experiencing art through technology

6 votes




Integrating arts and culture into our buildings, public spaces and landscape

15 votes




Better information about local cultural and creative activities and events

8 votes




Indigenous arts development

20 votes




Heritage resources and programs

8 votes




Youth arts initiatives

13 votes




Improving access and caring for our collections

3 votes



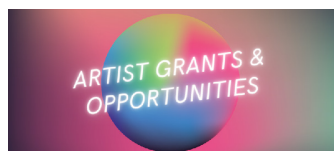

Local storytelling and exchange of ideas

14 votes






Affordability of arts spaces and activities

11 votes

Partnerships (including new funding opportunities)

4 votes

Promotion of the arts and cultural sector

4 votes




Figure 1 - Pop-up board results

3.2. Perfect Light Film Festival pop-up stall

We attended the Perfect Light Film Festival and set up a pop-up stall as people were arriving at the Civic Centre. Dozens of people 'voted' for their priorities for the future of culture in Broken Hill on the pop-up board (see "Figure 1 - Pop-up board results" on page 18). A number of people also did the survey (respective findings incorporated within section 2.2 and Chapter 3).



Figure 2 - Perfect Light Film Festival engagement 'market stall'

3.3. Kids craft workshop - What rocks about Broken Hill?

We organised a family-friendly barbecue and kids craft activity on the Saturday morning. As part of the craft activity, kids decorated rocks around the theme 'what rocks about Broken Hill?'

Some of the children and young people's drawings depicted Broken Hill landscapes and sunsets, various cartoon characters and LGBTQIA+ positive messages.

While the children and young people did craft, parents enjoyed a free barbecue catered by the Y's men's group and did the survey (findings incorporated within survey findings chapter).

Some of the things children spoke about were:

- A love to dance
- Liking sport
- Liking school



3.4. Colour run

We attended the Colour Run and asked families, children and young people to tell us what they love about Broken Hill. Two clear themes emerged around the people of Broken Hill (down to earth, welcoming, strong community spirit) and the landscape (open spaces, the light, sunsets).

People wrote (verbatim comments):

- The beauty of nothingness
- Down to earth community
- The people
- The history and the people
- The red sand
- Wide open space
- Opportunities
- Beautiful sunrise and sunset
- It's honest
- Community
- Friends at school
- Football
- The big red chair
- Cycling around town
- Everything
- Ascot Vale
- The people I've met
- Great place to bring up kids.



4. Community workshops and creative mixers

Cred Consulting and Overton Creative facilitated a two community workshops and 1 creative mixer with findings summarised in this chapter.

4.1. Community workshop findings

The purpose of the general workshops was to bring community members and stakeholders together to have a shared conversation about Broken Hill's cultural strengths, challenges and future ideas.

The workshops were an informal conversation facilitated by Cred Consulting and Overton Creative.

What is special about Broken Hill?

- Broken Hill isn't just a small country town. It is an industry town that played a significant role in Australia's social and industrial history.
- Mining history
- It is a tight-knit community
- Everyone has a story
- Isolation breeds innovation

What you think is currently working and not working in Broken Hill's 'cultural ecosystem'

Working

- Sense of pride in being from Broken Hill

Not working

- Broken Hill locals don't like to book tickets - they just show up
- There is a culture in Broken Hill of not committing to make plans in case something better comes up - making it hard for touring cultural events or acts to sell enough tickets and make stopping here worthwhile.
- Difficult to find out what's on in town - often finding out about something after it has already happened
- Investment and focus on the city centre

What you think the biggest challenges and opportunities are for culture in Broken Hill?

- Retaining young people in Broken Hill
- Getting around - a lack of public transport
- Opportunity to 'be ready' incase Broken Hill's population has a future boom (potential for a number of new mines in the area)
- Loss of history and heritage (physical objects as well as stories)

Your ideas and aspirations for the future of culture in Broken Hill

- A village centre program - investing in developing the identities of Broken Hill's 'villages'
- Workshop participants from South talked about the opportunity for a vacant shopfront art program, pedestrian crossings, beautification of the main street, and finding opportunities for murals, like the blank fence along Patton Park.
- Creation of a mining museum
- Food festivals
- More music diversity - branching outside of country music



4.2. Creative mixer findings

Artists, creatives and local business owners attended a 'creative mixer' to discuss the draft strategic directions for the Cultural Plan.

After a brief presentation about what other Regional Cities are doing in the cultural and placemaking space, Overton Creative facilitated a Q&A with the outgoing Gallery and Museum Manager - Tara Callaghan. Attendees were given the opportunity to ask questions of Tara and Andrew, give suggestions and discuss any issues related to the future of culture in Broken Hill.

Some key take aways were:

Achievements

- Digitising the collection at the Geo Centre and BHRAG

Strengths

- There is a huge amount of creative and cultural things already happening in Broken Hill
- The gallery collection is a giant beautiful gem
- Fantastic partnership with Gallery NSW in Broken Hill such as outreach programs in Wilcannia and Menindee
- Broken Hill has layers of heritage and history as Australia's Heritage City

Challenges

- Small population but large gallery collection (\$10 millions)
- Declining rate base with a declining population, and the rate base funds local government
- Need to work on collaborating together in the creative community
- Outreach with Wilcannia and Menindee is a stretch for resourcing, but can't say no to them
- Underlying property investment mechanisms - cheaper for property owners to keep their properties vacant
- Lack of information about 'how to start a pop-up shop'
- Focus of cultural funding is on hard infrastructure, rather than soft infrastructure (and Broken Hill isn't short on physical spaces)
- Cultural investment and knowledge comes down to personal relationships and continuity in decision making roles

Opportunities / ideas for the future

- How could Council think differently about funding? The Council library and events team have been thinking about training positions or co-funding things with the state government. How do we extend partnerships?
- Education partnerships with NSW education and other

partnerships about broader cultural education in the Region

- Need to revitalise the main street and get activity into it again - very important to a small town. There are pockets of activity but would be good to. Shifting people's mind set away from the shopping centres and into the main street.
- Continue the Arts Inter-agency Meetings (the Art Exchange, West Darling Arts, BHRAG with intention to open to other art groups - before Covid hit)
- Renew Newcastle model for Broken Hill
- Arts and cultural officer to facilitate cultural activities
- Attracting major investment from mines
- Increase art exposure in the city
- Already have a number of large buildings that could be re-purposed for art uses e.g. the Iceworks and the former power station
- "Given that Broken Hill is a heritage city - we should be reactivating the heritage buildings"
- Collections store like Bathurst
- Delivering fit for purpose facilities for art galleries and museum collections (through the new cultural precinct)
- "We have to find a way to create cultural diversity and cultural critical mass in order to attract a population which will in turn increase a rate base and then increases the investment in culture in the city."



