



**13.2** **ART AND SOUL -CREATIVE & PROSPEROUS CITY  
STRATEGY 2018 - 2022 - FINAL FOR ENDORSEMENT**

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**1. PURPOSE**

1.1 This report presents Art and Soul - Creative & Prosperous City Strategy for endorsement.

**2. EXECUTIVE SUMMARY**

2.1 Art & Soul – Creative and Prosperous City Strategy (the Strategy) expresses Council’s commitment to a city that is culturally and economically prosperous and supports a diverse and inclusive community by co-creating these outcomes with our partners.

2.2 The Strategy outlines how we will achieve Strategic Direction 5 of our Council Plan, ‘We thrive by harnessing our creativity’ and is focused on the associated outcomes:

- A city of dynamic and distinctive places and precincts
- A prosperous city that connects and grows business
- Arts, culture and creative expression are part of everyday life.

2.3 The Strategy sets new goals and indicators for Council and the community and outlines how Council plans to measure progress.

2.4 The Strategy also contains actions for delivery over the next 4 years. These actions detail how we intend to progress the goals of the strategy and facilitate the community, business and partners to achieve diverse creative and economic outcomes.

2.5 The framing of the Strategy was based on engagement conducted through the Council Plan process in 2017 and as well as the Arts Services Review Report (2016) and Creative Soundings (2017). Council listened to residents, workers, visitors, artists, art workers, entrepreneurs, arts organisations and business.

2.6 The CoPP Economic Directions paper (2016), the Port Phillip City Council 2017 Events Survey Report and the 2017 Events (St Kilda Festival) Survey Report also formed part of the consideration in the drafting of the Strategy.

2.7 The public consultation for Art and Soul - Creative and Prosperous City Strategy was conducted from April 21 – May 18 2018.

2.8 The community was given an opportunity to respond via Have Your Say, and directly to Officers via email or at three community consultation sessions held on May 3, 8 and 10. Officers also met with Council’s Youth Advisory Committee and Older Persons Consultative Committee and internally with the Communications and Engagement, and Place and Design teams.



2.9 There was a moderate level of engagement in the Strategy with Council receiving 7 submissions via Have Your Say, 6 detailed submissions from stakeholder groups Linden New Arts, Arts Access and Gasworks the Public Galleries Association of Victoria, the Phillip Adams BalletLab and Multicultural Arts Victoria, 1 submissions from a resident (Mr James Woollett). These were received directly or via the Council Plan and Budget. There were also 4 submissions from Council Officers.

2.10 A summary overview of responses is provided in Attachment 2.

### 3. RECOMMENDATION

That Council:

- 3.1 Endorses Art and Soul - Creative & Prosperous City Strategy 2018-2022 (Attachment 1)
- 3.2 Thanks the community for participating in the community engagement activities and providing feedback on the draft Strategy.
- 3.3 Authorises the General Manager Community and Economic Development to make minor amendments to finalise and make the document available.

### 4. KEY POINTS/ISSUES

- 4.1 Art and Soul - Creative & Prosperous City Strategy (the Strategy) outlines how we will achieve Strategic Direction 5 of our Council Plan, 'We have smart solutions for a sustainable future' and is focused on the associated outcomes:
  - A city of dynamic and distinctive places and precincts
  - A prosperous city that connects and grows business
  - Arts, culture and creative expression are part of everyday life.
- 4.2 A copy of the Strategy can be found in Attachment 1.
- 4.3 This Strategy sits among others in Council's strategic framework for achieving the directions outlined in our Council Plan, including the Sustainable Environment Strategy, Waste & Resource Recovery Strategy, Integrated Transport Strategy and Public Spaces Strategy.
- 4.4 The Strategy sets new goals and indicators for Council and the community and outlines how Council plans to measure progress.
- 4.5 The Strategy also contains actions for delivery in the next 4 years. These actions detail how we intend to progress toward the goals and facilitate the community to achieve better environmental outcomes.
- 4.6 The public consultation period for Art and Soul - Creative and Prosperous City Strategy was conducted from April 21 – May 18 2018.

