



Creative Port Phillip 2026-2031

Version 1, May 2026



Acknowledgement of Country

Council respectfully acknowledges the Traditional Owners and Custodians of the Kulin Nation. We acknowledge their legacy and spiritual connection to the land and waterways across the City of Port Phillip and pay our heartfelt respect to their Elders, past, present, and emerging.

We recognise that all storytelling on this land sits within more than 65,000 years of First Peoples' stories, and we acknowledge our responsibility to create, listen and learn in ways that respect that continuing cultural legacy.

Statement of Commitment

The City of Port Phillip is committed to embedding First Peoples leadership, perspectives and cultural authority in our creative life. Guided by our Reconciliation Action Plan, we will support self-determination by ensuring First Peoples artists and cultural practitioners are empowered to lead, define and share their own creative and cultural expressions.

We commit to building respectful, genuine partnerships with First Peoples communities, artists and organisations, grounded in trust, ongoing connection and cultural protocol. We will listen, learn and act in ways that create culturally safe environments where First Peoples can express culture with integrity and authority.

We will champion the visibility, participation and representation of First Peoples across our arts, festivals and events programs, so First Peoples culture is not marginal, but integral to the identity, programming and storytelling of Port Phillip.

We recognise the vital role of arts and culture in strengthening identity, wellbeing and community connection for First Peoples, and commit to creating pathways for creative, professional and economic development that support sustainable careers and thriving cultural practice.

Through our roles as producer, promoter and partner, we will advocate for and invest in First Peoples-led initiatives, amplify First Peoples voices and stories, and embed accountability, transparency and continuous learning in our reconciliation journey.

This statement reflects our responsibility to honour the past, act in the present and contribute to a future where First Peoples culture, knowledge and creativity are respected, visible and part of a thriving, inclusive and culturally connected Port Phillip.

Governance Table

Instrument tier	Strategy
Policy outcome	<i>To provide a coordinated strategic framework that supports a thriving, inclusive and place-based creative ecosystem across the City of Port Phillip.</i>
Responsible division	<i>Community Wellbeing</i>
Responsible department	<i>Community Services & Culture</i>
Policy owner	<i>Adele Denison, Head of Arts, Festivals & Events</i>
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Vision

Port Phillip is a city where creativity and culture are fundamental to community wellbeing and everyday life

Building on our proud creative legacy, our city is shaped by a thriving, connected and resilient cultural ecosystem where artists, creatives and cultural organisations are actively championed as cultural leaders and partners in our city.

We support established and emerging creative practices alongside new industries and digital innovation.

We foster strong connections across artforms, industries and communities, reducing silos and enabling collaboration, innovation and new opportunities for creatives, businesses and audiences.

We actively protect and sustainably grow our cultural sector, so it can endure, innovate, adapt and thrive.

We value audiences and shared experience, and work to ensure opportunities for participation and interaction with the creative sector are readily available and celebrated.

Creativity is embedded across our neighbourhoods, public spaces and daily life. It strengthens our wellbeing, deepens connection and reflects the richness of our community. It contributes to local identity and pride and helps our precincts thrive.

In Port Phillip, creativity is visible, accessible and valued. It defines who we are, shapes our future and positions our city as a distinctive, inclusive place where creativity and culture are not an add-on, but a defining strength.

Progress towards our vision will be monitored through the following outcome indicators:

- Retention, growth and development of cultural organisations, creative spaces and programs in Port Phillip over time
- Broader geographic spread of creative activity across neighbourhoods
- Increased participation by priority communities (First Peoples, people with disability, CALD, LGBTIQ+ communities)
- My local area is vibrant, accessible, engaging, full of energy and life and somewhere I want to be (Customer Satisfaction Measure)
- The City of Port Phillip is a welcoming and supportive place for everyone including people from varied cultural and religious backgrounds, ages, genders and sexual orientation (Customer Satisfaction Measure).

Note: Council can influence but not directly control the above indicators as Council is only one part of a broader creative ecosystem. Progress against these indicators is dependent on a range of factors external to Council, including actions from other levels of government, the creative sector and audiences.

Outcome Measures

The Strategy has three overarching objectives. Each objective has a success measure associated with it ensuring the strategic change. Further information for monitoring and evaluation is found on page 28.

Objective	Goal	Broad Actions
A creative ecosystem that thrives and grows	Port Phillip supports a thriving creative ecosystem where artists, cultural workers and organisations can build sustainable careers. Clear pathways, strong partnerships within the sector and beyond, and reduced barriers enable creative practice to grow, adapt and contribute to community life and the local economy.	• Deliver and invest in high quality Council led creative programs that support artists, cultural workers and organisations • Protect and enable critical creative infrastructure • Strengthen sector networks and creative industry pathways • Streamline Council processes for stronger, more effective partnerships within the sector
Creativity in everyday life	Creativity is woven into everyday life across Port Phillip. Streets, public spaces, neighbourhoods and digital environments are places for cultural expression, turning daily experiences into opportunities for connection, pride and participation.	• Embed creativity into public places and everyday settings • Share and celebrate community histories and stories • Connect creative practice with audiences • Actively pursue creative opportunities in the Fishermans Bend urban renewal area
A culturally connected and inclusive community	Cultural life in Port Phillip reflects and celebrates the diversity of our community. Creativity strengthens wellbeing and belonging by supporting access, inclusion, intergenerational connection and multicultural expression, ensuring everyone can participate in and benefit from creative life.	• Inclusive, representative and culturally safe programming • Reduced barriers and improved access to participation • Strong engagement, reach and accountability

Introduction

Creative Port Phillip supports our community vision for a welcoming, safe, and connected city. It works with our Reconciliation Action Plan, recognising creativity and culture in Australia are built on the enduring cultures and sovereignty of First Nations peoples, who have lived on this land for more than 65,000 years.

Creativity is central to what makes Port Phillip distinctive. Creativity shapes local identity and storytelling, connects people to place and to one another, and contributes to community wellbeing, social cohesion and the local economy. From live music and festivals to visual arts, screen, public art, heritage and everyday creative practice, culture is woven through neighbourhoods, public spaces and community life across our municipality.

Port Phillip is widely recognised as a creative hub within Melbourne and beyond. This reputation has developed over time through a combination of enabling conditions, including a historically relatively affordable inner-city location, a strong live music and arts scene, and diverse and inclusive communities. These factors have supported artists, creative workers and organisations to establish, experiment and grow, shaping the city's cultural landscape and reinforcing its ongoing appeal to audiences, visitors and creative businesses.

However, this ecosystem is under increasing pressure. Rising costs of living and production, reduced availability and affordability of creative space and tightening funding across government and other sources are making it harder for artists to sustain their work. Consultation to inform this Strategy confirms the challenge is not a lack of creativity or demand, but the conditions needed to sustain it.