5. Survey findings

5.1. About the survey

The community survey was available online via Council's website between 8 and 31 March 2021. Hard copy versions of the survey were made available for the community at the pop-up shop and library. Surveys were also completed in person with people at various locations around Broken Hill including outside the Civic Centre and Silver City Cinemas.

The aim of the survey was to understand community attitudes, aspirations, priorities and ideas for arts, culture and heritage in Broken Hill.

The survey was open to people who live or work in the Broken Hill LGA, as well as to visitors and temporary residents.

The survey was promoted via Council's website and social media channels. This chapter provides insight into key survey findings.

Please note that not all survey questions were compulsory. The number of responses by question are indicated within the data tables. All percentages have been rounded to the nearest whole number.



Doing the online survey with the community at the Perfect Light Film Festival

5.2. Respondent profile snapshot

The following provides a snapshot of the online survey respondent profile.

Relationship to Broken Hill

Respondents were asked what best describes their relationship to Broken Hill, with the vast majority (91%) living in Broken Hill, 6% visiting and 2% on a short-term contract temporarily living and working in Broken Hill.

In addition, 21% of respondents identified as an artist, creative or artisan and 19% of respondents work or volunteer in the arts, culture or heritage.

Age profile

As the survey was 'opt-in', this age profile is not representative of the Broken Hill LGA community profile, and is characterised by more older people and fewer younger people. As such, findings from the survey should be considered in conjunction with findings from other engagement activities.

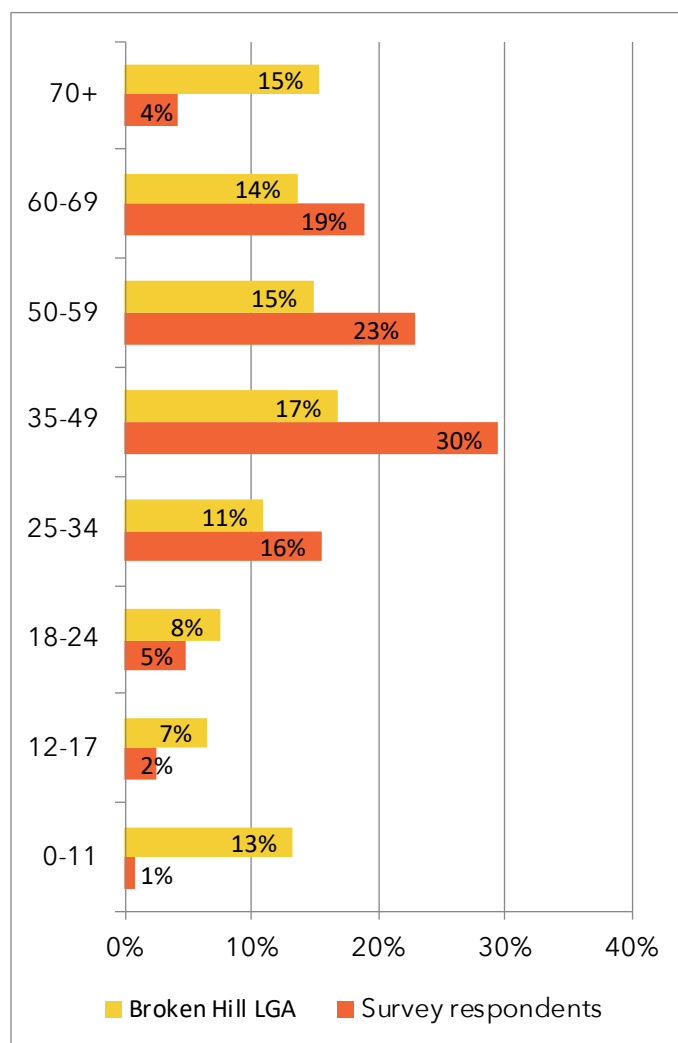
Community groups represented

Many respondents were a member of one or multiple community groups and organisations including: Landcare (19), CWA (10), Broken Hill Community Inc (4), Barrier Field Naturalists' Club (3), Broken Hill Regional Art Gallery (3), Local church (3), YMCA / YWCA (3), Broken Hill Art Exchange (2), Broken Hill Philharmonic Choir (2), Girl guides (2), Historical Society (2), Legacy (2), Local Aboriginal Land Council and Suicide Prevention network, 2Dry FM, Breast Cancer Group, Broken Hill Aboriginal Education Consultative Group, Broken Hill Eisteddfod Society Inc., Broken Hill Kart Club, Broken Hill Outback Emus, Broken Hill Public School P&C, Broken Hill Repertory Society Inc., Broken Hill Small Business Association, Broken Hill Speedboat Club, Community market, Family History, Far west young farmers, Foundation Broken Hill, Gaara, Griffith Skills Training Centre, Heritage Walk Tour Group, Lions Club, MAARI MA HEALTH, Patton Village association, PCYC, Pottery society, Scouts, South Broken Hill Football Club, Southern Cross Care, St Pats, Tennis association, West Darling Hunting Club, West football club

	%
I live in Broken Hill	91%
I work in Broken Hill	46%
I attend cultural events, activities or spaces in Broken Hill	46%
I am a business owner in Broken Hill	14%
I am a visitor/tourist to Broken Hill	6%
I am currently on a short-term contract, temporarily living and working in Broken Hill	2%

Please note respondents were able to select more than one option listed, therefore percentages do not add up to 100%.

Figure 4 - Age of survey respondents compared to Broken Hill LGA



5.3. Attitudes towards arts, culture and heritage in Broken Hill

Survey respondents were asked to rate their level of agreement with a series of statements about the value and state of arts, culture and heritage in Broken Hill.

