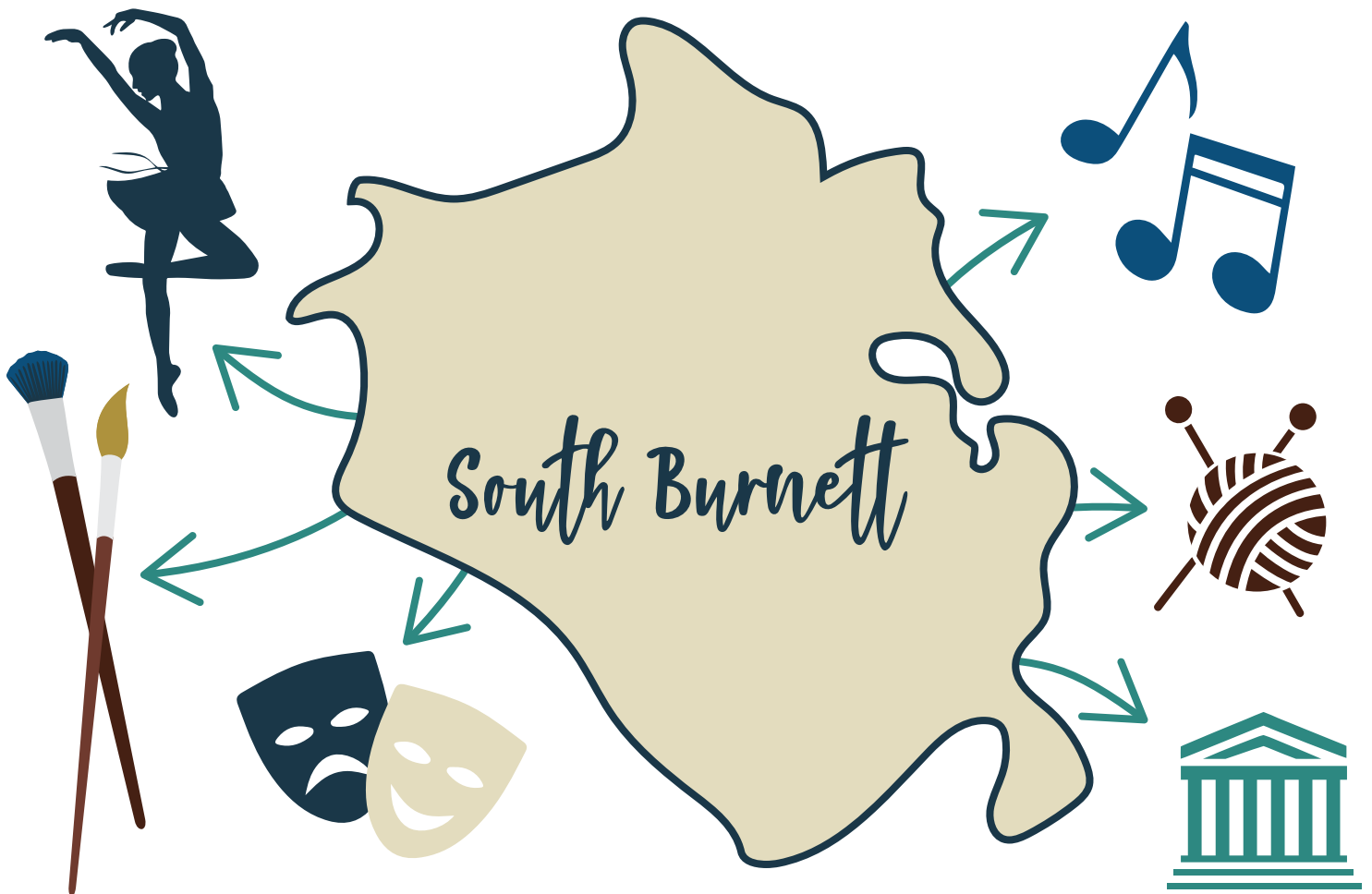


South Burnett

CULTURAL RESOURCE MAPPING



2020 Snapshot Report

Prepared by Olivia Everitt

14 January 2021

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Acknowledgements

I wish to acknowledge the traditional custodians of the land on which I live and work in the South Burnett region, the Wakka Wakka and Wulli Wulli people, and pay my respects to their elders past, present and emerging.

