



B U R R I N J A

A  
Y O R T A  
Y O R T A  
W O R D  
M E A N I N G

·  
S T A R



BURRINJA  
STRATEGIC  
AND CREATIVE  
PLAN  
2021-2025



Burrinja Cultural Centre  
Wurundjeri Country  
Cnr Glenfern Road and Matson Drive  
Upwey VIC 3158

[www.burrinja.org.au](http://www.burrinja.org.au)

© Burrinja Cultural Centre 2021

This publication is copyright. Subject to statutory exception and to the provisions of relevant collective licensing agreements, no reproduction of any part may take place without the written permission of Burrinja Cultural Centre.

First published 2021

Words by Gareth Hart

Designed by Tanya De Silva-McKay

Image credits:

Page 2: Cathy Ronalds, page 4: Christine Wood, page 7: Gareth Hart, feat. Anthony Breslin

Page 8: Vanessa White, feat. Gülsen Özer

Page 10: Cathy Ronalds

Page 13: Cathy Ronalds

Page 14-15: Gareth Hart, feat 'Legacy: Reflections on Mabo' exhibition at Burrinja curated by Umbrella Studio Contemporary Arts

Page 19: Cathy Ronalds, feat Melchior Martin

Page 20: Burrinja, feat Melbourne Reef exhibition

Page 23: Ariel Haviland, feat Iván Sikic and Ian Michael

Page 25: Cathy Ronalds, feat Juet Sculpture

Page 30: Cathy Ronalds, feat. Jacqui Grace

Page 33: Cathy Ronalds, feat Jenny Rowe

Page 34: Cathy Ronalds, feat. Greg O'Toole

Page 41: Darren Clarke feat Kat Mrow & Angela Dexter





B U R R I N J A

A  
Y O R T A  
Y O R T A  
W O R D  
M E A N I N G

S T A R

burrinja

## A C K N O W L E D G E M E N T O F C O U N T R Y

Burrinja acknowledges the Traditional Owners, the Wurrundjeri and Boon Wurrung people of the Kulin Nation, on whose land we live and work. We pay our respects to Elders past, present and emerging, and extend our respect to Aboriginal and Torres Strait Islander people from all nations of this Land.

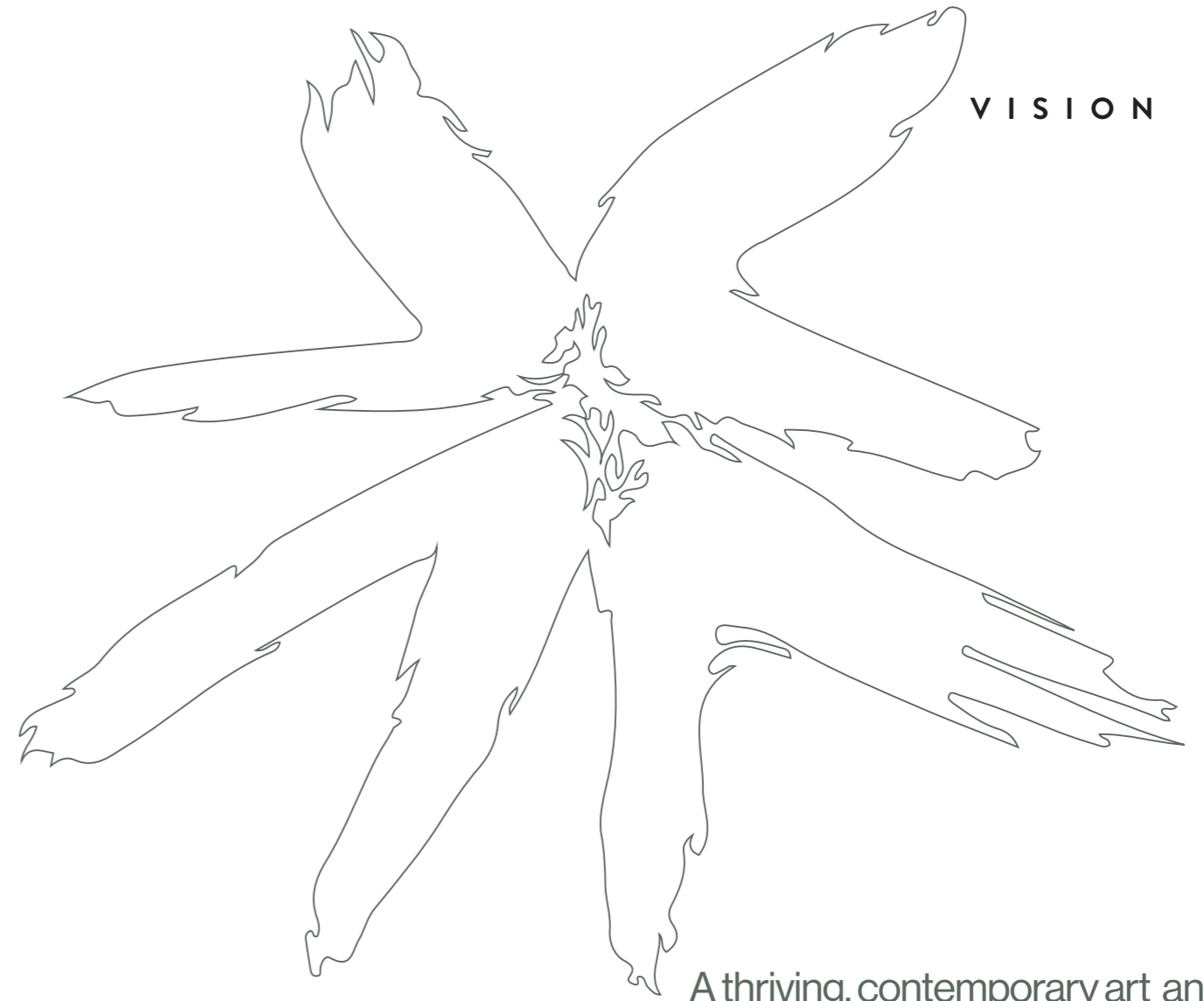
Within the broad context of this country, we cannot inhabit any building or operate enterprise, without acknowledging the ongoing impacts of colonisation and dispossession that our First Nations communities' experience.