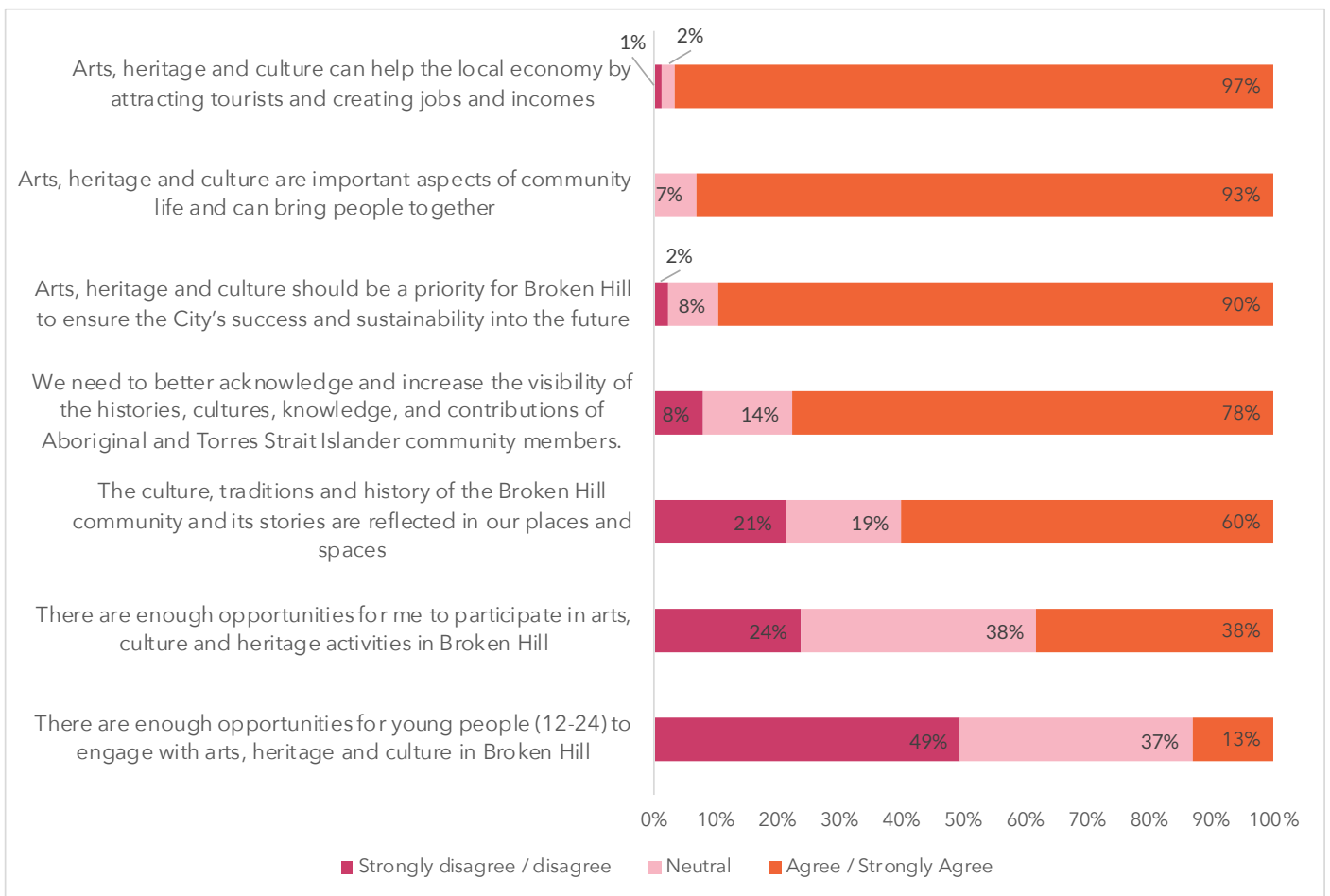
As shown below, the majority of respondents agreed that arts, culture and heritage are important aspects of community life in Broken Hill, contribute to the local economy and should be a priority for the future to ensure the City's success and sustainability.

However, just 60% of respondents agreed that Broken Hill's culture, traditions and history are currently reflected in local places and spaces indicating opportunity for improvement.

Furthermore, 78% agreed that they would like to see increased acknowledgement and visibility of Aboriginal and Torres Strait Islander culture, knowledge and people in Broken Hill.

As shown below, just 13% of respondents said that there are enough opportunities for young people to engage with arts, culture and heritage in the Broken Hill LGA. Less than half (38%) of respondents indicated they personally have enough opportunities to participate.

Figure 5 - Agreement with statements about arts, culture and heritage in Broken Hill



Respondents told us they agreed or disagreed with the statements about culture in Broken Hill because...

*"While it can be hard to **engage youth with culture**, I think more effort should be made in this area. Regional and remote areas are hard places to be a teenager with very little variety in what you can do. More needs to be available to them, and especially to those with no interest in sports."*

*"I would love to see Arts and Culture made a priority for Council, with **sufficient funding to promote better access to high quality performances/exhibitions**, and improve participation and engagement opportunities. This is especially relevant for the 'transient' community members - who relocate here for professional reasons, often with young families. If there are limited opportunities for these people to engage and involve themselves, they will not find enough 'lifestyle' to stay in the community."*

*"Not enough is done to properly **highlight our heritage**. With the strong community culture and passion from locals who are able to tell stories about the town, not enough time and resources are put into doing something with that."*

*"If we want Broken Hill to continue to grow from past generations efforts in drawing tourist and visitors to our community then we can not sit on our laurels, **more activities and initiatives** to get locals, especially our youth, involved in art and culture is essential."*

*"I firmly believe that our awarded **"Heritage Listed City"** is not being exposed enough to attract people to what we have to offer."*

*"I also feel that **not enough of our cultural spaces are open and welcoming**. The Trades Hall for example is not easy to access. The Tourist Information Centre needs the same attention to aesthetic as any retail or cultural space you want people to want to be in."*

*"The **advertising of events** isn't wide enough and the advertising is too close to events."*

*"Broken Hill has a national reputation as an artistic city. In spite of this, my experience has been that the Arts here has a **limited visibility** - so many private galleries which are not brought together/promoted in a cohesive way. This is a missed economic development opportunity for tourists and the artists alike."*

*"The city needs to embrace **Aboriginal and Torres Strait Islander people and culture** to help all the towns population heal and move forward"*

*"Art and culture is so important, but there is scope for **more learning, teaching, activities, celebrations!**"*

5.4. What's special about Broken Hill?

Survey respondents were asked to describe what is special about Broken Hill and is a 'point of pride' for them. They were encouraged to think about physical features, stories, people and characteristics. Common themes that emerged from comments include:



Rich local history, heritage and stories (35 comments)

Broken Hill has a unique history and heritage that survey respondents are proud of. Aspects that people highlighted as points of pride include Broken Hill's mining history, social history and migration history. Many told us they value the existing museums, buildings, places and people that are already doing a great job of presenting the City's history, heritage and stories.