This report is the culmination of a body of research, mapping and engagement with members of the South Burnett arts and cultural community during July–December 2020. This work has drawn on the place-based cultural resource mapping model developed by Cairns Regional Council in 2014¹, and adapts it to the South Burnett region.

I give sincere thanks to my mentor, Senior Cultural Planner Lesley Buckley (Cairns Regional Council), for her expert guidance, support and generosity throughout this process.

This report provides a snapshot of the arts, cultural and creative activity in the South Burnett Regional Council area at this point in time, and presents a range of insights and a benchmark dataset from which further research, data collection and cultural planning can be undertaken.

Above all, this project celebrates and acknowledges the many volunteers, artists, cultural workers, committees, community groups, collectives and organisations that contribute to the South Burnett's cultural ecosystem and broader creative economy.

Olivia Everitt

14 January 2021

This project is supported by the Queensland Government through Arts Queensland.



**Queensland
Government**



¹ [Cairns Regional Council: Cultural Services Resources \(2014–2020\)](#)

Introduction

Cultural Resource Mapping is a process of identifying and documenting the arts and cultural assets within a geographic region. These community assets may include, but not be limited to: community and cultural facilities, arts and cultural groups, individual artists, festivals, heritage sites, local businesses and organisations operating within the cultural production or creative industries.

CULTURAL RESOURCE MAPPING IS A VALUABLE TOOL TO PROFILE ARTS AND CULTURAL ACTIVITY, AND CAN BE USED AS A FOUNDATION FOR FURTHER CULTURAL PLANNING WORK, COMMUNITY ARTS DEVELOPMENT AND ADVOCACY FOR INVESTMENT.

South Burnett Regional Profile

The South Burnett local government area is home to some **32,521 regional Queenslanders** and falls within the broader Wide Bay Burnett region. The southern boundary of South Burnett is located approximately 160km north-west of Brisbane CBD, and also borders the Cherbourg, Gympie, North Burnett, Somerset and Toowoomba regions. South Burnett encompasses parts of the three Federal electorates of Flynn, Maranoa and Wide Bay, and has a diverse economic profile with core industries spanning agriculture, mining, manufacturing, social assistance and health services².

Population growth has stalled since 2013 and the region experiences a range of socio-economic challenges including youth unemployment and a greater welfare dependency, with an overall SEIFA index score of 908, indicating a significantly higher level of disadvantage when compared to the state and national benchmarks of 996 and 1001 respectively³. South Burnett continues to be impacted by ongoing drought conditions, with the official drought declaration made in March 2017 still in place⁴.

South Burnett is home to a range of public galleries and museums, and hosts a number of significant regional festivals and events that showcase local culture, artisans, musicians and performers to locals and visitors alike. Festivals and cultural events play a growing role in tourism in regional Queensland, with an 80% increase in daytrips to attend regional Queensland festivals since 2009⁵.

South Burnett is situated within the Southern Queensland Country tourism region, which was ranked 10th on the list of 'tourism regions with the highest proportion of arts activity for day trips, 2015-2018', in Australia Council for the Arts' recently released *Domestic Arts Tourism: Connecting the Country* report.

² ABS data and NIEIR modelling, South Burnett Regional Council Community & Economic Profiles – .id (2020).

³ South Burnett Regional Council: SEIFA Profile by Area (2016).

⁴ The Long Paddock: Queensland Drought Situation as reviewed on 1 December 2020.

⁵ Australia Council for the Arts, *Domestic Arts Tourism: Connecting the Country* (2020), p33-35.

Limitations

During the process of undertaking this project, a number of research limitations have been identified. The nature of these limitations can be summarised as:

Geographical Parameters:

The South Burnett local government area (LGA) has close geographical and cultural relationships with a number of neighbouring communities, including but not limited to, Yarraman, Tansey, Goomeri and the Aboriginal community of Cherbourg. This report acknowledges the important social, economic and cultural exchange that occurs between South Burnett and these communities that sit beyond the immediate local government boundary, and this body of research has not captured this exchange or the scope of activity taking place beyond the South Burnett LGA.