Burrinja has a dedication and a responsibility to support and listen to First Nations cultures, given the foundational history of our organisation and its the commitment to the peoples of the surrounding areas.

### BURRINJA HAS A DEDICATION AND A RESPONSIBILITY TO SUPPORT AND LISTEN TO FIRST NATIONS CULTURES

Burrinja acknowledges that local resident and Yorta Yorta artist Lin Onus played an instrumental role in the community advocacy that led to the establishment of a cultural centre in the very building we occupy to this day. Onus, alongside a ground swell of community support, advocated for the owner of the building not to sell the property for commercial gain but to save it for community use as a cultural centre. In recognition of this history, family approval was sought and subsequently granted to call the centre 'Burrinja', a Yorta Yorta word meaning 'star'. Burrinja was Lin Onus' nickname. We acknowledge and thank Onus' significant contribution.





A thriving, contemporary art and performance culture, that invites participation, tells important narratives and champions creative expression.

**burrinja**



## PURPOSE

To facilitate enriching creative experiences in our community and across the Dandenong Ranges.

## MISSION

Burrinja creates a place where community and culture meet, within the stunning environment of the Dandenong Ranges. We strive to encourage community members to live creatively, whether as audience members, art-makers or through exploring their cultural and creative identities. Honoring its history of community-grass root activism Burrinja aims to achieve lasting impact by activating art and culture to question, explore and challenge contemporary issues pertinent to the Dandenong Ranges and beyond. We embed appreciation of and learning from First Nations culture across the organisation's practices and programming. Burrinja seeks to champion the creative voices of our community with a focus on those that often remain unheard.



BURRINJA SEEKS  
TO CHAMPION THE  
CREATIVE VOICES OF  
OUR COMMUNITY WITH  
A FOCUS ON THOSE  
THAT OFTEN REMAIN  
UNHEARD



VALUES

where  
community  
and  
culture meet

OBSESSED WITH ART

FOCUSSED ON COMMUNITY

SEEKING IMPACT

INVESTED IN TOMORROW

INFORMED BY HISTORY

CONTINUOUSLY LEARNING

SOCIALLY RESPONSIBLE

STRONGER THROUGH PARTNERSHIPS





This strategic plan strives to take advantage of opportunities arising for greater partnership work with both intra-sector and cross-sector organisations, a growing vibrant creative community and growing regional cultural tourism throughout the region.



- 12 context
- 21 swot analysis
- 22 community consult and input
- 23 defining community
- 24 in partnership with yarra ranges council + summary

# strategic plan

# **burrinja**

## C O N T E X T

**History** Burrinja was born out of community grass roots activism that led to the establishment of a community-focussed cultural centre in the Dandenong Ranges. From humble beginnings Burrinja has seen over 20 years of continual growth through creative, community and cultural programs, embedding the organisation within the local cultural landscape.



**THIS LEGACY OF  
LONGSTANDING  
CULTURAL CREATION  
AND COMMUNITY  
COLLABORATION  
SETS THE SCENE FOR  
THE ENVIRONMENT,  
CREATIVE PRACTICE,  
AND COMMUNITY TO  
COME TOGETHER IN  
UNEXPECTED AND  
DELIGHTFUL WAYS**

In 2021 Burrinja is poised to take the next step in its creative journey. Having undergone two major redevelopments in the previous 12 years (a \$10m theatre build, and a recent \$3m gallery and studio refurbishment), establishing a highly skilled team, delivering an ambitious creative program and implementing strict operational processes, Burrinja's next creative journey is informed by this legacy. The region is recognised for both its stunning natural beauty, and its long history of creative practice and activation. This legacy of longstanding cultural creation and community collaboration sets the scene for the environment, creative practice, and community to come together in unexpected and delightful ways.

Burrinja humbly acknowledges the context of operating on stolen Aboriginal land within this country, and recognises the responsibility that comes within this context.





THIS IS THE BADGE OF WHITE GUILT  
A PLACEBO FOR MY RADICALISM

BORN FROM THE BARRIERS  
OF MY COUNTRY'S AMERICA

THE SILENCES OF MY COUNTRY'S PAST  
RENDER MY WHITE SELF MUTE





## C O N T E X T

**Current** Burrinja's contextual landscape is changing. New challenges demand rethinking and refocusing our collective effort as a sector.