However, respondents told us they think there are many more opportunities to share local stories. In particular, people said that there are still "untold" stories in Broken Hill that they would like to see preserved and told into the future. For example, some said they would like to see increased visibility of Aboriginal heritage in the City.

*"Our pride? **Our people. Our story. Our history.** But we do not really tell it well enough. We dabble in it, like a movie preview, but we never get to show the movie properly to the outside world or visitors. Time to change it."*

*"We have unique landscape and rich culture especially our **Aboriginal and Torres Strait Islander culture** and I think this needs to be come a platform showcased throughout town for tourism."*

*"We don't celebrate mining enough here - we have random pieces of equipment laying around town with no story to it. Why don't we have a proper **mining museum**?"*

*"Broken Hill was built on the cultures of Maltese, Italian, etc. We don't celebrate our **multi cultural background** enough - we could be having an annual cultural festival where all cultures provide a stand with traditional foods, arts and crafts and really display the culture that helped build Broken Hill."*



Strong and independent community (31 comments)

Survey respondents told us that one of the things that makes Broken Hill special are its people and its resilient and independent community spirit that has been shaped by its isolation. Respondents said that even though the community is diverse, in times of need everyone comes together to support each other. Some of the words that respondents used to describe locals include friendly, caring, generous, welcoming and supportive.

*"The **community spirit** of the town is a point of pride for me"*

*"Broken Hill's biggest asset is also its biggest barrier, and that is its isolation. Broken Hill is what it is due to isolation. It is a **wonderful bubble in the outback.**"*



Local cultural scene and spaces (18 comments)

Survey respondents told us that Broken Hill is special because it has a strong local cultural landscape, including many great museums, galleries, artists and creatives. Some highlighted that this local arts scene is part of what differentiates Broken Hill from other regional cities, and makes it a great place to live and visit. People told us they are proud of the City's long history of grass-roots cultural initiatives.

*"Not what you'd expect when you talk about small mining towns. Our **arts and cultural activities are great.**"*

*"The **local museum** is well-presented and well-kept and I am always proud to show visitors around. It tells our stories well."*

*"Broken Hill as a **film destination** is another point of pride. It creates work for many locals in front or behind the camera. The Perfect Light Film Festival is one of the highlights on the events calendar."*

*"For me it's the creative "**International Artists**" that have produced in its magnificent surroundings..."*

*"I love the **arts community** which is very active and welcoming."*



Unique and beautiful natural environment (18 comments)

Survey respondents told us that they are proud of Broken Hill's beautiful natural environment. People said they love being surrounded by wide open spaces, big blue skies and desert landscapes - and think that the natural environment has helped shape the fabric of the community and place, as well as inspired many artists and creatives. Respondents also highlighted the importance of regeneration areas.

*"The cultural identity of the City is a creation of, and a response to, its **natural environment**. It is the combination of all these interlocking factors that give me a point of pride, being part of and seeking to foster those cultural attributes."*

*"Broken Hill is special because you can drive for five minutes and be out in open space with a **beautiful big sky above you and the bush around you.**"*



Other points of pride

Respondents also commented on the following points of pride:

- Broken Hill's isolation is part of what makes its community and places unique (5 comments)
- Aboriginal and Torres Strait Islander culture and people, with opportunities to showcase this more (3 comments)
- Places surrounding Broken Hill such as Silverton (3 comments)
- Good lifestyle in Broken Hill, include slower pace and ease of access walking and by car (3 comments)

5.5. Visiting cultural facilities and spaces

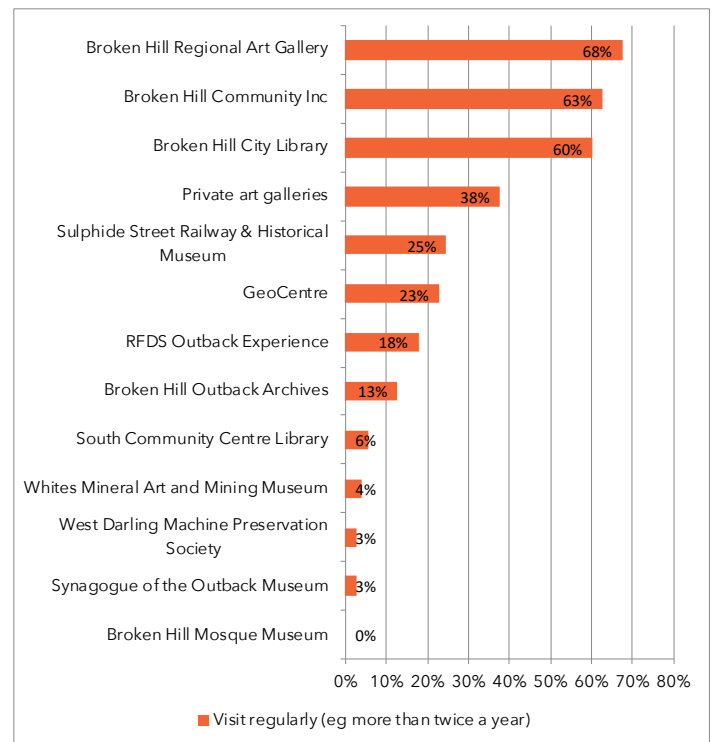
Respondents were asked which cultural facilities and spaces in Broken Hill they had visited in the past two years, and how often they visit. They were encouraged to think about their attendance prior to the COVID-19 pandemic.

Respondents were most likely to regularly visit (e.g. more than 2 times a year) the Broken Hill Regional Art Gallery (68%), Broken Hill Community Inc (60%) and the Broken Hill City Library (60%).

The majority of respondents had not visited the West Darling Machine Preservation Society, the South Community Centre Library, the Broken Hill Mosque Museum, the Synagogue of the Outback Museum and the Broken Hill Outback Archives in the past two years.

When asked why they visit cultural venues regularly, respondents told us they do so to show visitors around, to visit new exhibitions, to do research, to attend events, to borrow resources, use computers or participate in programs at the library, for work, because they are interested in arts and culture, to attend activities with children or grandchildren and to buy gifts at art gallery shops.

Figure 6 - Visited cultural facilities and spaces in the past two years



Respondents told us that they enjoy visiting cultural facilities because...

"My young children love the Railway Museum, this is a terrific resource! I try and encourage my family to live an engaged cultural life, this includes visiting the gallery, library and other museum facilities regularly. I believe it makes us more rounded human beings to reflect upon society and its history."

"Convenience of the Regional Art Gallery cannot be beaten. And if you work near Argent St, its easy to pop in to see the latest exhibition or to shop for Xmas presents in the shop."