Heritage Sites:

The local government framework for identifying built heritage sites has been used for the purpose of this research project, as per the Local Heritage Register adopted by South Burnett Regional Council in 2016⁶.

Identified heritage sites in this research report do not include sites of local significance outside the Local Heritage Register that were identified in the South Burnett Heritage Study⁷. Sites of Aboriginal cultural heritage have not been identified in this report, as this process is governed under a different set of cultural protocols and legislation to other local heritage mapping work. However, some heritage resources identified may have significance to Indigenous people.

Individual Artists:

Practicing artists across a range of creative disciplines have been identified during the research phase of this project, and are thematically grouped within the Creative Services & Cultural Production Industries sub-category.

This study acknowledges that:

- All individual artists identified have been grouped within this sub-category, thus encompassing practitioners at varying stages of creative production (i.e. hobbyists who derive no income from artistic pursuits, through to full-time professional practitioners).
- There is likely a significant number of individual artists who have not been identified in this initial study, and further research is recommended in this area (see Recommendations).

Collections:

The South Burnett Regional Council Art Collection has been identified as a single cultural resource for the purpose of this report. Further research and a comprehensive Assets Register is needed to accurately capture the extent of the Collection (see Recommendations) and map individual pieces.

⁶ [South Burnett Regional Council Local Heritage Register](#)

⁷ [South Burnett Heritage Study: Final Report](#), September 2016

Cultural Resource Mapping

A SNAPSHOT OF THE SOUTH BURNETT

A total of 462 entries were recorded during the cultural resource mapping research phase, which took place during July–December 2020.

The identified cultural assets have been thematically grouped under six distinct categories. These themes have been informed by Cairns Regional Council’s cultural resource mapping framework, Australian Bureau of Statistics definitions of cultural and creative activity⁸ and place-based themes relevant to South Burnett.

Cultural Facilities & Spaces	Cultural Organisations, Groups & Collectives	Built & Natural Heritage
Libraries Performing Arts Facilities Museums Art Galleries Arts Training Facilities Live Music Venues Public Spaces Community Halls Showgrounds	Artist Run Initiatives Community Arts Groups Historical Societies Aboriginal and/or Torres Strait Islander Organisations Multi-cultural Organisations Performing Arts Groups Visual Arts Groups Singing Groups & Choirs Community Orchestras Women’s Associations Men’s Sheds Rural Show Societies Photography Clubs Community Hall Committees Craft Groups	Built Heritage Cemeteries Heritage Precincts National Parks Nature Reserves Conservation Areas
64	67	84
Creative Services & Cultural Production Industries	Public Art	Cultural Festivals & Major Events
Individual Artists Film/Video/Sound Recording Publishing Industries Dance Academies Advertising & Marketing Radio & Television Architecture & Design Music & Performing Arts Visual Arts Digital Software Museums Art Galleries Libraries Interactive Digital Media	Murals Public Sculptural Works Sound Trails Collections	Community Festivals Cultural Festivals Food and Wine Festivals Community Celebrations Music Musters Rural Shows
199	28	20

Figure A: Identified resources grouped by thematic framework

⁸ Australian Bureau of Statistics, 5271.0 – Australian National Accounts: Cultural and Creative Activity Satellite Accounts, Experimental, 2008–09, Appendix 1: Industry Coverage & Classification & Appendix 2: Occupation Coverage and Classification.

Arts and Cultural Activity in the South Burnett

SURVEY INSIGHTS

As part of the South Burnett Cultural Resource Mapping research project, two surveys were distributed to 166 individuals, groups, organisations and stakeholders in the South Burnett region in August-October 2020, and promoted publicly across online media platforms.

These 166 contacts were directly linked to the 462 identified resources (see Figure A) and represent a broad range of cultural and creative sectors and demographics.

Survey 1: Individual Artists – 58 responses collected.

Survey 2: Organisations Groups – 16 responses collected.