This Strategic Plan was developed and produced during the period of the COVID-19 pandemic, which saw intense social restrictions placed upon our community, our industry and our organisation. The arts industry is still navigating the impacts of the COVID-19 situation. Seen in this light, it is clear that the future provides little certainty and that as an organisation we need to remain flexible and responsive to a changing future.

**THE RELATIONSHIP  
BETWEEN CREATORS  
AND COMMUNITY  
HAS CHANGED AND  
REQUIRES A NEW WAY  
OF WORKING.**

Our recent experience of COVID-19 lockdowns demonstrated the power of art to provide community support and enabling a shared experience to be given a platform. However, the way in which artists create work, the way in which communities engage with work and the way in which arts organisations support the relationship between creators and community has changed and requires a new way of working.



**thriving**

**contemporary**

**creative**

**narrative**

**expression**

**performance**

Burrinja's future is enabled through active participation in the arts by communities, heightening important social and cultural narratives, and by moving beyond a goods and service model towards an experience economy.



## CONTEXT

**Future** This Strategic Plan outlines, for the next four years, the future focus and direction of the organisation. A major outcome of the Strategic Plan is to enhance connection, creativity and support in the face of future challenges.

This future focus aims to engage our community in the deeper social conversations around issues such as global social inequalities, the climate crisis, local leadership and the health of communities. We recognise these issues on a global scale, and seek to address them at a local level. Through our creative program we will redefine how Burrinja connects with and supports local creative practice, knowing that by doing so we support the mental health, interpersonal connections and social resilience of our communities.

Burrinja's future is enabled through active participation in the arts by communities, heightening important social and cultural narratives, and by moving beyond a goods and service model towards an experience economy.

The Strategic Plan is underpinned by both a Creative Plan and a Business Plan. The Strategic and Creative Plans have been informed by in-depth community consultation with artists and numerous community groups, partners and stakeholders. This Strategic Plan extends, refines and formalises much of the work of the organisation over the past two decades, and articulates how Burrinja plays an integral role in developing and supporting a thriving creative community oriented towards the future.



**THIS FUTURE FOCUS AIMS TO ENGAGE OUR COMMUNITY IN THE DEEPER SOCIAL CONVERSATIONS AROUND ISSUES SUCH AS GLOBAL SOCIAL INEQUALITIES, THE CLIMATE CRISIS, LOCAL LEADERSHIP AND THE HEALTH OF COMMUNITIES.**

The core purposes of this strategic plan are to: -

- a) articulate Burrinja's vision, mission and reflect its values for the future
- b) empower and inspire staff, volunteers, the board and the community to deliver Burrinja's programs
- c) invite all stakeholders to join the Burrinja journey enabling art and culture to thrive in the Dandenong Ranges
- d) to position Burrinja as a leader in contemporary Community-engaged practice within the Victorian Creative Industries





## SWOT ANALYSIS

A full SWOT analysis was undertaken as part of developing this Strategic Plan.

This strategic plan builds on Burrinja's long history of creative and cultural practice in the region, its highly skilled dedicated staff and volunteer team and a recent and significant redevelopment of its facilities. It works towards addressing some of the weaknesses identified such as the organisation's heavy reliance on one major source of funding, community awareness of Burrinja's programs and its physical location. Most excitingly this Strategic Plan strives to take advantage of opportunities arising for greater partnership work with both intra-sector and cross-sector organisations, a growing vibrant creative community and growing regional cultural tourism throughout the region.

**'INCLUSION, DIVERSITY AND ACCESS ARE NOT SIMPLY BUZZ WORDS, THEY PROVIDE MEANINGFUL WAYS IN WHICH BURRINJA CAN CONTRIBUTE TO A COMMUNITY AND DRIVE LONG FORM CULTURAL CHANGE'**



## COMMUNITY CONSULTATION AND INPUT

In developing this plan, Burrinja undertook extensive community consultation in 2020. We would like to thank all of those who contributed to this process and offered their valuable perspectives.

This involved:

- focus groups with local community, trader and cultural organisations;
- in depth workshops with board, staff and volunteers;
- conversations with key funders and peak bodies;
- critical conversations sessions with our stakeholders;
- and a major artist consultation

After much listening, synthesizing and distillation of the consultation process, a number of key ideas emerged. These include articulations around how art is a key element of life within the region (the community hold a strong desire for art to be part of their everyday life, and for distinctive creative experiences locally); the significant role Burrinja plays within the community and further afield (Burrinja is seen as a Peak Body for the region, as a launching pad into other industries and communities, and a place where leadership is both shown and developed); the vital role that our unique natural environment plays for our artists and community (local residents are connected to and proud to call this region home); and the potential for Burrinja to lead a creative response to future needs (the climate crisis, the health crisis, natural disasters).



**BURRINJA TAKES AN EXPANSIVE VIEW  
OF COMMUNITY THROUGH THIS WE  
UNDERSTAND THAT COMMUNITIES ARE  
NOT SINGULAR, AND ANY COMMUNITY IS A  
COLLECTION OF DISPARATE AND DIVERSE  
PARTS, NOT A HOMOGENOUS MONOCULTURE**

## DEFINING COMMUNITY

Burrinja takes an expansive view of community. Through this we understand that communities are not singular, and any community is a collection of disparate and diverse parts, not a homogenous monoculture. We understand community to be the coming together of two or more people, with a shared purpose, set of values, or desire for experience. Not a shared postcode.