A strong creative ecosystem relies on the combined contribution of many stakeholders. Creative practitioners, venues and organisations, audiences, the private and philanthropic sectors and all levels of government each play a role in sustaining cultural life. No single person or organisation can address these challenges alone, and long-term resilience relies on shared effort, investment and coordination.

At the same time, creativity plays a growing role in responding to social, economic and global changes. Cultural activity supports connection and belonging, helps address isolation and contributes to cultural safety and inclusion. These benefits are critical but becoming more complex to deliver.

As a local government authority, Council cannot resolve all of the challenges identified above, but it can influence the conditions that support creativity to thrive through local leadership, partnerships and support.

Creative Port Phillip sets out how Council will contribute through its roles as producer, promoter and partner, focusing on three objectives: a thriving and sustainable creative ecosystem, creativity in everyday life, and an inclusive and culturally connected community. Council will support these objectives through a mix of financial, access, capability, promotional and strategic initiatives, with decisions shaped by the Strategy's guiding principles and commitment to social inclusion and community cohesion.

Why do we need a Creative Strategy?

Creativity is at the heart of Port Phillip. It brings our streets to life, connects people, tells our stories and makes our neighbourhoods places we love to be. Art, music, events and creative spaces help us feel proud of where we live and connected to each other.

But creativity doesn't happen by chance. Many artists, makers and community groups are facing real challenges, like rising costs, less funding opportunities and fewer affordable spaces. Without a clear plan, some of the things that make Port Phillip special could be lost or become harder for people to enjoy.

Creative Port Phillip presents a framework and pathway for strengthening Port Phillip's creative ecosystem. Supporting creativity is a shared effort. While Council plays an important role, state and federal governments, local businesses, creative and community organisations, philanthropists as well as creative people and audiences all have a part to play.

How we define creativity?

In Creative Port Phillip, creativity refers to the full range of artistic, cultural and creative activity that shapes how people express ideas, tell stories, connect with one another and experience place.

Creativity includes professional and community-based practice across the arts and creative industries - such as live music, festivals and events, visual arts, performance, screen and digital media, games, public art, design and cultural heritage - as well as everyday creative participation that enriches community life. It spans making, presenting, learning, sharing and experiencing culture in ways that are shaped by place and grounded in local identity.

Creativity is both intrinsic and instrumental. It has value in its own right as a form of expression, making meaning and storytelling, and it also contributes to broader social, cultural, economic and wellbeing outcomes. Creative activity supports connection, inclusion and belonging, strengthens local economies, animates and characterises public space and helps communities respond to change.

Creativity is not limited to major institutions or events. It exists across neighbourhoods, public spaces and everyday settings, and can be practiced by people of all ages, backgrounds and abilities. Creative Port Phillip recognises creativity as a shared civic asset - one that flourishes when artists, cultural organisations, communities, businesses and Council work together to create the conditions for it to thrive.

Fundamentally, we honour First People as the original storytellers and custodians of culture on this land. First People perspectives, art and cultural authority are central to our understanding of creativity, guiding respectful practice and embedding enduring connections to Country.

Context

Our Creative Community

Port Phillip is one of Melbourne's most creative municipalities, characterised by a compact inner-city form, high population density and a strong visitor economy that support a visible, diverse and highly connected concentration of creative activity.

The creative community in Port Phillip includes artists, musicians, performers, designers, filmmakers, writers, producers and creative technicians, alongside creative professionals working across education, tourism, digital industries and professional services. Creative practice is largely project based and entrepreneurial, delivered through small businesses, sole traders, collectives and not-for-profit organisations. This reflects broader industry conditions but is intensified by Port Phillip's inner urban context and proximity to central Melbourne.

Creative life in Port Phillip is strongly shaped by diversity and lived experience. More than one-third of residents were born overseas, representing over 160 countries, and creative expression reflects a wide range of cultural perspectives, identities and narratives. First Peoples artists and organisations, LGBTIQ+ creatives, culturally diverse communities and grassroots practitioners play a visible role in shaping contemporary culture. Creativity functions not only as professional practice, but also as a means of expression, connection and civic participation.

Port Phillip is recognised for its creative places and infrastructure, which support activity at both local and metropolitan scales. Long-standing venues such as the Palais Theatre and The Astor Theatre coexist with independent music venues, rehearsal rooms, studios, galleries, community spaces and digital production environments. Creative activity also extends beyond formal venues into streets, parks, foreshore areas, shopfronts and temporary spaces, contributing to an active public realm and reinforcing the City's reputation for experimentation and place-based expression.

The City's creative community is closely linked to its visitor economy. Almost three million visitors are drawn to Port Phillip each year by cultural destinations, events, nightlife and creative experiences. This visitation is underpinned by the local cultural ecosystem benefiting both the community and the visitor economy. Arts and Recreation Services account for more than 600 registered businesses locally, employ over 2,200 people and generate approximately \$570 million in annual sales. Creative activity therefore plays a dual role, contributing to economic output and employment while also shaping the City's identity and appeal.

Creative participation in Port Phillip extends beyond professional practice. Residents engage as audiences, volunteers, learners, collaborators and organisers, contributing to a strong culture of participation and local ownership. Festivals, performances, exhibitions, screenings, markets, public art and temporary activations are a consistent feature of community life, supporting social connection, wellbeing and neighbourhood vibrancy.

Port Phillip's creative ecosystem is sustained by a wide range of stakeholders, including independent artists and arts workers, venues and producers, cultural institutions, community organisations, educators, traders, event organisers, tourism operators and audiences. Creative activity takes place across both formal and informal settings, reflecting a city where creative practice is closely integrated into everyday life.

A sustainable creative ecosystem is the foundation for participation, inclusion and innovation. Without financial and operational stability, the ability for artists and organisations to create, collaborate and engage diverse communities is constrained.

Our Creative Sector

This snapshot provides a high-level picture of the scale, diversity and value of Port Phillip's creative sector and Council's relevant services and assets. It brings together available data to complement sector feedback and community stories, and establishes a shared evidence base to inform delivery, advocacy and evaluation of Creative Port Phillip 2026–2031.

The Victorian sector

- The creative industries collectively contribute \$41.2 billion to the state's economy – representing 8.4% of the total Victorian economy¹
- More than 331,000 Victorians are employed in the creative economy, accounting for 8.8% of the total Victorian workforce²
- In Victoria, the economic contribution of the creative industries increased at an average annual rate of 4.1% over the last seven years, compared to a rate of 2.2% across the broader economy³.