"I go to the Community Centre nearly every day. It is a great place for volunteers to go to meetings, have a chat, work in the gardens or help keep it clean for events etc. I don't visit tourist attractions unless I have visitors from out of town."

"I visit the art gallery most regularly as it is easy to access, largely free and has rotating displays. It is also fairly quick to visit and appreciate."

"The library is a great resource, and my grandkids love the railway museum so we go there a couple of times a year."

"As a [visiting] Artist my interest is mainly the local Art shops, galleries & BHRAG....meeting some of the local Artists is a real highlight to the trip."

"I used to visit the Broken Hill City Library every week when it was open on Sunday."

"Railway museum - our kids love trains. This site has great cultural and history rooms/displays, but the trains could be much better presented and much cleaner."

5.6. Attending cultural events and activities

Attendance

Respondents were asked which cultural events and activities they had attended in Broken Hill in a 'typical' year (e.g. not during the COVID-19 pandemic).

Respondents were most likely to have been to see a movie at the cinemas (78%), attended an art gallery opening or exhibition (59%) or attended the Broken Heel Festival (50%).

They were least likely to have attended a heritage walk/ tour (13%), and just 3% had not participated at all in the two years prior.

Respondents commented that other important cultural events, activities and experiences in Broken Hill include Heritage Week, Silver City Cup Day, Naidoc Week, Maari Ma Art Awards as well as visiting Silverton, walking and hiking in the natural environment.

Reasons for participating

Respondents were asked why they participate in cultural events and activities.

Respondents were most likely to participate for entertainment (77%), followed closely by to support the local economy (73%).

Barriers to participating

Respondents were asked whether they experience any barriers to participating in culture in Broken Hill.

Most respondents did not experience any barriers (47%), however 44% identified that it is hard to find information about cultural events and activities.

Finding out about local events and activities

Difficulties finding information was identified as the top barrier to participating in cultural events and activities.

Respondents were asked how they usually find out about cultural events and activities in Broken Hill. As shown in the graph below, the majority indicated that they do so via social media (facebook, instagram) (78%), via word of mouth (68%) and via the local newspaper (52%).

Figure 7 - Attending cultural events and activities in a typical year

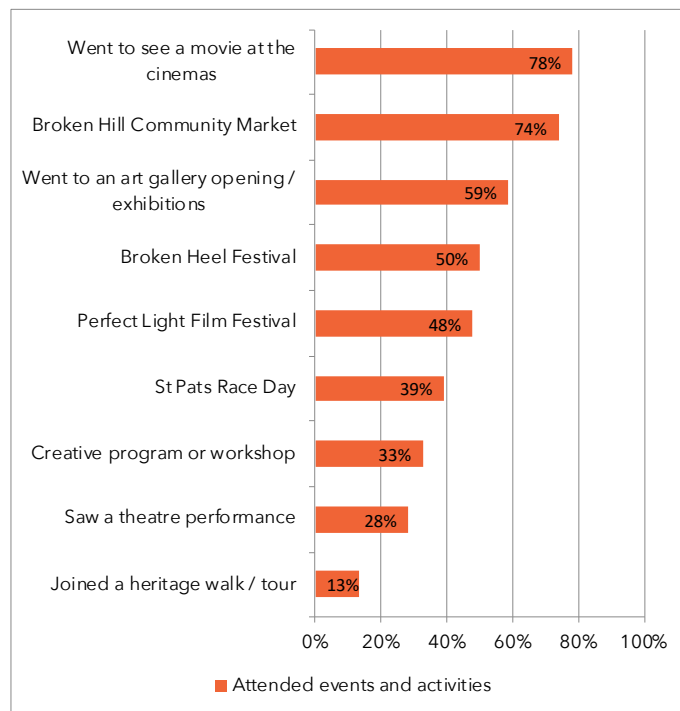
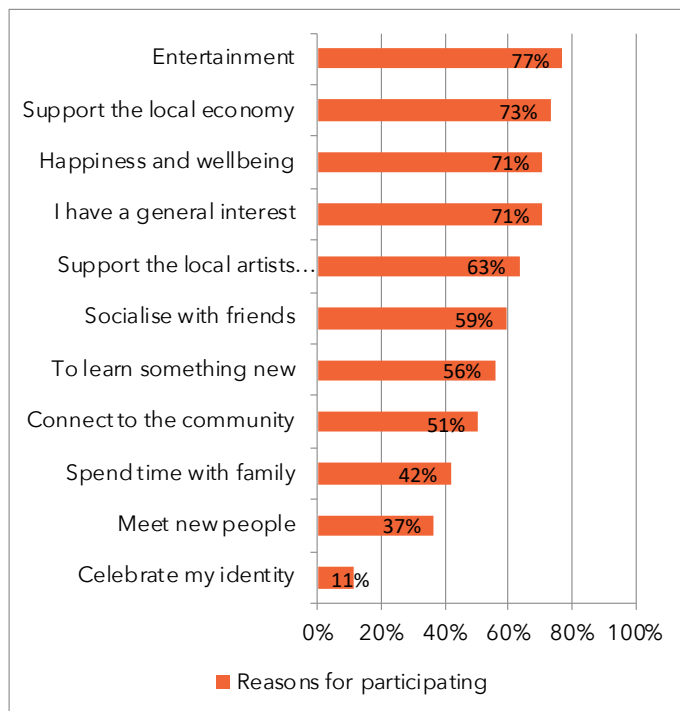


