

# WHAT IS COMMUNITY CULTURAL DEVELOPMENT?

Some common features of ccd activities are:

- social and developmental changes take place alongside artistic outcomes through the exploration of ideas and issues;
- community members and professional artists share knowledge and skills, working towards a common goal;
- a community's culture is expressed, explored, interpreted, presented or developed.

Ccd offers communities an opportunity to express themselves and to create and manage the projects in which they participate. This makes the practice a highly effective means for communities to:

- develop new skills and address issues which affect them;
- interact and increase communication and networking;
- address social justice issues;
- represent themselves to their own and to other communities and enjoy rich and diverse cultural activities.

Artists and artworkers involved in community cultural development activities are highly skilled and adaptable. They require:

- artform expertise to ensure innovative, high quality artistic outcomes;
- project management, planning, negotiation, communication and collaboration skills;
- responsiveness and sensitivity to the needs of the many different communities and understanding of social justice principles;
- the ability to lead, challenge, motivate and facilitate communities in their activities without dominating or directing them ■

IMAGES ON THIS PAGE FROM LEFT TO RIGHT  
 Crossroad Arts, *Shades of White* Project; Artist Maree Rankin • Princess Alexandria Hospital, *Sense of Place* Project.  
 Photo: John Armstrong and David Atkinson • Southern Youth Theatre Ensemble, *Hunting in Packs*. Performers left to  
 right: Mitchell Fitzgerald, Hayley Gnitecki, Alex Gradisar and Mathew Stuart. Photo: Eye Food (Andy Rasheed).

COMMUNITY CULTURAL DEVELOPMENT (ccd) is a broad term covering an enormous range of activities that give communities the opportunity to tell their stories, build their creative skills and be active participants in the development of their culture. It may be useful to think of the

phrase or its abbreviation, as a description rather than as a name. Ccd describes collaborations between communities and artists which can take place in any artform. They result in a wide range of artistic and developmental outcomes.

## CCD STANDS FOR COMMUNITY CULTURAL DEVELOPMENT

### COMMUNITY:

A community can be any group of people who choose to identify with each other. Communities can be created through the things people have in common; geographical location, interests, cultural heritage, or simply a desire to strengthen relationships and share experiences.

### CULTURAL:

Communities are complex and multi-layered, so there can be many 'cultures' within any community. Community culture might also include expressions of identity such as language, dress, cuisine or sporting activities in addition to what is commonly termed 'arts'.

### DEVELOPMENT:

This is the 'doing' part of ccd. Artists work with a community in the development of their culture. It is important to remember that many communities have highly sophisticated and/or traditional community cultures and 'development' is about building on and strengthening those positive aspects which already exist. A community may wish to actively enhance aspects of their cultural life, or to use its culture as a tool with which to develop other aspects of their community, for example – economic development, addressing social issues, empowerment, self representation, expressing identity, or reclaiming public space. Either approach is an example of community cultural development.

IMAGE ON THIS PAGE  
 Ecumenical Migrant Centre of the Brotherhood of St Laurence, *The Torch*. Performers: Andrea James and Steve Payne.  
 Photo: Peter Mumford.