Creative Port Phillip

- Arts and Recreation Services account for 600+ registered businesses in Port Phillip⁴
- The sector employs over 2,200 people⁵
- Creative industries generate approximately \$570 million in annual industry output⁶
- There are more than 200 screen related businesses within the City of Port Phillip

Local visitation and place

- Port Phillip is a high visitation, inner-metro destination, attracting millions of visitors each year. It attracts almost 3 million visitors per year⁷
- Tourism Research Australia and Council economic modelling indicate that visitor demand in inner-urban destinations like Port Phillip is driven by events, leisure and cultural participation, particularly for day visits and repeat short stays.
- Creative and cultural activity is a central driver of the City's daytime and night-time economy, shaping visitor appeal across key precincts including St Kilda, South Melbourne and Port Melbourne.

¹ Creative Victoria. (2025). Victoria's creative economy

² Creative Victoria. (2025). Victoria's creative economy

³ Creative Victoria. (2025). Victoria's creative economy

⁴ economy.id – Businesses by industry (ANZSIC)

Industry classification: Arts and Recreation Services (Division R)

⁵ economy.id – Employment by industry

⁶ economy.id – Industry output and local sales

⁷ economy.id Tourism sector analysis, City of Port Phillip

- In 2023/24, tourism in the City of Port Phillip generated:
 - \$2.884 billion in total tourism output / sales
 - \$1.485 billion in value added to the local economy
 - 11,359 jobs supported (direct and indirect)⁸

Council creative services and assets

- Council engaged more than 150 First Peoples artists or collectives as part of its creative services in 2024/25
- The Port Phillip City Collection has close to 9,000 items and is valued at \$25,313,479 (2025 valuation). Items within the collection can be categorised as:
 - Contemporary Art, Historical Paintings, & Public Art - 590
 - Historical Photographs – 4,874
 - Heritage Collection – 3,439
- Council's flagship festivals attracted a total of 359,000 attendees (350,000 for St Kilda Festival and 9,307 for St Kilda Film Festival) in 2024/25
- The St Kilda Festival engaged 294 artists and performers on stage in 2025
- The St Kilda Film Festival attracted 874 short film entries and screened 180 in 2025
- Council issued a total of 495 event permits in 2024/25, with a total attendance estimate of 416,906 (excludes Council-produced events such as St Kilda Festival)
- Council issued 183 Filming and Photography permits in 2024/25, which collectively covered 231 days of filming in Port Phillip
- Council commissioned 12 murals on Council owned and private assets in 2024/25
- Council delivered 12 public space activations (creative infrastructure) in 2024/25
- Council delivered 25 guided heritage walks, all of which booked out in 2024/25
- The Cultural Development Fund delivered 32 grants in 2024/25 valued at \$425,000
- Council's screen services supported 273 screen, digital and games practitioners, and had a total attendance at events of 2200 in 2024/25
- Council's live music database featured 244 local musicians and bands to connect with venues, festivals and audiences (cumulative)
- Events contributed an estimated \$64.5m in economic benefit to the municipality in 2024/25
- Total attendance (2024/25) at programmed events at Gasworks (ticketed and non-ticketed) – 72,242 (18,835 ticketed and 53,407 non-ticketed)
- Total attendance in person at Linden (2024/25) – 14,891
- The Council supports 15 multi-disciplinary artist studios annually.
- Council's What's On platform, promoting cultural activity and local business, grew to 12,775 followers from 2024 – 2025.
- Council received an annual total of 4,496 stallholder bookings for the St Kilda Esplanade Market in 2024/25
- More than 17 buildings in the City of Port Phillip participated in Open House Melbourne, attracting more than 1,000 attendees in 2024/25

⁸ economy.id / NIEIR tourism modelling (ABS-based), City of Port Phillip

Creative infrastructure: community-identified needs

While creative participation is strong, access to affordable, fit-for-purpose creative infrastructure has been identified by creative practitioners and organisations as a growing constraint and need.

Council's Community Infrastructure Plan highlights a need for arts creation spaces, studios for artist tenancies and flexible performance and exhibition spaces. Demand is especially acute in South Melbourne, Port Melbourne and Fishermans Bend, particularly Sandridge, where population and employment growth is not currently matched by creative infrastructure provision. It identifies the following additional creative infrastructure required by 2056:

Facility type	Existing Council Infrastructure	Additional required by 2056
Arts and cultural facilities (all types)	4	+3
Arts and culture hub	1	+1 to 2
Experience and exhibition spaces	3	+2 to 3
Arts creation space	3	+7 to 8

While investment in infrastructure is critical over the long term, immediate access, affordability and activation of existing space remains a priority to respond to current sector pressures.

Policies, legislative context and who does what

This Strategy is guided by state and national policies and laws governing, supporting and promoting creative practice in Victoria and Australia. It also aligns and is informed by a range of other Council Strategies in Port Phillip. Further detail on both is outlined in Appendix A & B. All three levels of Government have a role to play in arts and cultural activity which is broadly outlined below:

Roles of government

Category	Federal Government	State Government	Local Government
Creative Policy & Planning	Establishes national arts and cultural policy, priorities, and funding frameworks.	Develops state-wide creative strategies aligned to national policy and local strengths.	Develops place-based creative and cultural strategies reflecting local identity and community diversity.
Advocacy & Partnerships	Advocates for the creative sector nationally and internationally.	Advocates for the sector at the state level and partners with local government and industry.	Advocates for local creative needs, facilitates partnerships and acts as a connector within the local creative ecosystem.
Creative Infrastructure & Spaces	Invests in nationally significant cultural institutions and digital platforms.	Invests in major cultural venues, creative precincts, and touring infrastructure.	Manages and activates local venues, libraries, community hubs, public spaces, and pop-up creative uses.
Community Engagement & Participation	Supports national research and programs that increase cultural participation.	Engages culturally diverse and creative communities through festivals and programs.	Delivers community-led creative programs, festivals, partnerships, and inclusive participation opportunities.
Social Cohesion, Inclusion & Anti-Racism	Sets national frameworks promoting inclusion, cultural respect, and creative freedom.	Leads state-based inclusion and anti-racism initiatives through arts and culture.	Delivers local creative initiatives that foster belonging, challenge racism, and build social cohesion.
Place, Identity & Storytelling	Shapes national narratives and supports international cultural exchange and cultural diplomacy.	Promotes state cultural identity and creative reputation.	Champions local stories, place-based creativity and cultural identity that reflects local people and neighbourhoods.