Total sample group: 74

These surveys collected additional data to gain a deeper understanding of the scope of creative and cultural activity in the South Burnett including questions about volunteers, participation numbers, investment attraction and the impacts of drought and COVID-19 .

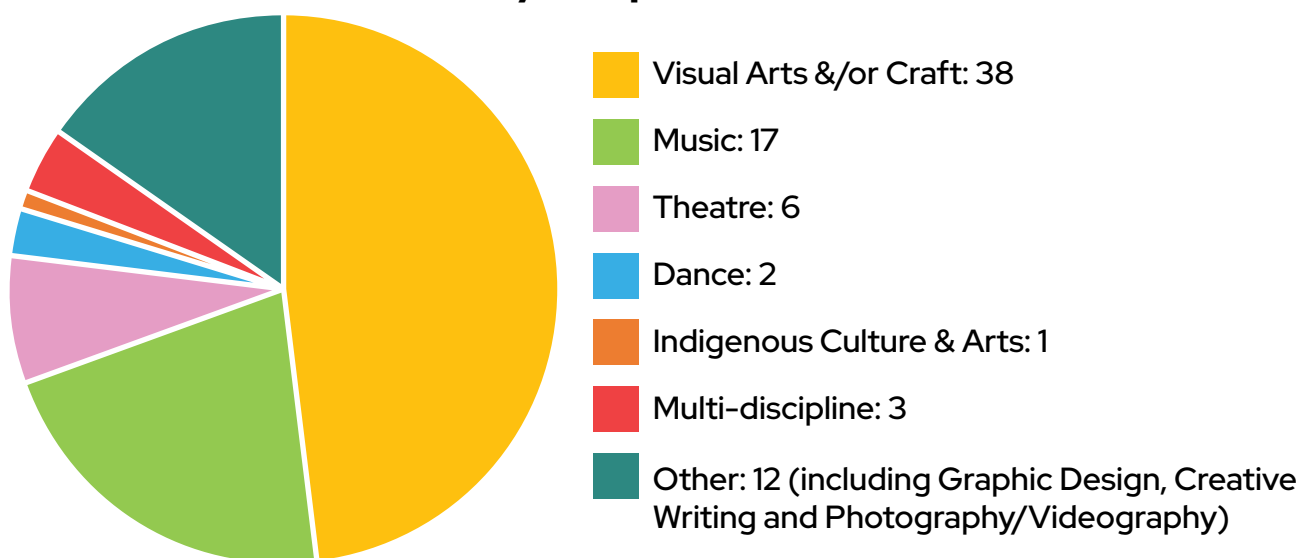
The following information presents a summary of the insights derived from this additional data:

Individual Artists Survey

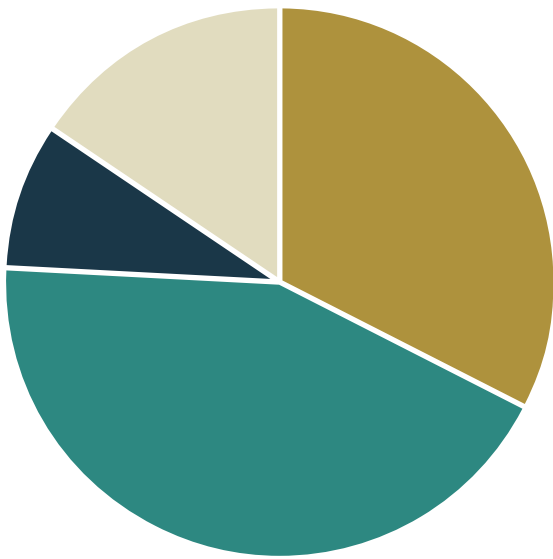
RESPONSES: 58

AVERAGE NUMBER OF YEARS PRACTICING: 20

Creative or cultural area/s of practice



Professional classification



- Hobby artist - no income from practice: 19
- Professional artist- part income from practice: 25
- Professional artist - all income from practice: 5
- Other: 9

Have received RADF funding in the last 10 years as an individual?