As such, Burrinja's community consists of our audiences, local artists, creative friends further afield, partner organisations, and the local residents who share a belief in, advocate for and support the ongoing presence of art in the hills. Our community comes together through sharing these values. As the creative playground of the region, if you play here, you are part of our community.

We understand our impact within a broader regional and national context. Whilst we operate within the Dandenong Ranges, we acknowledge that we are part of a larger community that supports the power of arts and creativity to positively change our lives.



## IN PARTNERSHIP YARRA RANGES COUNCIL

Burrinja is an independent Incorporated Association and registered Charity overseen by a Board of Management. Our operations and programs are enabled through a range of supports, one of these being a significant quadrennial partnership and lease agreement with Yarra Ranges Council. Through this support Burrinja delivers creative programming, cultural services, advocacy and leadership on behalf of Yarra Ranges Council in the region. In developing the 4 year Strategic Plan for Burrinja we acknowledge Yarra Ranges Council's Creative Communities three strategic areas of People and Experience, Production and Industry and Place and Environment to ensure that the social, civic and cultural impacts of both organisations are amplified across the entire Yarra Ranges region.

### IN SUMMARY

In distilling our desktop, in person conversations, speculative research and community consultation, we bring attention to four key focus areas in this strategic plan. These focus areas will drive the organisation forward, keep the organisation accountable, and will enable our vision, embody our purpose, adopt our themes, and respond to the insights of our SWOT analysis:

- Enabling, facilitating and developing creative practice
- Strengthening communities through art
- Championing multiple voices and cultural values
- Developing leadership & sustainability



ENABLING, FACILITATING AND  
DEVELOPING CREATIVE PRACTICE  
STRENGTHENING COMMUNITIES  
THROUGH ART CHAMPIONING  
MULTIPLE VOICES AND  
CULTURAL VALUES DEVELOPING  
LEADERSHIP & SUSTAINABILITY



## 1

## FOCUS ONE

ENABLING, FACILITATING &  
DEVELOPING CREATIVE PRACTICE

As the creative heart of the Dandenong Ranges, Burrinja positions artists and their practice as central to a thriving creative ecology. We do this by supporting artists to make, develop and share their work on the walls, floors, stage, pages and screens of both Burrinja and other arts organisations. We encourage the community to engage in and develop their own creativity, through the delivery of participatory workshops, engaging events, and cultural development projects. Further, Burrinja brings together a suite of partnerships from within and outside of the local creative ecology. Our actions below are further explored in detail in our creative and business plans.

Focus area	4 year impact	Actions
Enabling, facilitating and developing creative practice	The Dandenong Ranges is recognised as a culturally vibrant, progressive and creative community, that tells the stories of its locality and peoples and contributes to an important national creative dialogue.	Programming an annual creative program across theatre, gallery, digital and public spaces, that tell critically-engaged narratives
		Support the creative development of artists and their practice through presentation and commissioning of new work, as well as provision of studio making and co-working spaces
		Develop networking initiatives that invite collaboration from within and outside of the arts industry and creative community, particularly leaning upon strong local connections with other creative organisations

## 2

## FOCUS TWO

STRENGTHENING COMMUNITIES  
THROUGH ART

Burrinja believes that creative communities are connected communities, and this connection supports the growth of social cohesion and resilience especially in the face of hardship or crisis. Art brings us together, creates opportunity to explore our shared experience, and presents opportunities for community to express and articulate what matter most to them. Through this, the mental, physical and collective health of our community is strengthened. Burrinja's program facilitates the coming together of people in the special places we inhabit: the Burrinja building, our natural environment and our local civic spaces. Our actions below are further explored in detail in our creative and business plans.

Focus area	4 year impact	Actions
Strengthening communities through art	A community that uses art to drive cultural and social change in the Dandenong Ranges, contributes to ongoing social connection, is healthier, and has greater capacity to navigate crisis	Facilitate the coming together of community members through participatory and engaging creative events and workshops
		Position Burrinja as a central community hub for connection: via venue use, cafe, working spaces and programs, for those within and beyond the creative sector
		Facilitate social, community and cultural connections through the delivery of relevant and resonant local programming
		Support and amplify opportunities for community leadership and active participation in society



## 3

## FOCUS THREE

CHAMPIONING MULTIPLE VOICES  
AND CULTURAL VALUES

Burrinja is committed to supporting, amplifying and listening to the voices that are often under-heard or unheard in our community. We understand that inclusion, diversity and access are not simply buzz words, they provide meaningful ways in which Burrinja can contribute to a community and drive long form cultural change. Our program brings marginalised voices and perspectives into the centre of conversation, practice and operations within the creative industry.

Our actions below are further explored in detail in our creative and business plans.

Focus area	4 year impact	Actions
Championing multiple voices and cultural values	Greater social justice, representation & empathy seen in our community, facilitated through the creative arts	Commit to increased programming of marginalized and underheard voices and practices in our annual program (First Nations, People Of Colour, lgbtqia+, all-abilities)
		Amplify underheard voices through strong partnerships with diverse social-impact organisations
		Supporting, collaborating and taking leadership from First Nations communities and artists
		Continue to develop as a culturally safe organisation

## 4

## FOCUS FOUR

DEVELOPING LEADERSHIP  
& SUSTAINABILITY

Burrinja understands the need to support leadership both within the organisation and within the community. Coupled with our commitment to sustainability, this focus allows us to invest in the growth of both the organisation and the sector – locally and regionally. As a leader in our local arts ecology, we understand the tacit responsibility that comes with our work. We seek to work within an ethical framework of leadership, that enables good governance, strong community support, contribution to a sustainable future, and shared leadership in support of a stronger community. We strive for continual minimisation of our carbon footprint, and explore a range of options to ensure sustainable futures driven by community-level activism and action.