Figure 8 - Attending cultural events and activities in a typical year

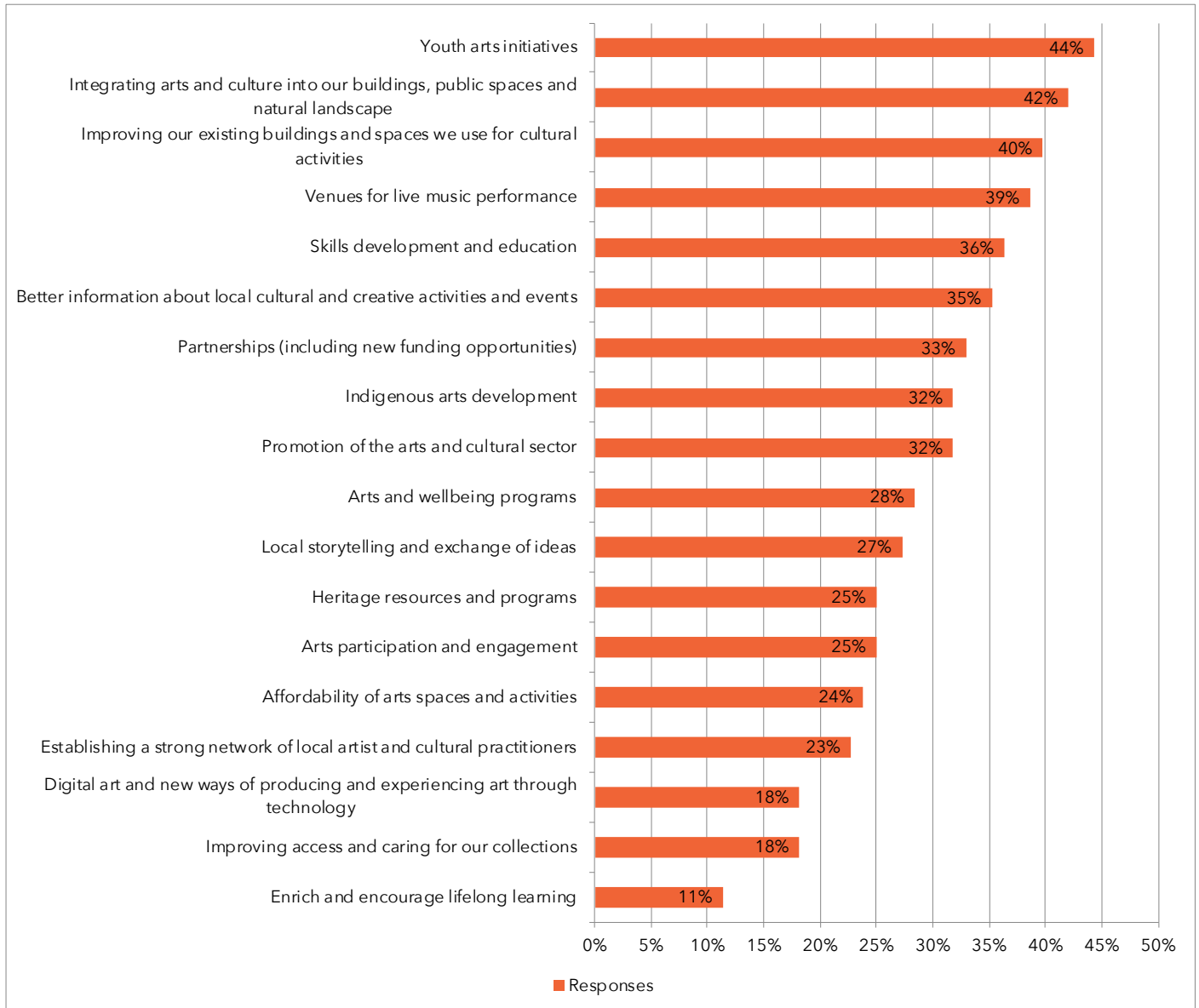


5.7. Priorities for the future of arts, culture and heritage

Respondents were asked what the top priorities for arts and cultural development in Broken Hill should be over the next 5 to 10 years. They were presented with a list of priorities to choose from, and were also able to identify other priorities through open ended comments.

As shown in the graph below, the two most important priorities for the future identified by the community were 'youth arts initiatives' (44%) and 'integrating arts and culture into our buildings, public spaces and natural landscapes' (42%).

Figure 9 - Priorities for the future of arts, culture and heritage in Broken Hill



5.8. Priorities for the Cultural Plan

Respondents were asked to share their priorities that they would like to be considered in developing the Broken Hill Cultural Plan. These are summarised in the table below.

Theme	Summary of comments
Festivals or events (34 comments)	<ul style="list-style-type: none">• Outdoor spaces suitable for events• Free community festivals (e.g. in Sturt Park)• Food festivals• Outdoor cinema• Heritage festival• Pop-up events in empty shopfronts• Events marking holidays (e.g. Christmas, Easter, Halloween, Seasons)• Night and weekend events• Live music festivals and events• Support existing festivals and events (e.g. St Pats)• "Outback olympics"• Stand up comedy• Independent film festival
History and heritage (21 comments)	<ul style="list-style-type: none">• Generally share history of Broken Hill• Improved representation of mining history (e.g. Mining museum)• Maintain existing heritage buildings and venues• Display the history of Broken Hill in public space with interpretive technology (e.g. Argent St)• Suggested Mining Museum, History Museum• Suggested Mining 'experience' for tourists• Focus on multicultural and migrant stories• Historical/cultural tracks through surrounding commons
Public art and public spaces (20 comments)	<ul style="list-style-type: none">• Increased public art• Incorporate public art into existing buildings, water tanks• Engage local Aboriginal artists to do public art murals• Interactive and digital public art, not just murals• Public art on the South side• Heritage style lamp posts in town• Develop the Artwork Walk in Crystal Lane• Develop a sculpture drive along Pro Hart way• Restore Clark Barrett mural in Argent St• Improved wayfinding / story telling in CBD• Outdoor spaces suitable for events• New pump track for South Park with public murals
Aboriginal and Torres Strait Islander culture (13 comments)	<ul style="list-style-type: none">• Partnerships with First Nations people in development of programs• Suggested venues including Indigenous Historical and Cultural Centre, Indigenous Art Gallery• Improved engagement and promotion of Indigenous heritage• Greater inclusion/acknowledgement of local Indigenous groups• Encourage Indigenous knowledge about plants• Indigenous Cultural Officer position at Council• Tourism with an emphasis on Indigenous culture• Engage local Indigenous artists to develop public art

Environmental protection and greening (13 comments)

- More 'green spaces' in the CBD and local trees to beautify streets and spaces
- Greater focus on regeneration local parks and gardens
- Access to regeneration area for residents and tourists
- Celebrate Australian native vegetation
- Information and education about arid-zone plants
- Take care of the environment
- Strong leadership in caring for and promotion regeneration areas
- More cultural / arts experiences in natural landscapes

Workshops and activities (13 comments)

- More creative and arts workshops for all ages
- More outdoor activities and workshops
- Film workshops to build local job skills
- More creative kids voucher activities
- Pub trails
- Workshops on the weekend, at night and during school holidays
- Cycling safety workshops

Improved information and promotion (12 comments)

- Central point for information about what's on
- Improved communication to remote communities
- Better signage and upkeep of existing venues
- Increased promotion of events and venues
- Online and hard copy guides
- Promote Broken Hill as great place to holiday or live
- Street banners promoting events
- Promotion of the town as the 'artback'
- Support art events with promotion - including those run by private operators