Roles of other contributors in the creative ecosystem include:

Contributor	Role in Port Phillip's creative ecosystem
Philanthropists, trusts and foundations	Provide flexible funding that supports creative experimentation, emerging practice, culturally diverse and First Peoples initiatives, and long-term capacity building beyond government funding cycles.
Creative organisations and institutions	Employ creative workers; commission, produce and present work; provide platforms, infrastructure and professional development; anchor local creative communities and audiences.
Independent artists and creative practitioners	Generate creative content and cultural value; lead innovation and place-based practice; contribute to the local economy through project based and independent work.
Creative businesses and enterprises	Provide creative services, employment and production across arts, design, screen, music and digital industries; contribute to precinct vitality and economic activity.
Community organisations and collectives	Enable grassroots and culturally specific creative participation; support place-based activity, local storytelling and community led practice.
Education and training providers	Build creative skills and pathways through education, training, mentoring and industry partnerships.
Sponsors and commercial partners	Provide financial and in-kind support for events and programs; extend reach, sustainability and audience engagement.
Venues, landowners and property managers	Influence access to creative space through affordability, tenure and adaptive reuse of buildings.
Audiences, participants and volunteers	Sustain creative activity through attendance, participation, advocacy and contribution of time and skills.

What we did

Strategy Consultation

Throughout February and March 2026, an external consultant asked key stakeholders from the creative sector to share their ideas for the Creative Port Phillip Strategy and how it can capitalise on collective strengths and opportunities while working to address challenges. Workshops were held with arts organisations, independent artists, screen practitioners, live music practitioners and local business representatives. Concurrent to discussion with the sector, the same independent consultants undertook specific consultation on the St Kilda Festival, how it fits within Port Phillip's creative offering and how it can strengthen its support for sector priorities.

19 organisations and more than 20 individual artists or sector representatives participated in the above workshops and a survey was sent to 134 recipients.

Prior to finalisation, further consultation will be undertaken on the draft strategy, inviting contribution from the creative sector, the broader community and First Nations people.

What we heard

Across artforms and industries, stakeholders described a creative ecosystem rich in talent and activity, yet fragmented and stretched. While demand for cultural experiences remains strong and pride in Port Phillip's creative reputation is high, rising costs of living and production, limited access to and availability of space, funding uncertainty and administrative burden are challenging the long-term sustainability of creative practice.

A sector seeking stability and connection

The strongest message from the sector was not a call for more one-off activity, but for greater stability, retention and long-term support. Artists and organisations emphasised the importance of multiyear funding, predictable pathways and reduced compliance to enable planning, collaboration and professional development. Many also spoke of fatigue and burnout, particularly among small to medium organisations and independent practitioners who deliver much of Port Phillip's cultural life. There was a clear desire for Council to recognise and support existing organisations as foundational partners within the creative ecosystem.

Alongside stability, stakeholders consistently highlighted a lack of connection. Creatives described operating in silos across artforms, precincts and industries, limiting opportunities to collaborate, share resources, build audiences and develop new work. Emerging practitioners expressed a strong need for connection - to peers, mentors, industry and pathways into employment - as well as a desire to reduce social isolation.

Access to space as a critical pressure point

Affordable and appropriate creative space was identified as one of the most significant challenges facing the sector. Stakeholders across live music, visual arts, screen, games and community-based practice noted that limited access to space directly affects creative output, professional development and wellbeing. Rather than calling for large new facilities, many emphasised the opportunity to better utilise existing spaces, including Council-owned assets, shared and flexible models, and places for co-working, rehearsal, showcasing and networking. Accessible creative hubs were widely seen to support collaboration, skills development and connection.

Creativity as a public good

Stakeholders were clear that creativity delivers value beyond economic outcomes alone. While arts and culture contribute to visitation, employment and local business, participants consistently emphasised the importance of social impact, cultural wellbeing, inclusion, identity and connection to place. Creative activity was seen as essential to community cohesion, particularly in times of social and economic pressure, and stakeholders called for Council to lead in articulating and advocating for this broader public value.

A future focused creative story

Port Phillip's cultural heritage, particularly its legacy in live music and festivals, was acknowledged as a strength, but many stakeholders questioned whether this narrative alone reflects the diversity and future direction of creative practice. There was strong support for a more future focused and inclusive creative identity, embracing emerging sectors such as screen and games, contemporary practice and the diverse communities shaping cultural life today. Creativity was also seen as needing to be visible year-round and across all neighbourhoods, not concentrated in a small number of flagship events or locations.

Council's role

Across consultations, Council was repeatedly described as a vital enabler, connector and advocate within the creative ecosystem. Stakeholders valued Council most when it facilitated partnerships, reduced barriers, provided in-kind assistance, amplified local stories and promoted and advocated for the sector beyond municipal boundaries. There was strong appetite for clear pathways to engage with Council, consistent communication and transparency in decision making.

What this means for Creative Port Phillip

These insights point to the need for a shift from short term, transactional support toward long term enablement of a connected, inclusive and sustainable creative ecosystem. Creative Port Phillip responds by outlining the role that Council can play as part of a broader ecosystem including Federal and State Governments to support stability, access, collaboration and visibility.

Our Plan

How we support culture

Council supports culture through an integrated, organisation-wide approach. While dedicated arts, festivals and cultural programs play a primary role, creativity is also enabled through planning, public space and place management, community services, economic development, communications and partnerships. Creative Port Phillip brings this approach together through three core roles: Producer, Promoter and Partner.

Producer

Council acts as a producer where direct delivery of creative activity aligns with Council priorities, responds to community need or addresses gaps that cannot be met by the sector alone. This includes producing major festivals and events, delivering year-round programs, commissioning and employing artists, supporting First Peoples led cultural activity, and caring for cultural assets, collections and public art. Through this role, Council models best practice in fair pay, accessibility, inclusion and cultural safety.

Promoter

Council acts as a promoter by amplifying the visibility and impact of creative activity across Port Phillip. This includes promoting local events, artists and organisations through Council communication channels, sharing stories that build pride and connection, improving access to information and advocating for arts and culture with partners and other levels of government. Promotion plays a critical role in supporting both flagship events and smaller scale, local creative activity, helping to broaden participation and reach new audiences.

Partner

Council acts as a partner by enabling and supporting community-led creativity and strengthening connections across the creative ecosystem. This includes providing funding and in-kind support, facilitating partnerships, reducing barriers through clearer guidance and processes, supporting professional development and networking, and advocacy for sector priorities and needs. Stakeholders consistently identified Council's role as a connector and facilitator as central to a resilient creative ecosystem.

Guiding Principles

These principles explain what matters to Council and how we support arts, culture and creativity in Port Phillip. They help guide how we make decisions and how we work with our community and the creative sector.

First Peoples First

Council is committed to respecting and supporting First Peoples leadership, culture, stories and traditions. This work is guided by our Reconciliation Action Plan and led by First Peoples as the original custodians of this land.

Creativity Matters

We believe creativity is important for everyone. It makes life richer, helps people express who they are, brings communities together, and supports local jobs and the economy.