# ORDINARY MEETING OF COUNCIL

## 20 JUNE 2018



- 4.7 The community was given an opportunity to respond via Have Your Say, and directly to Officers via email and at three community consultation sessions held on May 3, 8 and 10. Officers also met with Council's Youth Advisory Committee and Older Persons Consultative Committee and internally with the Communications and Engagement, and Place and Design teams.
- 4.8 There was a moderate level of engagement in the Strategy with 175 visitors to the Have Your Say page.
- 4.9 Council received 7 submissions via Have Your Say, 6 detailed submissions from stakeholder groups Linden New Arts, Arts Access and Gasworks the Public Galleries Association of Victoria, the Phillip Adams BalletLab and Multicultural Arts Victoria, 1 submission from a resident (Mr James Woollett). These were received directly or via the Council Plan and Budget process. There were also 4 submissions from Council Officers.
- 4.10 Some stakeholders integrated comments and funding requests for Strategy related initiatives within a formal submission to the Council Plan and Budget. These included a detailed submission from Citizens Alliance Port Phillip (CAPP), as well as from Melbourne Fringe, Linden New Art, Gasworks Arts Park, Theatre Works and the St Kilda Live Music Community, and one resident, Mr Michael Sabada.
- 4.11 Overall support for the Strategy was positive with arts organisations all expressing a willingness to work with Council to see its delivery.
- 4.12 Based on other feedback, the following changes were made to the Strategy being presented to Council.
- Amend the Strategy title to "Art and Soul – Creative and Prosperous City Strategy"
  - Language strengthened around "diversity", "accessibility" and "sustainability" where appropriate throughout the document
  - "Arts" added where applicable to differentiate between arts and creative industries
  - Art and Soul diagram and note included to help explain the central role of the arts and creative sector to the municipality and to help explain the concept of the creative ecosystem
  - Replace Action 25 to reflect concerns about the Expression of Interest process for Gasworks and Linden
  - Renumber actions from Outcome 2 onwards to correct an error in numbering
  - Amend the following Actions:

	Current draft	Proposed change
Action 10 – insert wording	Develop and implement a 4 year action plan addressing affordability and availability of space for entrepreneurs and start-ups, clustering and council's role in securing and leveraging investment.	Develop and implement a 4 year action plan <b>in consultation with industry and the community</b> , addressing affordability and availability of <b>diverse</b> spaces for entrepreneurs and start-ups, clustering and council's role in

ORDINARY MEETING OF COUNCIL  
20 JUNE 2018



		securing and leveraging investment.
Action 14 – Insert wording	Identify, connect and regularly engage with creative clusters and emerging industries to understand and support their needs and future directions and encourage collaboration, networking opportunities, industry experience and future employment	Recognising the value and vibrancy they bring to City of Port Phillip, identify, connect and regularly engage with creative clusters and emerging industries to understand and support their needs and future directions and encourage collaboration, networking opportunities, industry experience and future employment
Action 22 - insert wording	Develop and deliver a Live Music Action Plan, working closely with musicians, venues, events and audiences to better support, facilitate, regulate and grow a dynamic live music scene, including consideration of Live N Local	Develop and deliver a Live Music Action Plan, working closely with musicians, venues, events and audiences of all ages and backgrounds, to better support, facilitate, regulate and grow a dynamic live music scene across the municipality, including consideration of Live N Local
Action 23 – delete wording	Implement a new, competitive multi-year grants program for key arts organisations to meet community arts objectives and retain them in the City of Port Phillip and strengthen their capacity to attract funding	Implement a new, competitive multi-year grants program for key arts organisations and retain them in the City of Port Phillip and strengthen their capacity to attract funding
Action 25 – replace wording	Conduct an Expression of Interest process for the management and operation of Gasworks and Linden to ensure maximum access for local arts organisations, fostering of local arts development, promotion of Port Phillip as a cultural destination, increasing opportunities for community participation and maximizing leverage of Council's investment to attract funding from other sources	In the first year of the strategy, engage with the current Boards of Gasworks and Linden and the Art and Soul strategy Advisory Panel (Action 18) to examine ways to better leverage Council's investment in these facilities and following this engagement, recommend options to Council to, ensure maximum access for local arts organisations, foster local arts development, attract funding from other sources, increase opportunities for community participation and promote Port Phillip as a cultural destination.



Action 33 – amend wording	Continue to invest and maintain public art in accordance with Council's Public Art Strategy	Continue to invest and maintain public art in accordance with <b>Port Phillip City Collection Policy and Council's Public Art Guidelines</b>
Action 33 – amend wording	Redevelop the St Kilda Library and consider community, accommodation and other service requirements.	<b>Commence planning for the future redevelopment of St Kilda Library, considering</b> community, accommodation and other service requirements

- Insert the proposed new Actions

	Current draft	Proposed change
Action 24 NEW		Develop Strategic Partnerships with organisations whose charter addresses inclusion and diversity across the arts and creative industries, for example Arts Access and Multicultural Arts Victoria
Action 27 NEW		Host a forum to engage with the community about their experience of the arts and creative sector as part of a review of the Art and Soul - Creative and Prosperous City Strategy

## 5. CONSULTATION AND STAKEHOLDERS

5.1 The following engagement activities were used to inform the draft Strategy.

- 5.1.1 Council Plan pre-engagement – From 30 January 2017 – 26 February 2017, Council conducted community engagement surveys and workshops that were used to develop the Council Plan.
- 5.1.2 Council Plan draft engagement – The draft Council Plan was made available to the community who were provided with the opportunity to make submissions.
- 5.1.3 Additionally, through the Arts Services Review Report (2016) and Creative Soundings (2017), Council listened to residents, workers, visitors, artists, art workers, entrepreneurs, arts organisations and business.
- 5.1.4 The CoPP Economic Directions paper (2016), the Port Phillip City Council 2017 Events Survey Report and the 2017 Events (St Kilda Festival) Survey Report also formed part of the consideration in the drafting of the Strategy.



