

DEVELOPMENT OF CERTIFICATE I & II IN COMMUNITY CULTURAL DEVELOPMENT

This course was developed in 1998 for the NSW Community Arts Association with funding from the NSW Department of Education & Training and the Australia Council for the Arts.

1 Course name and qualification

Course name

Certificate in Community Cultural Development I & II

Nominal Duration

Certificate I - 59 hours

Certificate II - 98 hours (N.B Cert. I in CCD or equivalent is a pre-requisite)

2 Course development

Market Need

The proposed Certificate I/II in CCD is responding directly to a market need expressed by range of organisations. A variety of stakeholders who have been involved in the development and delivery of the Certificate III/IV in CCD offered by NSW Community Arts Association have expressed need for a course in community cultural development (CCD) that is more basic and arts skill focussed than the current Certificate III/IV. These stakeholders include:

- prospective, past and current students, course staff,
- prospective trainee sponsors,
- Arts Training NSW,
- youth program officers in the NSW Department of Education
- multicultural arts officers

- and the NSW Community Arts Association's curriculum advisory committee.

The stakeholders suggested that an entry level course in CCD should be at AQF levels I and II. The NSW Community Arts Association curriculum development project for a Certificate III/IV in CCD, which was completed in 1996, had previously asserted the entry level lay at levels III and IV. There are currently two accredited courses in CCD in Australia. One is a Certificate III & IV offered by the NSW Community Arts Association, and another is a Graduate Diploma in CCD offered by the Community Arts Network of South Australia.

Appendix 1 includes notes from interviews with the Training Manager of the NSW Community Arts Association, and course co-ordinator of the Certificate III/IV in CCD. These notes provide more detail about the nature of market need.

As general background to the potential size of the market is worth noting that community cultural development is a well established and expanding field of practice which crosses over all art form areas as well as other industry sectors such as local government, community services, health, cultural, recreation and environment. A further indicator of the scope and significance of community cultural development activity is the amount of government and private sector funding. In 1993-94 Commonwealth and State governments spent more than \$35.5 million on community and Aboriginal and Torres Strait Islander cultural activities. 1 In 1993-93 (the latest year for which data is available) local governments spent \$2.9 million on these activities. 2 The Australia Council's Community Cultural Development Board provided more than \$5.9 million for projects in 1994-95. Additional funding for community cultural development activities is provided by other boards of the Australia Council. In 1993 corporate support for community arts was \$3.2 million and \$9 million for festivals and multi-arts events.3 A discussion paper prepared by the Cultural Industry Statistics Working Group estimates that the value of community cultural activities exceeds \$75 million per annum.

Target groups

- early school leavers
- young people at risk (of homelessness, substance abuse, unemployment etc.)
- senior high school students
- newly arrived migrant community groups and individuals interested in strengthening their culture and identity, and addressing social issues, through the use of art
- Aboriginal and Torres Strait Islander community groups interested in strengthening their culture and identity, and addressing social issues, through the use of art

1 Source: unpublished ABS statistics

2 Source: *Cultural Funding in Australia 1992-93*. Australia Council, Redfern

3 Source: *Corporate Support for the Arts 1993*. Australia Council

Industry Support

The project to develop this accredited program was funded by the NSW Department of Education and Training.

The following people were consulted during the development of the course.

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3 Course outcomes

The Certificates I & II courses are designed for people engaged in a community arts project and who are supervised and supported by an experienced community cultural development worker.

For Certificate I:

Learners who complete this course will be able to engage in, and contribute towards the undertaking of, a community arts project. They will be able to conceive wider possibilities of community cultural development by being encouraged to discuss the purpose and planning of their project. Learners will be able to work co-operatively with others when undertaking project work. Finally, learners will increase their knowledge and skill of practising a particular art form.

The course seeks to assist participants develop:

core arts industry competencies in

- module 1* following health, safety and security procedures
- module 2* participating in work and learning

and core occupational competencies in

- module 3* engaging in a community cultural development project
- module 4* community arts practice I
- module 5* working with others in a community cultural development project.

For Certificate II:

Learners who complete this course will be able to assist in the planning and co-ordination of the practical aspects of a community arts project. They will be able to conceive wider possibilities of community cultural development by documenting community arts projects other than their own. Learners will be able to recruit, support and help others to undertake project work. Finally, learners will increase their knowledge and skill of practising a particular art form. The course seeks to assist participants develop:

core arts industry competencies in

- module 1* applying organisation and industry knowledge
- module 2* managing own work and learning
- module 3* working with others

core occupational competencies in

- module 4* documenting other community cultural development projects
- module 5* practical planning for community cultural development projects

module 6 helping others engage in community cultural development projects
module 7 making a community cultural development project happen

and elective occupational competencies in

module 8(a) community arts practice II

or

module 8(b) one accredited module, concerned with the achievement of an art skill, in the arts or community services industries that is approved by the NSW Community Arts Association for this course.

DEVELOPMENT OF CERTIFICATE IV IN COMMUNITY CULTURAL DEVELOPMENT

This course was developed in 1994 and 1995 for the NSW Community Arts Association with funding from the NSW Department of Education & Training and the Australia Council for the Arts.

There are ten modules.

Module 1

Define Goals and Models of Community Cultural Development

Module 2

Plan and Evaluate Community Cultural Development Projects

Module 3

Manage Community Cultural Development Projects

Module 4

Develop Community Cultural Development Strategies

Module 5

Working with Cultural Diversity

Module E6

Identify needs in community cultural development

Module E7

Obtain funding for community cultural development projects

Module E8

Work with groups for community development

Module E9

Marketing and promotion

Module 10

Cultural action and popular education

Community arts and community cultural development is a well established and expanding field of practice which crosses over all art form areas as well as other industry sectors such as local government, community services, health, cultural, recreation and environment. A further indicator of the scope and significance of community cultural development activity is the amount of government and private sector funding. In 1993-94 Commonwealth and State governments spent more than \$35.5 million on community and Aboriginal and Torres Strait Islander cultural activities.⁴ In 1993-93 (the latest year for which data is available) local governments spent \$2.9 million on these activities.⁵ The Australia Council's Community Cultural Development Board provided more than \$5.9 million for projects in 1994-95. Additional funding for community cultural development activities is provided by other boards of the Australia Council. In 1993 corporate support for community arts was \$3.2 million and \$9 million for festivals and multi-arts events.⁶ A discussion paper prepared by the Cultural Industry Statistics Working Group estimates that the value of community cultural activities exceeds \$75 million per annum.

In comparison to other parts of the arts industry and community services industry very few professional development courses have been designed especially for community cultural development workers. The only professional development opportunities have been short non-award courses and one or two subjects in university degree courses. Therefore the need for a recognised course in community cultural development is apparent.

From mid 1995 to mid 1996 the NSW Community Arts Association conducted a 12 month pilot of the certificate course. 15 students were enrolled full time in the pilot. Strong interest from across the state has been registered for the ongoing delivery of the course.

The project to develop this accredited program was funded by the NSW Department of Training, Education and Co-ordination with additional support provided by the Australia Council. In 1995 it was given interim registration as a traineeship through DTEC which enabled employment of trainees under the National Training Wage Award. The need for the

⁴ Source: unpublished ABS statistics

⁵ Source: *Cultural Funding in Australia 1992-93*. Australia Council, Redfern

⁶ Source: *Corporate Support for the Arts 1993*. Australia Council

project has also been identified by TEAME which has already planned a national promotion strategy.