Working Together

We work in partnership with artists, community groups, philanthropists, businesses, organisations and other levels of government. Through shared effort, we build a strong and connected creative community that reflects local people and places.

Everyone Is Welcome

Arts and culture should be for everyone. We are committed to making creative activities welcoming, inclusive and accessible, so people of all backgrounds and abilities can take part, connect and feel a sense of belonging.

Distinctly Port Phillip

Port Phillip has a unique creative identity shaped by its people, places and history. We support creative work that reflects our local character and celebrates what makes Port Phillip special.

Responsible Use of Public Money

We invest in arts and culture carefully and responsibly. We aim to deliver strong community benefit while using public money wisely and sustainably over time. We balance artistic ambition with public value and are committed to transparency and accountability in how decisions are made.

Objectives and key actions

The following section outlines our plan for the next five years. These objectives and key actions have been shaped by feedback with the creative sector and are designed to build a city where creativity and culture is fundamental to community wellbeing and everyday life.

A creative ecosystem that thrives and grows

Port Phillip supports a thriving creative ecosystem where artists, cultural workers and organisations can build sustainable careers. Clear pathways, strong partnerships within the sector and beyond, and reduced barriers enable creative practice to grow, adapt and contribute to community life and the local economy.

Deliver and invest in high quality Council led creative programs that support artists, cultural workers and organisations		
1.1 Strengthen flagship festivals by developing and implementing clear, future focused frameworks for the St Kilda Festival and the St Kilda Film Festival that support artistic ambition, inclusion, artist engagement, sustainability and community connection.	Year 1 (Ongoing)	Producer
1.2 In consultation with the sector, improve accessibility, reliability and impact of Council's creative funding streams to reduce the complexity and administrative burden, maximise relevance and functionality, and best respond to sector needs.	Year 1 (Ongoing)	Partner
1.3 Investigate expansion of multi-year and recurrent funding opportunities for artists and organisations to support long-term planning, workforce stability and ongoing creative practice.	Year 2	Partner
1.4 Explore investment opportunities, including potential future funding mechanisms and partnerships to build sustainability and future-proof the local sector.	Year 1-2	Partner
Protect and enable critical creative infrastructure		
1.5 Explicitly recognise live music venues as critical cultural infrastructure and support their retention through advocacy, planning policy alignment, precinct-based initiatives and cross-Council coordination.	Year 1 (Ongoing)	Partner
1.6 Improve access to affordable and appropriate creative space by investigating and piloting initiatives such as creative space grants, prioritised access and use of suitable Council-owned venues and shared coworking spaces, studios and creative hubs, and partnerships with business or publicly owned facilities that enable broad use and patronage.	Year 1 (Ongoing)	Partner
1.7 Complete the refurbishment of South Melbourne Town Hall to provide a secure, long-term home for the Australian National Academy of Music (ANAM) and major cultural venue for the community (Community Infrastructure Plan).	Year 3	Partner

1.8 Enhance arts and cultural programming at the South Melbourne Town Hall site and in the Emerald Hill creative precinct in partnership with ANAM and other organisations (Community Infrastructure Plan).	Year 3 (Ongoing)	Partner
1.9 Explore potential community / arts and cultural activations for the vacated South Melbourne police station (Community Infrastructure Plan) and investigate opportunities to protect and advance South Melbourne as a creative industries cluster through the South Melbourne Structure Plan.	Year 4	Partner
1.10 Investigate the potential to upgrade and expand the Shakespeare Grove Artist Studios to accommodate additional studios and multipurpose spaces that can be used for community arts and cultural activities (Community Infrastructure Plan).	Year 3 (Ongoing)	Producer
1.11 Optimise investment in our key arts and culture venues, including engaging with operators of Gasworks Arts Park and Linden New Art to ensure we foster access, participation, local arts development and Port Phillip as a cultural destination (Council Plan).	Year 1	Partner
1.12 Develop a coordinated program to simplify access to Council-owned and partner-managed spaces for creative use, for example prioritised booking and creative tenancy opportunities.	Year 2- 3	Partner
Strengthen sector networks and creative industry pathways		
1.13 Strengthen professional, creative and economic pathways for First Peoples artists and cultural practitioners by supporting access to opportunities, resources, grants, skills development and partnerships that enable sustainable creative careers, including financial and promotional support.	Year 2–3 (Progressive)	Partner
1.14 Actively contribute to the cultural ecosystem and harness its strengths to consider new ideas and opportunities by hosting forums or facilitated workshops that invite representatives from across the creative ecosystem.	Year 1 (Ongoing)	Partner
1.15 Strengthen sector connectivity, collaboration and peer support by engaging with local creative networks and alliances, including COPPAC and the Port Phillip Film Alliance.	Year 1 (Ongoing)	Partner
1.16 Lead sector advocacy to state and federal governments, funding bodies and peak organisations for policy, regulatory and funding settings for the creative sector in Port Phillip.	Year 1 (Ongoing)	Promoter
1.17 Investigate opportunities for Council to support local organisations and practitioners to attract additional funding, investment, sponsorship and broader revenue streams.	Year 3 (Ongoing)	Partner
1.18 Create resources that promote awareness and access to local opportunities, building connection within the local sector and encouraging local businesses, events and creatives to prioritise	Year 2 (Ongoing)	Partner Promoter

local artists, stories and partnerships, building on the live music database to include screen and the broader creative sector.		
1.19 Build sector capability and long-term viability by delivering subsidised and targeted professional development for artists and cultural organisations, including business skills, digital capability (including AI), marketing and audience development and undertaking cultural mapping.	Year 1 (Ongoing)	Partner
1.20 Support the development and operation of the St Kilda Live Music Precinct through place-based initiatives, policy alignment and cross-Council coordination.	Year 1 (Ongoing)	Producer Partner Promoter
1.21 Support musicians and our local music industry to ensure live music continues to be an everyday part of life in our municipality (Council Plan).	Year 1 (Ongoing)	Producer Partner Promoter
1.22 Provide opportunities for local screen and games businesses and practitioners to upskill in business and creative practice development through targeted workshops, panels and mentorships.	Year 1-2 (Ongoing)	Producer Partner Promoter
1.23 Create opportunities for business-to-business interaction, coordination, and collaboration in our local screen and games industries. Provide meaningful opportunities through networking events, targeted workshops and panel talks, and industry gatherings for screen and games businesses to connect and engender a sense of community in the City of Port Phillip's screen hubs – South Melbourne and Port Melbourne.	Year 1-2 (Ongoing)	Producer Partner Promoter
1.24 Through the St Kilda Film Festival and year-round activity, create exhibition, distribution and showcasing opportunities for screen and games creatives that connect local emerging practitioners with audiences and significant figures in local screen industries and beyond.	Year 1-2 (Ongoing)	Producer Partner Promoter
Streamline Council processes for stronger, more effective partnerships within the sector		
1.25 Improve navigation of Council processes and partnerships for creatives to support access, advice and cross Council coordination.	Year 2 (Ongoing)	Partner
1.26 Review Council's artist employment and commissioning to ensure best and fair practice, and advocate for the same within the local sector.	Year 1 (Ongoing)	Producer
1.27 Develop and implement a unified Creative Impact Framework across all programs, grants, events and public art to measure social, cultural and economic outcomes, and strengthen Council's ability to demonstrate value and advocate for investment	Year 2 (Ongoing)	Producer