Our actions below are further explored in detail in our creative and business plans.

Focus area	4 year impact	Actions
Developing leadership & sustainability	Both Burrinja and the community have stronger resources and capacity (financial, cultural, environmental) to support ambitious creative projects and meet the demands of the future	Ensure sustainability of operational resources (financial, human, physical)
		Implement rigorous systems of operation for the organisation, including planning, impact-evaluation, risk management, governance, strategic planning and digital opportunities
		Facilitate opportunities for community driven leadership through creative projects, and develop the leadership capacity of our creative community
		Continual review, monitor and adoption of greener practices



Building upon a long legacy of creative activation, support and programming, our creative plan is enabled by the significant infrastructure of our building, strong partnerships within community, and the experience of our staff and volunteer team



- 32 context
- 36 visual arts
- 38 performance and live art
- 40 cultural development
- 42 events and participation
- 44 burrinja as a regional peak body

# creative plan

# burrrinja





## C O N T E X T

**Burrinja's Creative Plan 2021-2025**, outlines a framework for our creative activities, outputs and impacts over the next four years.

Building upon a long legacy of creative activation, support and programming, our creative plan is enabled by the significant infrastructure of our building, strong partnerships within community, and the experience of our staff and volunteer team.

The creative plan articulates how our programs, projects and creative activities meet Burrinja's four strategic foci, of:

- Enabling, facilitating and developing creative practice
- Strengthening communities through art
- Championing multiple voices and cultural values
- Developing leadership & sustainability

We adopt a broad, place-based approach, where our creative identity is influenced by the people, practice and narratives of this region.

The localism embedded in this approach means we both connect and contribute to regional and national trends in creative practices, whilst maintaining a sense of place: by supporting artists, audiences and projects that creatively engage, reflect and extend Burrinja's place in the cultural landscape.

Our Creative Plan capitalises on Burrinja's strength achieved over many years. These include a purpose built 400 seat theatre, a flexible black box space, newly refurbished gallery spaces, private & shared artist studios, workshops & participatory activity, and a legacy of community festivals and events that champion local culture with large impact.



**WE ADOPT  
A BROAD,  
PLACE-BASED  
APPROACH,  
WHERE OUR  
CREATIVE IDENTITY  
IS INFLUENCED BY  
THE PEOPLE, PRACTICE  
AND NARRATIVES  
OF THIS REGION**





**BURRINJA'S  
CREATIVE PLAN IS  
UNDERPINNED BY  
AN AWARENESS OF  
AND COMMITMENT  
TO THE POWER OF  
FIRST NATIONS  
CREATIVE VOICES  
IN THIS COUNTRY.**

Burrinja's Creative Plan is underpinned by an awareness of and commitment to the power of First Nations creative voices in this country. Burrinja seeks to embed and pay attention to the knowledges and practices of First Nations Artists throughout our entire creative program. Over the next four years, Burrinja's creative activity is realised through four key areas:

**Presentation**

*Of new & existing critically engaged work, across venue, events & public spaces and public spaces*

**Practice**

*Supporting the development of creative practice and entrepreneurship for our creative community*

**Production**

*Taking a leading role in the production and creation of locally developed / relevant and resonant work*

**Participation**

*Participation in the arts through venue use, workshops, and participatory programs*

**CREATIVE PRINCIPLES**

- prioritising marginalised and underheard voices through our program
- broadening the experience of art beyond passive engagement
- supporting narratives that reflect and amplify a local experience
- programs delivered in partnership and enhanced through collaborations
- centering community participation and involvement through active participation
- our decisions are driven by desire for positive impact