12%
Yes

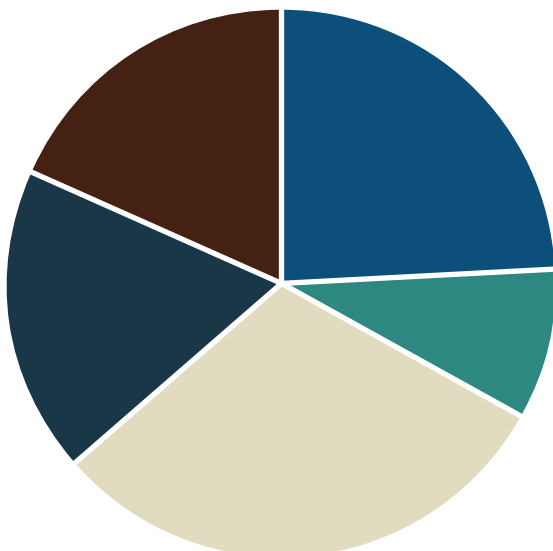
Do you use an auspicing organisation for grants?

88%
No, or greater than 10 years

Have you received other forms of funding or sponsorship in the last 10 years as an individual?

7%
Yes (with half of these indicating they had received funding support/relief due to COVID-19)

Where do you find information about grants?



- Social Media - 24.24%
- Word of Mouth - 9.09%
- Own Research - 30.30%
- Never looked, or don't know how - 18.18%
- Other - 18.18%

What impact has COVID-19 had on your practice?



It has given me more time at home to work on my art. It has led to a resurgence in my practice.



Significant negative impact with all performances cancelled.



Major impact...loss of most gigs and now working in another industry.



Probably produced more and experimented more during the lock down period. Of course galleries were closed so no sales could be made during lockdown.



I've lost thousands of dollars of income and my mental health has deteriorated.



Lost all income.



International and interstate exhibitions that I am involved with have become online only.



Challenged me to apply for more grants to maintain an income and pursue project ideas.

What impact has *drought* had on your practice?



Numbers grew as ladies needed time away from the constant problems of no feed or water for their cattle or no water for their crops.



31% participants responded "None"



Drought also impacts people buying art, or getting photography sessions done.



Less money in the community.



Anything that impacts your local economy, impacts the arts.



Mindful of not wasting water in the studio. Not much money around to support sales in regional areas.



Venues in struggling regions cannot afford to engage musicians.

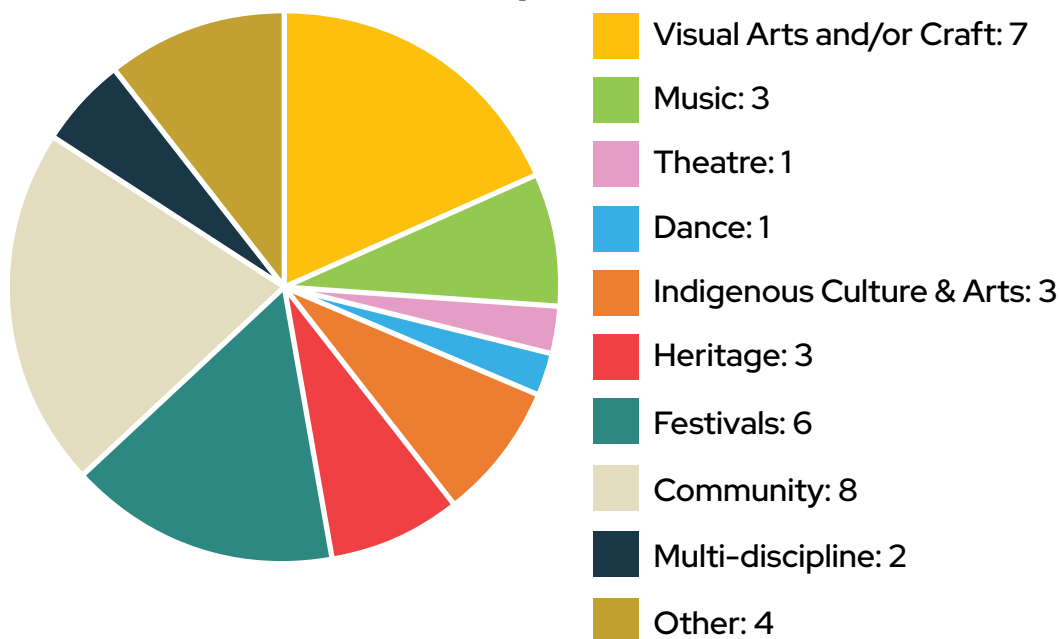


None directly, but indirectly it has affected all community members.