Creativity in everyday life

Creativity is woven into everyday life across Port Phillip. Streets, public spaces, neighbourhoods and digital environments are places for cultural expression, turning daily experiences into opportunities for connection, pride and participation. Audiences are aware of opportunities to access creative content and actively participate in them, shaping and sustaining cultural life.

Action	Year Commenced	Council Role
Embed creativity into public places and everyday settings		
2.1 Work with artists and the creative sector to embed visual art into our neighbourhoods and build on their character, including through murals, public art and creative activations.	Year 1 (Ongoing)	Producer
2.2 Embed creativity into Council capital projects where possible, matched to the neighbourhood, precinct and purpose.	Year 2 (Ongoing)	Producer
2.3 Review developer percentages for public art, including increased contributions and investigation of broader use such as contribution to creative space, ground floor activation or other opportunities for the sector.	Year 2	Partner
2.4 Embed creative and cultural activity across Council services and settings, including libraries, aged care services, community services, place planning and civic events, so creativity is experienced as part of everyday community life.	Year 1 (Ongoing)	Producer
2.5 Grow community engagement and creative connection by hosting mural-making events where residents collaborate with street artists to create murals that reflect local stories, aspirations, and cultural diversity.	Year 1 (Ongoing)	Producer Partner
2.6 Support the community to plan and produce festivals that celebrate local culture and talent (Council Plan).	Year 1 (Ongoing)	Partner
2.7 Renew Council's Events Strategy, continuing to build the sustainability and resilience of the local events program while ensuring it is suited to our places, people and principles to include celebration of diversity and multiculturalism.	Year 1	Producer Partner
2.8 Consolidate aspects of St Kilda Festival to allow more support to be provided municipal-wide and year-round to arts, culture and community-strengthening activities (Council Plan).	Year 1 (Ongoing)	Producer
2.9 Support local businesses and precincts to partner with and leverage cultural activity and events to enhance vibrancy, economic participation and community connection through strategic, operational and promotional support.	Year 2 (Ongoing)	Partner

2.10 Present an annual exhibition and creative arts program in the Carlisle Street Arts Space that features a diverse range of curated exhibitions, activations and public programs; championing the local creative landscape and encouraging innovation in arts practice.	Year 1 (Ongoing)	Producer Promoter Partner
2.11 Continue to seek State Government funding for street art and graffiti mitigation programs on State owned and third-party assets.	Year 1 (Ongoing)	Partner
2.12 Develop a method for cultural mapping that will allow for monitoring of cultural activity and organisations within the municipality.	Year 1 (Ongoing)	Promoter
Share and celebrate community histories and stories		
2.13 Activate the City Art & Heritage Collection to support First Peoples perspectives by increasing the presence of First Peoples works and voices, and commissioning new artworks that reflect collaboration, local connection and Council's reconciliation commitments.	Year 2–3 (Progressive / Staged)	Producer
2.14 Increase access to and interaction with the City Collection through development of outreach programs, including a 'show and tell' of collection items in schools, an online lecture series focusing on artists/stories from the Collection, ongoing digitisation of the heritage collection, and opportunities to engage with larger arts organisations or museums where the Collection can be integrated into telling a bigger story.	Year 3 (Ongoing)	Producer
2.15 Increase local storytelling and celebration of place through implementation of a Cultural Signage Trail: Establish a series of cultural trails through existing online platforms and new interpretive signage or markers throughout Port Phillip's neighbourhoods, providing background on historical sites, stories, public art, and street art murals through clear and accessible language.	Year 2 (Ongoing)	Producer Promoter
2.16 Animate local history through reinstating Council's Heritage Recognition Program which allows community members to nominate buildings or locations they deem to be historically significant to be officially recognised on Council's website and with the installation of a blue heritage plaque	Year 1 (Ongoing)	Producer Promoter
2.17 Build place identity and heritage awareness through yearly pop-up art displays: Introduce rotating day and night art displays in public spaces and on Council assets, using materials and themes that resonate with Port Phillip's character, history, community values, ambitions and challenges.	Year 1 (Ongoing)	Producer Promoter
2.18 Augment Port Phillip's reputation as film friendly, encouraging film production within the city; streamlining filming permits, promoting locations and championing local screen businesses, film friendly businesses and local screen creatives through the development of a 'Filming in Port Phillip' prospectus.	Year 1 (Ongoing)	Producer Promoter Partner

2.19 Promote the overall profile of Port Phillip and position it as a leader in creative offerings locally, regionally and interstate, including the breadth of offerings across games and film, live music, visual arts, performance, events as well as public spaces, venues and experiences.	Year 2 (Ongoing)	Promoter
2.20 Celebrate local artists and their stories through naming of public spaces and assets where appropriate	Year 1 (Ongoing)	Promoter
Connect creative practice with audiences		
2.21 Increase public awareness and recognition of First Peoples culture, artists and storytelling by amplifying First Peoples events, creative work and narratives through coordinated, year-round Council communications channels and platforms.	Year 1 (Ongoing)	Promoter
2.22 Embed First Peoples perspectives, stories and leadership as foundational to Creative Port Phillip's identity by integrating them into Council programs and storytelling opportunities.	Year 1–2 (Ongoing)	Promoter / Partner
2.23 Increase the visibility, reach and sustainability of local creative practice by promoting artists, organisations and cultural activity through coordinated Council platforms, including What's on St Kilda & Southside, festival channels and web presence.	Year 1 (Ongoing)	Promoter
2.24 Work with local business and state government agencies to create and promote cultural tourism opportunities, building place-based narratives and strategic partnerships through implementation of the Destination Marketing Plan.	Year 1 (Ongoing)	Promoter
2.25 Support local creative practice and pathways by increasing opportunities for local makers and creatives in Council supported markets and programs, establishing and delivering targeted initiatives such as the Nigel Buesst Screen Art Grant, enabling creative activation in partnership with the Places & Precincts program.	Year 1 (Ongoing)	Producer Promoter Partner
2.26 Leverage flagship events, including St Kilda Festival, as platforms to promote year-round creative activity across all Port Phillip neighbourhoods through integrated digital promotion and programming pathways	Year 2 (Ongoing)	Promoter
2.27 Partner our key arts organisations and events to enable access to community members who experience barriers in attending activity, including barriers relating to cost, physical or mental health, connection or isolation	Year 1 (Ongoing)	Partner
2.28 Increase the visibility, accessibility and recognition of local creativity by adopting and rolling out a unified Creative Port Phillip identity across Council communications and cultural platforms.	Year 2 (Ongoing)	Producer Promoter Partner
2.29 Increase opportunities for musicians to perform and connect with	Year 1 (Ongoing)	Partner

