
Service and Operational Matters - 26 November 2019

ITEM 8.1 Adoption of the Creative City Strategic Plan

AUTHOR City Future

PURPOSE AND BACKGROUND

The purpose of this report is to provide a summary of the feedback received on the draft Creative City Strategic Plan (the Plan), outline updates proposed for the Plan based on community feedback, and to present the updated Plan for adoption and implementation.

At the Council meeting on 23 July 2019, Council endorsed the draft Plan to be placed on public exhibition for feedback from the community and stakeholders and to confirm priority actions.

ISSUE

The Creative City Strategic Plan is the first Cultural Plan for the City of Canterbury Bankstown. It has been developed over the past year through engagement with internal stakeholders, state agencies, community and reference groups – including the Aboriginal and Torres Strait Islander Reference Group and the Arts and Culture Reference Group. The Plan guides the actions and strategic priorities for culture and creativity over the next ten years.

Importantly, the Plan is strategically aligned with Council's initiatives across different services. It connects with new and existing plans to build on momentum and leverage on collaboration opportunities.

The Plan has benefitted from the extensive engagement which informed the key directions. The draft version of the document was placed on public exhibition from 24 August to 23 September 2019 to seek further feedback from the community and stakeholders. Following the exhibition period, the submissions have been considered and an updated Plan is presented for adoption.

RECOMMENDATION That -

1. Council adopt the Creative City Strategic Plan (Attachment A) and begin implementing the priority actions.
2. Opportunities for partnerships, as identified in the Plan and from public submissions (Attachment B), are investigated to assist in the delivery of the Plan.

ATTACHMENTS

[Click here for attachment\(s\)](#)

- A. Creative City Strategic Plan
- B. Summary of public submissions & responses

POLICY IMPACT

There is no policy impact as a result of the report.

FINANCIAL IMPACT

Many actions in the plan will not have an immediate financial impact and can be funded through existing operational budgets. All other priority actions should be considered in the preparation of future delivery programs and operational planning budgets.

COMMUNITY IMPACT

Council is committed to enriching the lives of CBCity residents. The plan supports creativity and culture for the well-being of residents, communities and local economies.

DETAILED INFORMATION

UNESCO defines culture as “the distinctive spiritual, material, intellectual and emotional features of society or a social group, and that it encompasses, in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs.”

The Plan is a document to guide the actions and strategic priorities for culture and creativity over the next 10 years. Research has found that many of Council’s units are contributing to cultural outcomes. However, there is an opportunity for a whole-of-Council approach to creativity and culture to ensure opportunities and connections are not missed, and resources are better utilised. The Plan contributes to the CBCity 2028 Prosperous and Innovative destination.

Public exhibition process

Following endorsement at the August Council meeting, the draft version of the document was placed on public exhibition from 24 August to 23 September 2019 to seek further feedback from the community and stakeholders.

As part of this process, a number of tools were used to engage with stakeholders including Council’s “Have Your Say” page, Facebook and social pinpoint. Social Pinpoint was a new tool to identify place specific ideas and favourite places. The project was advertised in the Torch and the Inner West Times. Hard copies were also sent to State and Federal MPs, as well as Council’s libraries and customer service centres. Additionally, it was brought to existing pop-up events – Bankstown Bites and Riverwood Health and Wellbeing Expo – as well as the Watson Women’s Network. Following the exhibition period, the submissions have been considered and an updated Plan is presented for adoption.

Summary of public submissions

In terms of digital engagement, there were a total of 87 visits to the site per day and **541 visits** in total. The Plan was also promoted on social media several times, with each post attracting **1000 people** to stop and look before they continued scrolling. As a result, there were **8 direct submissions** and **17 digital submissions** on the Have Your Say survey. In total, there were **25 written submissions**. The majority of responses were in support of the Plan whilst there were two responses that did not support the plan. Further detail on each of the submissions can be found in Attachment B.

The key themes that emerged from submissions were:

- **Clarity** of definitions such as art and creativity in the document were critiqued.
- **Diversity in the arts:** many expressed that there needed to be a larger focus in supporting arts other than fine arts such as music and performance.
- **Public art** was popular, many also liked the idea of using local artists and programs for this.
- **Aboriginal recognition and celebration** of Indigenous culture and heritage needed to a large priority in the actions of this plan.
- **Even distribution across the LGA:** many expressed their concern that facilities and programs that foster and support creativity are not evenly distributed across the Local Government Area (LGA).

- **Night time economy:** some participants mentioned a night time economy as they often did not get the chance to participate in creative activities due to many of them only being available during or close to work hours.
- **Partnerships/collaborations:** many said there was a need to collaborate and form partnerships with Council, the community and organisations and public/private partnerships was mentioned.
- **Events:** more events and the need to retain existing events was mentioned multiple times.

Amendments to the Plan

After considering the feedback received during the public exhibition, the Plan has been updated to:

- Clarify the definitions in relation to creativity and ensuring that art is broader than just visual arts, and includes performance, craft and other forms.
- Update images and cultural mapping following suggestions from the public.
- Adjust final priority actions to better align with the Local Strategic Planning Statement, including:
 - Investigate the scope for the development of a cultural precinct at Campsie. Given that this could become a landmark project for Council, there will need to be careful consideration of the required size, the activities it will support and integration into the existing City-wide network of creative activities and transport links. This investigation work will be undertaken as part of the preparation of the Community Facilities Strategic Plan.
 - Investigate opportunities for a space in Bankstown to enhance the creative offerings in the area. The Bankstown Airport and Bankstown CBD Collaboration Area process led by the Greater Sydney Commission supports Council's partnership with Create NSW and other external stakeholders. There will be opportunities to increase the visibility and access to the creative output from Bankstown Arts Centre in the local area.
 - Broaden the use of public art in what we do. For example, include as part of any urban renewal, master planning process or planning proposal. The details about the implementation will be explored in the next step of creating a public art strategy to identify the type of public art required, commissioning and decommissioning.
 - Enhancing and aligning actions on Aboriginal and Torres Strait Islander culture with the draft Innovate Reconciliation Action Plan and a suggested external partnership.