Cultural venues and spaces (14 comments)

- Better signage and upkeep of existing venues
- Restore heritage buildings and spaces
- More live music venues
- More outdoor event-ready spaces
- More public gathering spaces in the CBD (e.g. shady, seating areas)
- Provide access to empty shop fronts for creative arts
- Community spaces to display art
- Rename and repurpose the Aged Persons Rest Centre
- Hold events in various venues to showcase these to people

Young people (12 comments)

- Affordable and free youth events and activities in consultation with young people
- Work towards changing the narrative that "there's nothing to do" for young people
- Youth drop in art centre

Partnerships and capacity building (5 comments)

- Partnerships with local businesses
- Develop the professional capacity of locals to run workshops
- Build relationships within the community and support existing local organisations
- Support relationship-building between community groups and organisations

Other priorities (less than 3 comments)

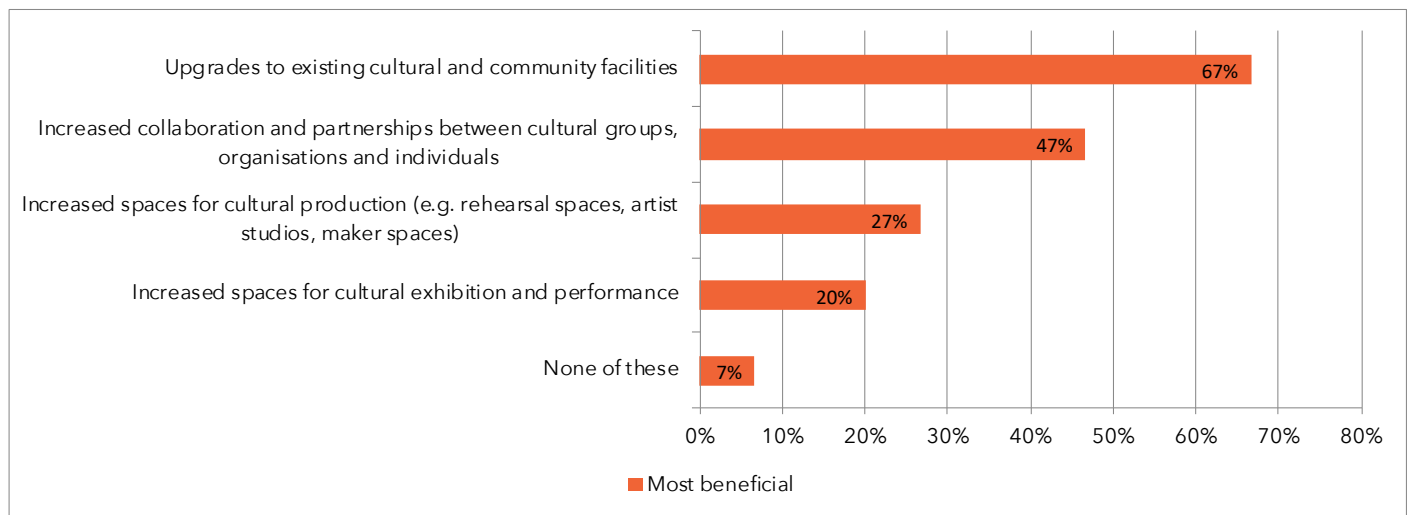
- More free family and child friendly venues and events (3)
- Affordability, including to support access for disadvantaged families (3)
- Art exhibitions around town (3)
- Support the Broken Hill Regional Art Gallery (3)
- Provide 'something for everyone' (e.g. all ages) (3)
- Light displays at cultural spaces (2)
- Focus on education including STEM (2)
- Funding for local groups to develop spaces
- Art awards
- More stall holders at community markets
- Consultation from all age groups
- Value the benefit of art to social connection
- Geocentre
- Develop a labyrinth meditation path
- Transparency in which groups / businesses receive Council support
- Support seniors to use digital technology
- More cultural opportunities in the South
- Support Theatre 44

5.9. Cultural volunteers - key findings

Respondents that volunteer in the cultural sector were asked which option would benefit them or their organisation most. They were most likely to select 'upgrades to existing cultural and community facilities'. Through comments, respondents also suggested:

- Increase activity and events in the evening and on the weekend
- Increase accessibility of existing venues
- More seating in Sturt Park so that heritage tour participants can sit down
- Upgrades to Theatre 44
- Help groups and individuals network
- Increased arts and cultural programming
- Encourage pop-up shops in empty shopfronts
- Increased murals and public art
- Buskers in the streets.

Figure 10 - Volunteers - Which of the following do you believe would benefit you and/or your organisation most? (15 responses)



Cultural volunteers said:

"There is a need to embrace the capital city approach to cultural attractions - essentially 24/7. Broken Hill is still too much cursed by a 9 to 5 perspective and weekends are their own. The City must embrace a mode of living and operating that is inclusive and responsive to the lifestyles of most people in the modern world elsewhere. What is the point of encouraging visitors to view the setting sun on the Mundi Mundi Lookout, only to find when they return that the town has shut down for the night."

"We have some lovely spaces in town, they just need to be used better. This doesn't mean they need a great deal of money thrown at them either, just need to be more accessible perhaps."