VISUAL ARTS

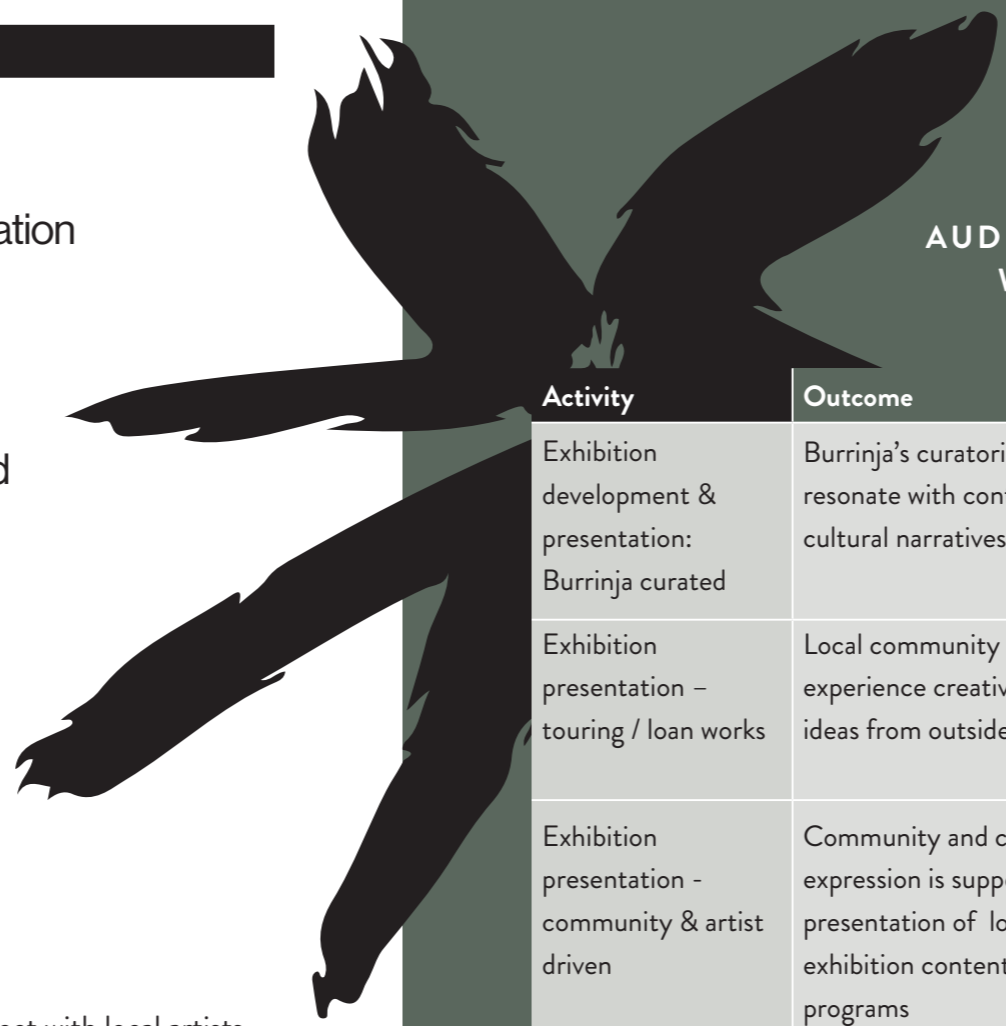
Burrinja’s visual arts program creates conversation, engagement and social change through the presentation of exhibitions, participatory experience and public programs. Through this, artists are supported to present ambitious visual art work and audiences are encouraged to engage with practice that sparks critical engagement with ideas. Burrinja is recognised as a leader in community based curatorial practice.

KEY RESOURCES:

- Professional galleries within Burrinja (Burrinja galleries, aerie galleries, ancillary presentation spaces)
- Management of the McLeod Gift Collection
- Ownership and management of Burrinja Collection
- Collection storage facility
- Staff expertise

KEY DIRECTIONS OVER NEXT FOUR YEARS:

- Create and curate visual arts offerings in our gallery spaces, that connect with local artists, narratives, people and places
- Expand the audience experience of visual arts practice, through participatory experiences of artwork, public programs and events
- Support projects that amplify the contemporary social narratives of this time
- Engagement and employment of First Nations Creative worker(s) to contribute to our direction and vision
- Capitalise on our newly redeveloped spaces, through the availability of significant loan works from other institutions
- Actively seek opportunity to showcase the McLeod Gift Collection & Burrinja Collection
- Support the development of new digital work and modes of digital delivery



ARTISTS ARE SUPPORTED TO PRESENT AMBITIOUS VISUAL ART WORK AND AUDIENCES ARE ENCOURAGED TO ENGAGE WITH PRACTICE THAT SPARKS CRITICAL ENGAGEMENT WITH IDEAS

Activity	Outcome	Strategic Plan alignment
Exhibition development & presentation: Burrinja curated	Burrinja’s curatorial projects resonate with contemporary social cultural narratives	Enabling, facilitating and developing creative practice Championing multiple voices and cultural values
Exhibition presentation – touring / loan works	Local community is able to experience creative and cultural ideas from outside the region	Championing multiple voices and cultural values
Exhibition presentation - community & artist driven	Community and creative expression is supported through the presentation of locally developed exhibition content and public programs	Enabling, facilitating and developing creative practice Strengthening communities through art Championing multiple voices and cultural values Developing leadership & sustainability
Management of collections	First Nations artworks and artifacts from the McLeod Gift collection, (in collaboration with Yarra Ranges Council) and artworks in the Burrinja collection are conserved and preserved.	Strengthening communities through art Championing multiple voices and cultural values
Exhibition of collection works	Creating and facilitating conversation around First Nations creative practices and cultures	Championing multiple voices and cultural values Developing leadership & sustainability



PERFORMANCE AND LIVE ART

Burrinja’s performance program has a distinct identity as one that champions contemporary performance in exceptional places including our theatre, civic spaces and outdoors. The organisation is recognised as a producer and enabler of new live art and performance. Through our program, our audiences experience a range of work featuring local, regional and national voices that tell powerful stories.