5.1.5 Council heard that our community values diverse and vibrant neighbourhood centres and the cultural and creative heritage and energy of Port Phillip. They want to see a balance between activation and amenity for residents, workers and visitors alike, and that they wanted to see a more coordinated and participatory approach with clear policies and processes.

5.1.6 Key values that emerged from the engagement include:

- Opportunities to develop spaces
- Agile and easy to navigate policy
- Partnerships to facilitate community outcomes
- Balancing amenity impacts to minimise the perception and reality of conflicts
- Brokering opportunities that build the capacity to self-manage and promote innovative placemaking
- Protecting and enhancing our social and cultural heritage.

5.2 Community consultation on the draft Strategy was conducted from 21 April – 18 May 2018.

5.2.1 The community was given an opportunity to respond via Have Your Say, directly to Officers via email and at three community consultation sessions held on 3, 8 and 10 May.

5.2.2 Officers also met with the Youth Advisory Committee and the Older Persons Consultative Committee to gather feedback.

5.2.3 Council received a total of 19 responses from the community, 7 of which were via Have Your Say and 12 were via email.

5.3 A summary of responses to the draft Strategy are summarised at Attachment 2.

## **6. LEGAL AND RISK IMPLICATIONS**

6.1 The Strategy contains goals for Council in each of the outcome areas. As with any goals, there is a risk that they will not be met in the planned timeframe.

6.2 Ongoing monitoring of our progress, and the impact of our actions will be conducted for the life of the Strategy. The Strategy and actions will be reviewed and, if needed, updated every 4 years.

## **7. FINANCIAL IMPACT**

7.1 Each action within the Strategy has an associated cost estimate. These have been allocated 1, 2 or 3-4 year timeframes.

7.2 The total cost of Actions within the Strategy is \$640,000.

7.3 All funding will be assessed and prioritised on an annual basis and as a result, is subject to change.





- 7.4 We will seek to partner with other agencies to support delivery of the Strategy, and to access grants from State and Federal Government should these become available.

## **8. ENVIRONMENTAL IMPACT**

- 8.1 The Strategy sets new placemaking, creative and economic goals for Council, and outlines actions to achieve these goals. In doing so, the Strategy encourages creating a sustainable arts and creative sector, and working with Council to develop sustainable practice.

## **9. COMMUNITY IMPACT**

- 9.1 The Strategy contains actions designed to enable the community to shape and participate in the cultural and placemaking activities of Council.
- 9.2 Some actions within the Strategy will be tailored to support the most vulnerable members of our community, particularly those that impact health and wellbeing.

## **10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY**

- 10.1 This strategy outlines how we will achieve Strategic Direction 5 of our Council Plan, 'We thrive by harnessing our creativity':
- A city of dynamic and distinctive places and precincts
  - A prosperous city that connects and grows business
  - Arts, culture and creative expression are part of everyday life.
- 10.2 The Strategy also delivers key links to other Directions and Outcomes within the Council Plan including:
- A safe and active community with strong social connections
  - Our streets and places are designed for people
  - Liveability in a high density City
  - Well-designed buildings that contribute to safe, lively, high amenity places
  - Enhancing the environmental and recreational qualities of the foreshore
  - A financially sustainable, high performing, well-governed organisation that puts the community first.
- 10.3 The Strategy is directly related to Council's transformations of Transport and Parking and Fishermans Bend.

## **11. IMPLEMENTATION STRATEGY**

### **11.1 TIMELINE**

- 11.1.1 The Strategy will be delivered over a 4-year period, from July 2018 to June 2022. Actions have been scheduled as year 1, year 2 and years 3 & 4.
- 11.1.2 Annual Reports on the Strategy will be presented to Councillors and the wider community.
- 11.1.3 A review of the Strategy will be undertaken after four years.

# ORDINARY MEETING OF COUNCIL 20 JUNE 2018



## 11.2 COMMUNICATION

11.2.1 The Strategy will be published on Council's website, our sustainability website and promoted through our social media channels. The Have Your Say webpage will be updated to communicate the endorsement of the Strategy.

11.2.2 Community engagement will be undertaken on individual Actions within the Strategy.

## 12. OFFICER DIRECT OR INDIRECT INTEREST

12.1 No officers involved in the preparation of this report have any direct or indirect interest in the matter.

**TRIM FILE NO:** 16/01/725

**ATTACHMENTS**

1. draft Art and Soul - Creative and Prosperous City Strategy 2018 - 2022
2. CPC Strategy feedback summary