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## Destination Management Plan

# *Arts and Culture Opportunities*

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# Arts and Culture Opportunities

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- **Arts Tourism** – the research – who and what
- Our Arts and Culture **Assets**
- **Opportunities**
  - Local and authentic
  - Marketing and design
  - More visible art/Public Art
  - Regional Art Gallery & Performance Space
  - Industry Association

# Arts and Culture Opportunities

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## Arts Tourism - Research

- Numbers of visitors
- Profile of visitors
- Types of experiences



# Arts and Culture Opportunities

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## Our Arts and Cultural Assets

- Visual Artists – professional, emerging
- Art Studio Trail/Southern Highlands Arts Festival
- Galleries & Arts Shopping
- Arts Services
- Arts organisations
- Music, Theatre, Books, Heritage
- *ArtsInfo* newsletter



# Arts and Culture Opportunities

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## Opportunities

- Locally made merchandise
- Authentic experiences
- Using art in Marketing/Design
- Making the arts more visible
- Public art
- Regional Art Gallery
- Performing Arts Space
- Arts and Culture Industry Association



**SOUTHERN HIGHLANDS**  
**ARTS**  
**FESTIVAL**

**1-30 November 2013**

Featuring the *Art Studio Trail* on the first two weekends  
plus **exhibitions, workshops** and **performances**  
throughout the month of **November**

*Art Studio Trail lift out map inside*

   

[www.shaf.com.au](http://www.shaf.com.au)