KEY RESOURCES:

- 400 seat professional theatre – Burrinja Theatre
- 80 seat cabaret style performance space – The Lyre Room
- Outdoor spaces within community
- Staff expertise



KEY DIRECTIONS OVER NEXT FOUR YEARS:

- Presentation of high calibre professional performance on our stages and in our spaces
- Support of local artists through residency, venue-use and commissioning opportunities
- Delivery of skills and capacity development for local artists
- Actively connecting our local artists to the broader performance and live art sector
- Experimentation with live art experiences in public spaces and contexts
- Partner with other arts organisations to support the production and presentation of new work

Activity	Outcome	Strategic Plan alignment
Presentation of annual theatre season	Community and audiences have access to high calibre, engaging performance arts events within the region	Strengthening communities through art Championing multiple voices and cultural values
Commissioning new performing arts works	Local stories and local ideas are supported to come alive and be shared through new productions and practices	Enabling, facilitating and developing creative practice Strengthening communities through art Championing multiple voices and cultural values
Presentation of performance work in alternative spaces	The community is exposed to incidental art and creative practice in our public, civic and digital spaces	Strengthening communities through art Championing multiple voices and cultural values
Community performance program	Community cultural expression is supported through participation in professional theatre experiences by local schools, performance arts groups, and community groups	Enabling, facilitating and developing creative practice Strengthening communities through art Championing multiple voices and cultural values
Presentation of music events – gigs, festivals, etc	The calibre of the local music industry is showcased, celebrated and supported, and the community have access to exceptional music experiences	Enabling, facilitating and developing creative practice Championing multiple voices and cultural values



CULTURAL DEVELOPMENT

Burrinja’s Cultural Development activity creates greater social connection and cohesion. Our communities are given opportunity to meaningfully participate in creative projects, leading to greater community leadership. This in turn creates avenues for distinct cultural experiences that drive tourism and audience engagement from further afield.

KEY RESOURCES:

- Private artist studios
- Aerie Co-working space, including studio & office equipment
- Public spaces within community
- Staff expertise

KEY DIRECTIONS:

- Design and delivery of two participatory cultural development projects (co-designed with community)
- Development of leadership program, enabling greater community ownership and management of events
- Co-ordination of Burrinja’s flagship Cultural Develop projects, the Aerie Creative Ecology, Dandenong Ranges Open Studios
- Supporting community driven creative projects



BURRINJA’S CULTURAL DEVELOPMENT ACTIVITY CREATES GREATER SOCIAL CONNECTION AND COHESION. OUR COMMUNITIES ARE GIVEN OPPORTUNITY TO MEANINGFULLY PARTICIPATE IN CREATIVE PROJECTS, LEADING TO GREATER COMMUNITY LEADERSHIP

Activity	Outcome	Strategic Plan alignment
Digital projects - commissions	New ideas and new modes of presentation are explored through digitally created artworks	Enabling, facilitating and developing creative practice Championing multiple voices and cultural values Developing leadership & sustainability
Delivery of major Cultural Development projects	The unique cultural stories of the region are developed and shared to both local and visiting audiences	Enabling, facilitating and developing creative practice Strengthening communities through art Championing multiple voices and cultural values Developing leadership & sustainability
Management of Aerie Artist Studio program	Artists are supported to develop and extend their practice, connect with new audiences, and engage in new collaborations with other artists	Enabling, facilitating and developing creative practice Strengthening communities through art



EVENTS AND PARTICIPATION

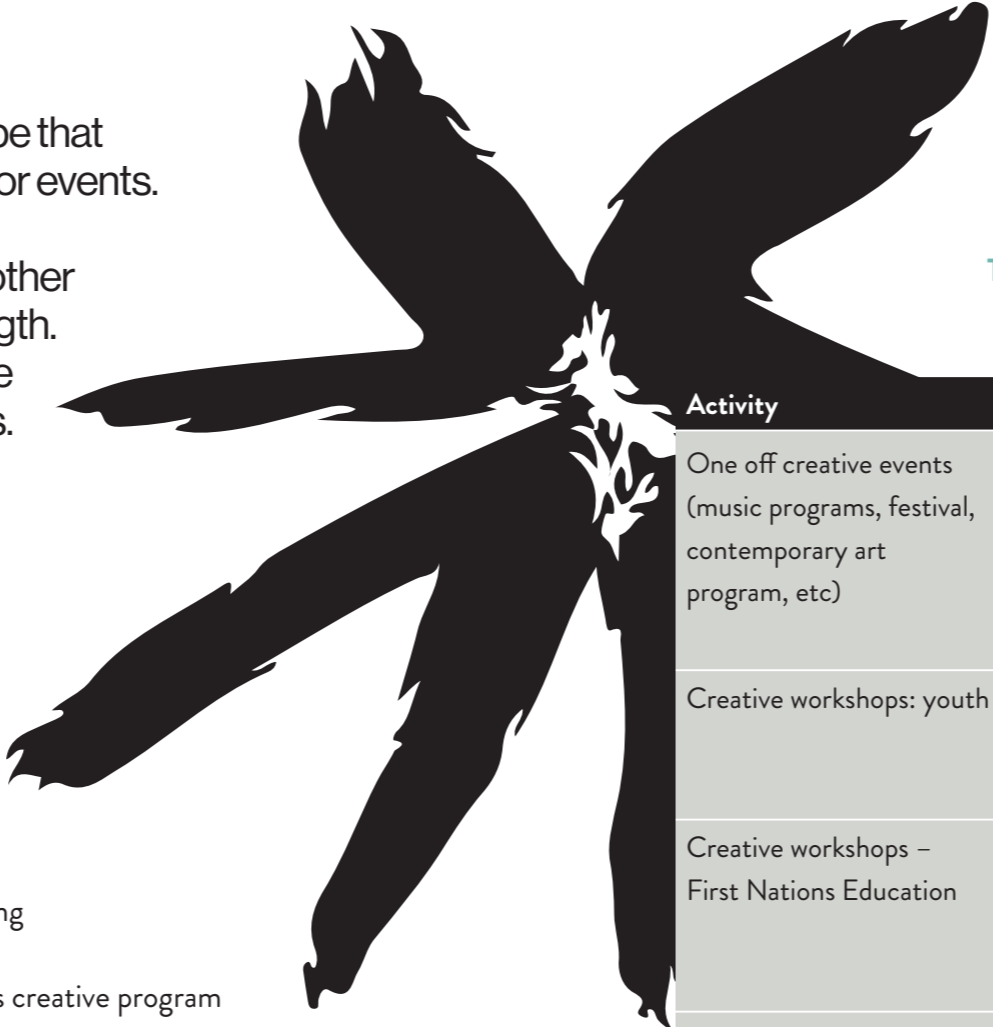
Burrinja supports the active engagement of communities in creative modes of practice, be that through workshops, public programs or major events. The events supported by Burrinja enable communities to connect and support each other through art, whilst building community strength. Burrinja believes that actively engaging in the arts brings purpose, pride and joy to our lives.