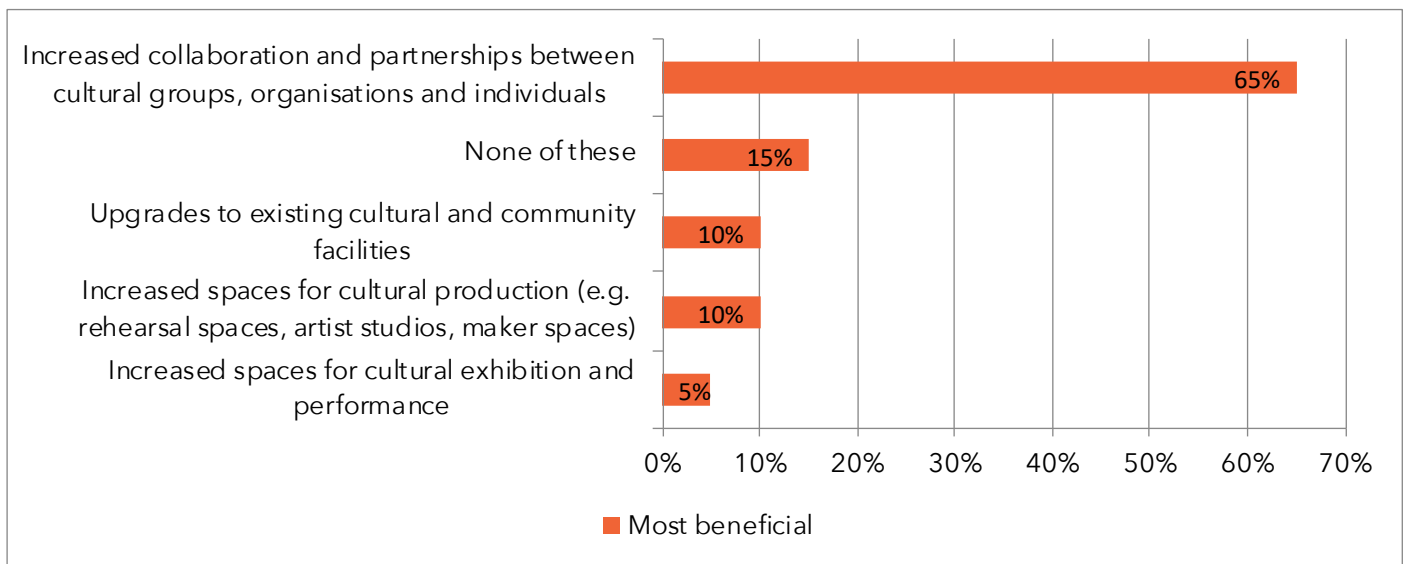
"It would be great to think BHCC was a 'can do' council: allowing pop-up shops and buskers and street art. More murals; maybe sponsor a youth mural crew."

5.10. Cultural workers - key findings

Respondents that work in the cultural sector were asked which option would benefit their practice, career or business most. They were most likely to select 'increased collaboration and partnership between cultural groups, organisations and individuals'. Through comments, respondents also suggested:

- Focus on building capacity and unlocking opportunities for local creatives
- Increased information and promotion of local artists and galleries
- Increased opportunities to exhibit artworks
- Council to play a role in support Film and TV production in the Far West
- Support mentorships for artists
- Involve local schools more and increase workshops for kids and young people.

Figure 11 - Volunteers - Which of the following do you believe would benefit your practice, career or business most? (20 responses)



Cultural workers said:

"Collaborations and partnerships are essential to cultural and artistic output. Organisations like WDA facilitate artistic practice through distributing grant money or assisting with grant applications. Active participation by Council can make film and TV productions in the Far West more attractive."

"More done to spread the knowledge of our local artists and artisans. We have some amazing artists and creators but there is a focus on only one or two to draw tourists to the area. Then they tend to only find all our galleries by accident or recommendation."

"More opportunity for artists to exhibit and sell their work in Argent St. Argent St needs more trees and public amenities."

Collaboration and partnerships

Respondents identified opportunities for increased collaboration:

- Publish a newsletter or give publicity (internet, radio, TV, paper) to art events whether they are public or private
- Actively promote Broken Hill as a cultural and artistic destination for individuals and professional productions
- Collaborative exhibitions and workshops
- Increase support for local youth to access programmes in the arts
- More State/National collaborations to increase funding flow
- Develop the digital capacity for all the organisations (e.g. developing on-line stories for cultural mapping, virtual tours, putting collections on-line)
- Establish a small cultural fund to hold funds for local artists, film makers, supporting dance groups to come out our way
- A better network of working together. Particularly smaller privately owned galleries and tourism operators with the larger council owned facilities.

Economic benefits

Respondents identified opportunities for creative economic development including:

- Increase marketing of Broken Hill as a tourist destination
- Expand appeal as Film and TV industry destination, including reviving the old film studios, training locals in technical aspects and removing red tape (e.g. DAs)
- Increased opportunity for artists to exhibit and sell their work on Argent Street
- More trees and public amenities on Argent Street
- Increased focus on digital technology experiences and STEM
- Incentives for community and personal gardening to encourage beautification
- Use alternative energy (e.g. solar and wind)
- Festivals are a good way to combine culture and tourism
- Stick with one initiative over the longer term to see success
- Projects that leverage the natural environment (e.g. like the field of lights at Uluru - light up the Line of Lode, Amphitheatre at the Sundown Trail).

5.11. Visitors to Broken Hill - key findings

Visitors were asked what drew them to Broken Hill. Out of total 6 responses, people said they came to Broken Hill for the arts and cultural offer, for the history and heritage, for the Perfect Light Festival and for work.

When asked whether there are any creative or cultural experiences missing in Broken Hill, visitors suggested:

- Aboriginal cultural centre
- More centralised information and promotion
- Workshop based on the brushmen of the bush about networking and promoting your work.

6. Stakeholder interviews

Who we spoke to

In March 2021, the consultant team returned to Broken Hill and completed additional stakeholder interviews with:

- Aboriginal Elder – Maureen O'Donnell
- Theatre 44 - Marilyn Harris
- The Broken Hill Heritage Walk Tour – Mr. White
- White's Mineral Art and Mining Museum - 'Bushy' and Betty White
- Silverton Artist – John Dynon
- Willy Nilly Art – Amanda Johnson
- Local Historian – Don Mudie
- Broken Hill Art Exchange - (Chair)
- Willyama Arts Society – Maureen Clark
- Broken Hill TAFE – Mathew Jones
- Council's Heritage Advisor – Dr Liz Vines
- More exposure to different things from 'outside' – other than the regular offer
- More participatory opportunities for art projects – make things
- Discover your own backyard - treasures
- Build more opportunity for local writers
- Further support art outreach to Menindee, Ivanhoe, Silverton and Wilcannia
- More independent films
- Building experiences - Concert on the Hill (Line of Lode)
- More festivals that are unique to Broken Hill – we are out of the habit of regular festival
- Desire for more free/low-cost creative activities for children and young people
- Some kind of hang out space – opportunity to meet with other youth – rather than staying in my bedroom'

Key findings

Strengths

- The local newspaper is still an effective means of communication locally

Challenges

- Challenging to retain skilled workers e.g. good drama/music teachers locally. They live in Broken Hill for a while, and eventually leave meaning there is a lack of continuity of cultural programs and education
- Some cultural organisations lack visibility in the community

Opportunities & ideas

- Better ways to embed drama in to local high schools – particularly years 11/12
- Professional development required for drama directors.
- More concerts = more exposure
- Re-establish touring networks
- Capital support required for Theatre 44 stage and lighting.
- Locals don't book to see events – just turn up!