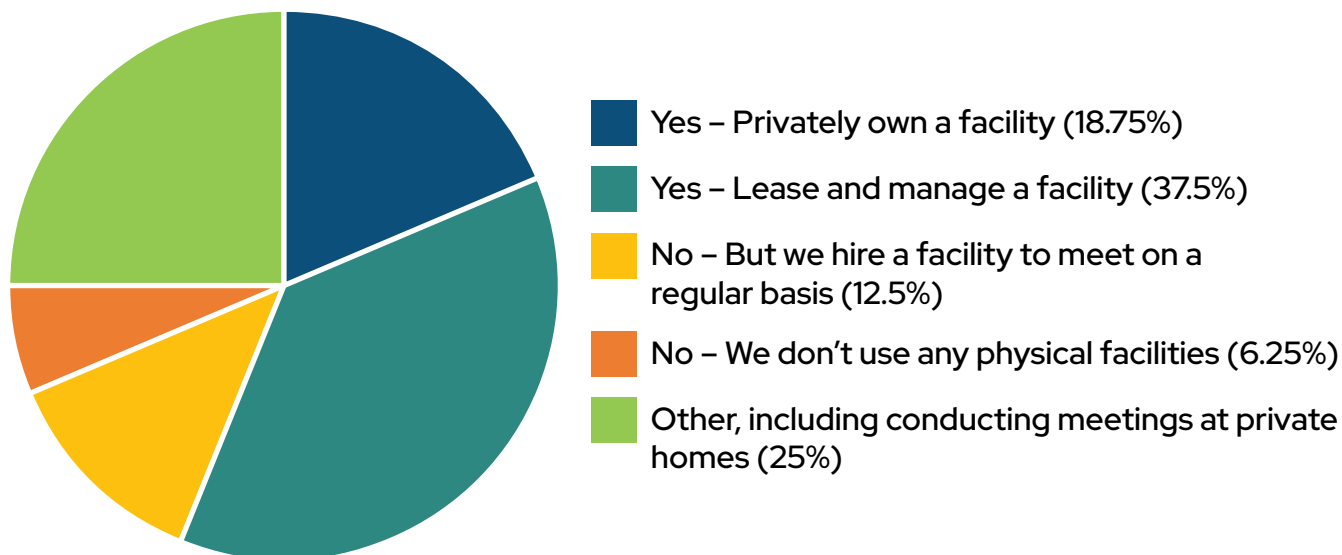
Organisations & Groups Survey

RESPONSES FROM 16 organisations/groups...
ENCOMPASSING 292 committee members
AND A FURTHER 921 other members, volunteers or 'friends'

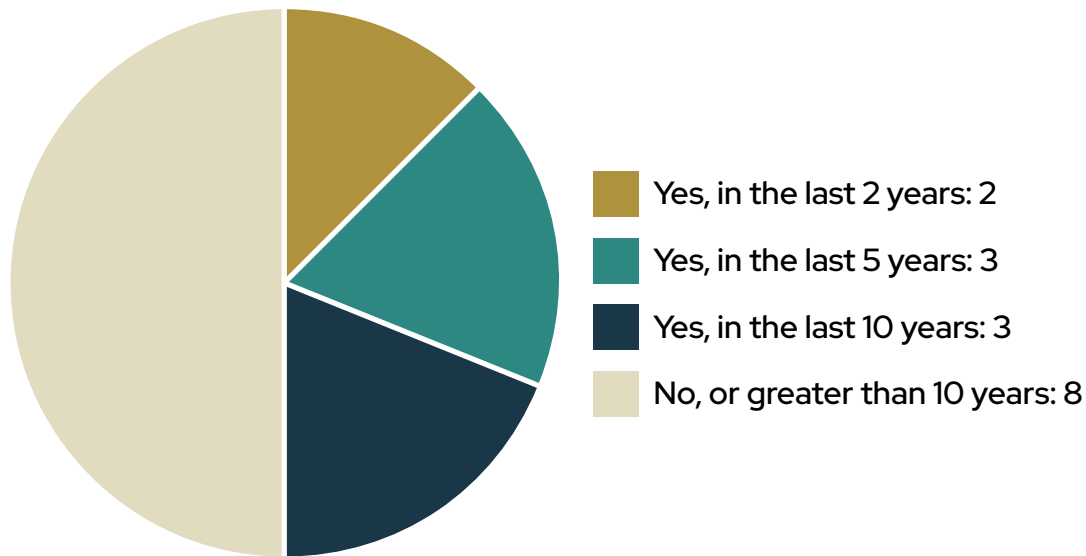
Creative or cultural area/s?



