CULTURAL ACTIVITIES OPERATIONAL FRAMEWORK

MISSION

University cultural activities contribute toward the enrichment of university life and that of the wider community by encouraging and stimulating the innovative development, practice and presentation of quality and valued cultural activities programs.

ROLE OF CULTURAL ACTIVITIES

The University Cultural Activities Program:

- supports the University in its strategic commitment to provide leadership within its community, contributing to the cultural, economic and social development of Tasmania; and

- encourages the development of high quality cultural programs consistent with the University’s commitment to the pursuit of research and community engagement that enhance the economic, social, cultural and environmental wellbeing of its citizens.

The Cultural Activities Committee (CAC) is a committee of the Vice-Chancellor and is responsible for coordinating the development, implementation and review of cultural activities policy, in particular for those programs presented through the sectors directly attached to the CAC, and funded through CAC funding.

The Director Events & Protocol is responsible for chairing the CAC; providing advice to the Vice-Chancellor regarding cultural activities policy and programs; and, administering the CAC funds.

SCOPE OF ACTIVITIES

University cultural activities include:

1. CAC co-ordinated and funded programs by sector:

   Concerts Hobart
   Performing Arts Launceston
   University Community Music Program Launceston
   Visual Arts Hobart
   Visual Arts Launceston
   Literature and Writing
   Cradle Coast Cultural Activities
   *John Elliott Classics Museum
   *University Fine Arts Collection
   Public lecture program (including endowed public lectures where appropriate eg James McAuley Memorial Lecture)
2. University recognised museums and collections (Cinderella Collections)

   University Fine Arts Collection*
   John Elliott Classics Museum*
   Warmby Collection
   Plant Fossil Collection
   Geological Collection
   Antarctic Micro-organisms Collection
   R A Rodda Pathology Museum
   Physics Collection
   Zoology Collection
   Zoology Crayfish Collection

3. Faculty and School generated activities bringing current research and teaching projects and visiting experts in contact with the general community

4. Support for professional and educational groups provided by Schools or individual academics

CULTURAL ACTIVITIES PROFILE

The Cultural Activities sector embraces:

Practitioners

Practitioners involved in cultural activities programs make up a versatile, highly skilled and dynamic group crossing all disciplines in the University and with links to allied groups in the community. They are University staff, students and guests who present cultural activities and who have:

- a high level of cultural and aesthetic skill and expertise, often recognised nationally and internationally, that spans a range of disciplines; and,
- a strong orientation toward quality contemporary programs and performance.

Participants

Major participants in cultural activities fall into two main categories and include:

- UTAS staff and students;
- others in the wider community with an interest or potential interest in the University and particularly its cultural programs.

The Cultural Activities Committee

The Cultural Activities Committee (CAC) is the coordinating body for State-wide activities.
STRATEGIC CULTURAL ACTIVITIES ISSUES

UTAS has a responsibility to provide cultural leadership and challenge to the University and wider community in striving to meet contemporary cultural and aesthetic needs through programs relevant to Tasmania’s various regional and functional communities by:

- presenting innovative programs;
- promoting activities that will enable the wider community to identify more readily with the University;
- ensuring that cultural programs are consistent with and supportive of its overall strategic priorities; and,
- measuring performance outcomes of activities.

CRITICAL SUCCESS FACTORS

Program delivery that matches UTAS and community expectations.

- Cost effectiveness in delivery of programs;
- In-kind support and sponsorship provided for the activities;
- Development and implementation of a Museums and Collections policy;
- Consistency of branding;
- Performance Indicators;
- Statistics for audience participation;
- Value of in-kind support and sponsorship;
- Community feedback:
  - critical reviews;
  - unsolicited feedback;
  - general perceptions;
- Sales of catalogues/programs/lecture transcripts;
- Performance against budget;
- Development of a reporting framework for:
  - range and number of cultural and community programs;
  - number of state-wide programs;
  - reporting on innovation and relevance to UTAS strategic priorities.