KEY RESOURCES:

- Burrinja theatre, galleries and workshop spaces
- Public presentation spaces
- Staff expertise

KEY DIRECTIONS:

- Expanding Burrinja’s participatory program through the delivery of workshop series
- Creation of public events/festivals, as resources and funding become available
- Embedding learning opportunities within the organisations creative program
- Investing in & supporting the development of creative and community leadership through the arts
- Working collaboratively across Burrinja’s artform focus (visual arts, education, performance arts, cultural development, digital)



THE EVENTS SUPPORTED BY BURRINJA ENABLE COMMUNITIES TO CONNECT AND SUPPORT EACH OTHER THROUGH ART, WHILST BUILDING COMMUNITY STRENGTH. BURRINJA BELIEVES THAT ACTIVELY ENGAGING IN THE ARTS BRINGS PURPOSE, PRIDE AND JOY TO OUR LIVES

Activity	Outcome	Strategic Plan alignment
One off creative events (music programs, festival, contemporary art program, etc)	The unique cultural stories of the region are developed and shared to both local and visiting audiences	Enabling, facilitating and developing creative practice Strengthening communities through art Championing multiple voices and cultural values
Creative workshops: youth	Long term appreciation of art and creativity is cultivated for our local young people	Enabling, facilitating and developing creative practice
Creative workshops – First Nations Education	Appreciation of and respect for First Nations cultures and creative practice is enhanced for our community	Enabling, facilitating and developing creative practice Championing multiple voices and cultural values
Creative workshops - adults	Positive mental, physical, community and inter-personal health outcomes through participation in the arts	Enabling, facilitating and developing creative practice Strengthening communities through art
Professional Development program (for artists)	Artists of the region become more integrated with the broader sector, and develop sustainable careers	Enabling, facilitating and developing creative practice Developing leadership & sustainability



**BURRINJA AS A REGIONAL PEAK BODY**

As the creative heart of the Dandenong Ranges, Burrinja plays a significant role in championing the creative practice of the region enabling it to serve as a role model for other cultural communities. Burrinja’s creative plan is underpinned by a strong, connected sector: locally, regionally and nationally. As such, Burrinja continually seeks to elevate the practices of local artists, and heighten the impact of our creative program, through administration, advocacy and leadership within the sector.

**KEY RESOURCES:**

- Burrinja business operation, structure and Insurance
- Burrinja office spaces and equipment
- Staff expertise and connections to sector

**KEY DIRECTIONS:**

- Strong connections with broader Victorian Creative Industry
- Support of and investment in local leadership
- Provision of administration and support for local artists to realise ambitious projects

**BURRINJA CONTINUALLY SEEKS TO ELEVATE THE PRACTICES OF LOCAL ARTISTS, AND HEIGHTEN THE IMPACT OF OUR CREATIVE PROGRAM, THROUGH ADMINISTRATION, ADVOCACY AND LEADERSHIP WITHIN THE SECTOR**

Activity	Outcome	Strategic Plan alignment
Supporting community Cultural projects through partnership arrangements and auspicing services	The unique cultural stories of the region are developed and shared to both local and visiting audiences	Strengthening communities through art Developing leadership & sustainability Enabling, facilitating and developing creative practice
Delivery of leadership development program and provision of support for local leaders	Strong local leaders equipped with enhanced skills for creative project delivery	Strengthening communities through art Developing leadership & sustainability
Creative Sector integration	Burrinja recognised as a cultural leader of the region	Enabling, facilitating and developing creative practice Developing leadership & sustainability
Advocacy of local creative industry and artists	Our local artists have greater opportunity to share their unique cultural stories and creative practices beyond of the region	Strengthening communities through art Developing leadership & sustainability
Collaboration with impact-aligned organisations outside of the Creative Industries	Communities outside the creative industries experience the positive benefits and impacts of participating in the arts	Strengthening communities through art





B U R R I N J A

A  
Y O R T A  
Y O R T A  
W O R D  
M E A N I N G

·  
S T A R



BURRINJA  
STRATEGIC  
AND CREATIVE  
PLAN  
2021-2025