audiences across Port Phillip, including support for emerging artists, youth pathways and inclusive programming.		
2.30 Create accessible opportunities for residents to connect with art game makers and experimental screen practitioners through exhibitions to experience games and screen works from diverse creatives.	Year 1 (Ongoing)	Partner Producer
Actively pursue creative opportunities in the Fishermans Bend urban renewal area		
2.31 Work with relevant landowners to develop an approach to retain the existing screen industry in Fishermans Bend, and further grow activity through partnership-based approaches, including pilot programs, targeted activations, advocacy and ongoing engagement with screen businesses and practitioners.	Year 2 (ongoing)	Partner
2.32 Work with arts organisations and creative partners throughout the City to establish and encourage early seeding of creative activity in Fishermans Bend and emerging precincts.	Year 1 (ongoing)	Partner
2.33 Explore the feasibility of interim use of spaces by the creative sector while developments are underway in Fishermans Bend.	Year two (ongoing)	Partner
2.34 Incorporate local artists, organisations, heritage and storytelling into public and private developments within Fishermans Bend through ongoing advocacy, developer schemes and Council planning.	Year one (ongoing)	Promoter

A Culturally Connected and Inclusive Community

Cultural life in Port Phillip reflects and celebrates the diversity of our community. Creativity strengthens wellbeing and belonging by supporting access, inclusion, intergenerational connection and multicultural expression, ensuring everyone can participate in and benefit from creative life.

Action	Year Commenced	Council Role
Inclusive, representative and culturally safe programming		
3.1 Embed First Peoples leadership, cultural authority and self-determination across Council's cultural services and programs, ensuring First Peoples decision-making and creative leadership help shape our programs.	Years 1 (Ongoing)	Producer / Partner
3.2 Apply and demonstrate First Peoples led approaches within Council delivered flagship events, including St Kilda Festival and St Kilda Film Festival, through First Peoples led programming, commissioning and co-curating that models best practice in cultural leadership.	Year 2 (Ongoing)	Producer
3.3 Deliver and evolve Council run festivals, markets and public space activations to prioritise access, cultural diversity, intergenerational participation and local expression across neighbourhoods.	Year 2 (Ongoing)	Producer
3.4 Ensure inclusion, accessibility and cultural safety and night-time safety considerations are considered and embedded across all of Council's creative programs.	Year 1 (Ongoing)	Producer
3.5 Establish and implement a Council wide Programming Policy that sets clear expectations for equity, diversity, transparency and culturally safe practice in cultural programming and commissioning, while increasing transparency of programming process and decision making. This approach is intended to strengthen transparency and consistency while preserving appropriate professional discretion and artistic independence. It will outline how programming decisions will be approached, including when objectives are in conflict, and what cultural outcomes Council seeks to prioritise	Year 1	Producer
3.6 Where relevant, implement targets for representative programming in Council services and ensure visible representation.	Year 2 (Ongoing)	Producer
3.7 Partner with Music Victoria to deliver the All-Good program to address and improve cultural safety in live music.	Year 1	Partner
3.8 Implement process updates recommended in the Inclusive Programming Review, including those relating to criteria and assessment of programs and grants, and public art commissions	Year 1-2 (Ongoing)	Producer

3.9 Reframe artist relationships within Council programs by: - Informing artists of Council's commitments to diversity, inclusion and cultural safety and setting shared expectations - Communicating Council's commitments as part of program-specific documentation	Year 2 (Ongoing)	Partner Producer
3.10 Provide mentorship, exhibition and targeted showcasing opportunities that tackle gender and cultural diversity inequity in screen and games industries.	Year 1 (Ongoing)	Partner Producer
Reduced barriers and improved access to participation		
3.11 Ensure clear, consistent and accessible information for audiences by standardising the publication of accessibility details across Council cultural platforms and event communications.	Year 1-2 (Ongoing)	Producer
3.12 Expand free, affordable and daytime creative opportunities delivered by Council and supported within the sector to address recognised barriers for audiences and participants.	Year 2 (Ongoing)	Producer
3.13 Monitor inclusion and representation through introduction of respectful demographic data collection and feedback pathways.	Year 2 (Ongoing)	Partner
3.14 Reduce barriers to funding access by simplifying language and processes and providing application support to increase participation from priority communities.	Year 2 (Ongoing)	Partner
Strong engagement, reach and accountability		
3.15 Increase participation and equitable access for priority communities by promoting cultural programs through trusted and targeted community channels, including First Nations, disability, CALD and LGBTIQ+ networks.	Year 2 (Ongoing)	Promoter
3.16 Ensure engagement, decision making and partnerships under Creative Port Phillip are guided by Council's Reconciliation Action Plan, supporting culturally safe practice, shared accountability and transparent governance.	Year 1 (Ongoing)	Partner
3.17 Deliver a Cultural Marketing Plan focused on reach, access and diversity to ensure cultural opportunities are promoted in ways that reflect community needs, improve participation and reduce barriers to engagement.	Year 2	Promoter
3.18 Provide greater access to community members who wish to engage with Council on creative inclusion and cultural safety, through establishment of accessible feedback pathways including clear points of contact and undertaking regular engagement as a core part of creative services.	Year 2 (Ongoing)	Partner

Strategy Evaluation

Delivery of this Strategy and assessment of its effectiveness will be measured by a number of indicators, including establishment of baselines and a review at the midpoint of the strategy to ensure any gaps are addressed and focus increased where required.