Does your organisation manage or use a physical facility/venue?



Has your organisation received RADF (Regional Arts Development Fund) funding in the last 10 years?



Cumulative visitors, audience members or participants recorded across survey participants

2018 - 17,350
2019 - 31,055
2020 - 3,573

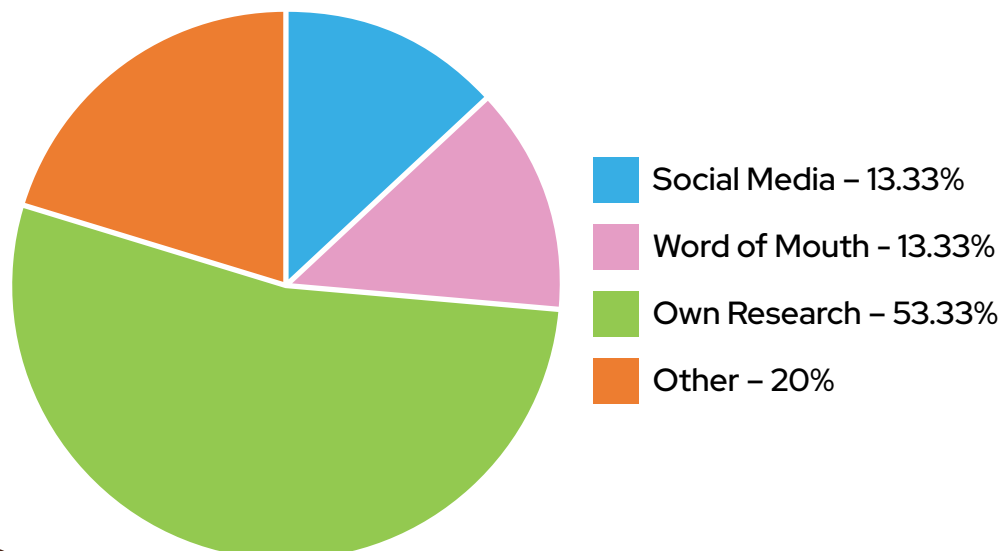
81.25%
Yes,
in the last 2 years

Has your organisation received other forms of funding or sponsorship in the last 10 years?

Cumulative income attracted across survey participants

2018 - \$241,798
2019 - \$314,999
2020 - \$18,304

Where do you find information about grants?



What impact has COVID-19 had on your organisation?



Our participation and support for local events have been dramatically impacted with the cancellation of events which we perform at and support annually.



Membership attendance has reduced dramatically.



Visitors numbers have increased since re-opening in July. Did not lose any volunteers during COVID-19."



Devastating. All pre-event fundraising had to be cancelled. No income meant no funds for planning, re-assessment, risk mitigation and strategic planning, grant writing and sponsorships.



Extra visitors due to travel restrictions elsewhere.



We have had to postpone events."

What impact has *drought* had on your organisation?



2019 saw a downturn in gate takings due to our farmers and community not having the money to attend our annual show.



25% participants responded "None"



Less sponsorship.



It has affected sponsorships and fundraising.



Only indirect community effects.

Conclusions

Based on the data provided during the survey process, significant growth can be observed in both public participation and income generation for organisations/groups offerings arts experiences and events in 2019 in comparison to 2018.

The growth of the arts and cultural sector was critically impacted in both participation levels and the ability to generate income in 2020 due to COVID-19 restrictions that resulted in the cancellation of major local events, performances and the closure of arts, cultural and live performance venues.

The data indicates that local practitioners and groups involved in music, performing arts and delivering festivals have felt the most significant impact from COVID-19 in terms of direct income loss, but also socially and on mental health.

Data collected in regards to grant seekers indicates that there has been a low uptake of the Regional Arts Development Fund, with only 12.5% of organisations and groups, and 0% of individual respondents accessing RADF funding in the last two years. This low uptake requires further investigation, but could potentially be influenced by both a decline in the funding available and restrictive funding criteria. However, there has been progress to improve accessibility with an increase in co-investment from South Burnett Regional Council and Arts Queensland in the 2021 calendar year, and revised RADF guidelines.

Survey data also indicates that local grant seekers are self-sufficiently finding funding, with 'own research' and the use of social media the most common responses for individual practitioners and organisations alike. Local organisations also have a strong track record for attracting grants (other than RADF) or corporate sponsorship, with 81.25% attracting some form of funding or sponsorship in the last two years. However, with one in five individuals indicating that they had never looked for grants, or didn't know where to start, there is the opportunity to build local capacity and address a skills gap for individual practitioners to compete for funding.

The data also reveals that 56.25% of organisations and groups own or lease their own facility, with other groups either hiring space on an as-needs basis, meeting in private homes or not using physical venues for activities. Additional research could be undertaken in this area to interrogate if access to facilities presents any operational or sustainability-related challenges for these other groups, which make up approximately half of the sample group.

Recommendations

At the conclusion of this initial study, five recommendations for further research and cultural planning activity for the South Burnett region are recommended:

1. Further mapping is required to capture more comprehensive and accurate data on individual artists and creative practitioners.
2. Expansion, increased accessibility and maintenance of the dataset is required, which could be achieved by creating a live and interactive online arts and cultural map for the South Burnett.
3. Research into the economic contribution of the arts and cultural sector to the broader South Burnett economy could be undertaken, as there is limited data available in this area.
4. Establishment of a comprehensive Assets Register for the existing South Burnett Regional Council Art Collection, and development of a Collections Policy to oversee the purpose, display, maintenance and de-commissioning requirements for the Collection.
5. Undertake community consultation and cultural planning to develop an Arts and Culture Strategy for the South Burnett, addressing a gap in local strategic planning for the sector.

Prepared by Olivia Everitt
14 January 2021

Appendix A

Town/Community	Cultural Facilities & Spaces	Cultural Organisations, Groups & Collectives	Built & Natural Heritage	Creative Services & Cultural Production Industries	Public Art	Cultural Festivals & Major Events	Total
Ballogie				1			1
Benair			1	1			2
Benarkin			2				2
Blackbutt	8	10	3	22		2	45
Booie	1	2	1	2			6
Boondooma		1	1				2
Bunya Mountains			2				2
Burrandowan	1						1
Cloyna	1	1					2
Coolabunia			1				1
Crawford				1			1
Durong	1		1	1			3
Ellesmere				2			2
Hivesville	1	1	1	2			5
Inverlaw	1						1
Ironpot	1						1
Kingaroy	8	19	14	52	2	4	99
Kumbia	3	3	3	2			11
Maidenwell	1	2	3		1	2	9
Manneum			1				1
Memerambi			1				1
Moffatdale						1	1
Mondure	1		3				4
Murgon	6	4	12	8	4	2	36
Nanango	9	7	13	44	20	4	97
Proston	5	5	4	1		2	17
Silverleaf				2			2
Taabinga			2				2
Tablelands	1						1
Taromeo			1				1
Tarong			1				1
Tingooora	1		2	1			4
Wattle Camp				1			1
Wheatlands			1				1
Wondai	7	7	7	13		3	37
Wooroolin	2	1	3	1			7
Total	59	63	84	157	27	20	410