Council Plan Measures

Outcome Indicators	Baseline 2025/26
Extent to which residents experience 'cultural facilities such as museums, galleries and festivals in the City of Port Phillip	6.6
Community satisfaction with provision of arts and cultural venues, spaces and facilities	7.9
Community satisfaction with provision of arts and cultural events, programs and activities	8.0

Strategy Specific Measures

Outcome Indicator	Measure	Baseline 2024/25	Midpoint Review Target 2027/28	End Strategy Target 2030/31
Retention and continuity of cultural organisations, creative spaces and programs in Port Phillip over time	Year-on-year retention of flagship festivals and major Council-supported programs	Major programs include St Kilda Festival, St Kilda Film Festival, City Collection, Carlisle St Arts Space, Esplanade Market, Shakespeare Grove Artist Studios	Identified programs retained	Identified programs retained
	Continuity of key cultural organisations supported by Council, with qualitative explanation of exits or closures (where relevant)	9 key arts organisations supported through multi-year funding agreements	9 key arts organisations supported through multi-year funding agreements	9 key arts organisations supported through multi-year funding agreements
	Number funding agreements with partners, including multi-year partnerships	36	38	40
	Number of artists engaged in Council-produced	30	40	45

	programs who are Port Phillip-based			
Broader geographic spread of creative activity across neighbourhoods	Number of Council-supported creative activities delivered by suburb or precinct	Minimum 1 event or activation in each ward	Minimum 5 event or activation in each ward	Minimum 8 event or activation in each ward
	Undertake cultural mapping to understand strengths, gaps and opportunities across the municipality	Methodology developed	Ongoing mapping	Ongoing mapping
	Creative activations delivered in emerging or growth areas (e.g. Fishermans Bend)	2	9	15
Increased participation by priority communities	Number of partnerships with culturally specific and community-led organisations	6	8	10
	Number of Council-produced programs that are free, low-cost or daytime	124	130	140
	Evidence of program adaptation in response to inclusion or access feedback	St Kilda Festival adapted following accessibility audit	Minimum 6 programs audited and adapted (3 per year)	Minimum 12 programs audited and adapted (3 per year)
	Number of months per year with First Peoples cultural activity programmed or promoted by Council	6	12	12
	Presence of First Peoples leadership in flagship festivals	Included as headline programming in both festivals, integrated as well as specifically showcased	Included as headline programming in both festivals, integrated as well as specifically showcased	Included as headline programming in both festivals, integrated as well as specifically showcased

Service Specific Measures

Measure	Baseline 2024/25	Midpoint Review Target 2027/28	End Strategy Target 2030/31
Number of First Peoples artists or collectives engaged as part of creative services (annual)	150	175	200
Number of murals commissioned on Council owned and private assets (annual)	12	15	20
Number of creative activations in public space (annual)	12	14	18
Attendance at heritage activations such as guided walks	345	450	600
Estimated attendance at Council's flagship festivals (St Kilda Festival and Film Festival)	359,000	365,000	370,000
Total number of stall bookings at the Esplanade Market	4,496	4,600	4,800
Number of film and photography permits issued (annually)	183	220	300
Number of event permits issued (annually)	495	500	500
Number of organisations, events or individual artists supported by the Cultural Development Fund	32	35	38

Appendices

Appendix A: Policies and Legislative Context

Creative practice in Victoria and Australia is guided by a range of policies and laws. While Councils do not have to follow every policy, using them as guidance shows a strong commitment to creative practice.

The tables below list the key policies, strategies and laws that support creative practice and endeavour.

Jurisdiction	Policy / Law	Type	Why it Matters for Creative Port Phillip
International	UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005)	Treaty	Supports public investment in local creative industries, diversity of stories, and cultural sovereignty (including First Nations)
International	UNESCO Universal Declaration on Cultural Diversity (2001)	Declaration	Reinforces access, inclusion, participation and equity in creative policies
International	UN Sustainable Development Goals (SDGs)	Global framework	Positions creativity as contributing to economic, social and community wellbeing outcomes
Australia	<i>Revive</i> : Australia's National Cultural Policy (2023–2028)	National policy	Core national alignment document shaping funding expectations and sector reform
Australia	Creative Australia framework (incl. Music Australia, Writers Australia)	National institutions	Influences benchmarks for good practice, fair pay and workforce sustainability
Australia	Copyright Act 1968 (Cth)	Legislation	Governs commissioning, public art, digital content, archives and reuse
Australia	Fair Work Act 2009 (Cth)	Legislation	Underpins ethical commissioning and safe creative workplaces
Australia	Indigenous Cultural and Intellectual Property reforms (in development)	Policy reform	Critical for First Nations-led creative practice and cultural authority

Victoria	Creative State 2028: Creating together for a growing Victoria	State strategy	Primary state-level alignment for all Victorian creative strategies
Victoria	Aboriginal Heritage Act 2006 (Vic)	Legislation	Applies to public art, place-making, events and creative infrastructure
Victoria	Charter of Human Rights and Responsibilities Act 2006 (Vic)	Legislation	Embeds cultural rights in decision-making and policy design
Victoria	Equal Opportunity Act 2010 (Vic) – as amended by the Justice Legislation Amendment (Anti-Vilification and Social Cohesion) Act 2025	Legislation	Requires creative strategies to actively prevent racism, hate speech and vilification in publicly funded or supported creative activity
Victoria	Planning and Environment Act 1987 (Vic)	Legislation	Affects creative spaces, live music venues, events and cultural infrastructure
Victoria	Local Government Act 2020 (Vic)	Legislation	Positions creative strategy as part of community wellbeing and civic planning
Victoria	Crimes Act 1958 (Vic) serious vilification offences	Legislation	Highlights the need for risk-aware programming, artist guidelines and safe public expression in creative initiatives

Appendix B: Links to Council Strategies, Policies and Action Plans

The following strategies and plans work alongside the Multicultural Strategy and help guide how Council supports inclusion, belonging and community connection in Port Phillip.

Strategy / Plan	What it is	How it connects
Plan for Port Phillip (Council Plan)	The long-term vision for our city.	Guides our work to build a creative Port Phillip.
Reconciliation Action Plan (RAP)	How Council works respectfully with First Peoples.	Supports cultural expression and strong relationships with First Peoples.
Accessibility Action Plan	Makes services and spaces easier for people with disability to use.	Helps ensure access for everyone, including people from diverse backgrounds.
Multi-Cultural Strategy	How Council actively values, respects and celebrates the richness of our collective diversity.	Helps residents from all cultural backgrounds take part in community life.
Positive Ageing Policy	Supports older people to stay healthy, active, and involved.	Helps older residents from all cultural backgrounds take part in community life.
LGBTIQA+ Action Plan	Supports safety, inclusion, and equality for LGBTIQA+ communities.	Promotes safe, welcoming environments for people of all cultures, genders, and sexualities.
Gender Equality / Gender Action Plan	Promotes fairness and equal opportunities for all genders.	Ensures programs and services are safe and inclusive for everyone.
Library Action Plan	Guides how libraries support learning and connection.	Provides multilingual resources, cultural programs, and inclusive spaces.

Appendix C: Definitions

Term	Definition
Cultural Safety	Refers to conditions where people can participate without discrimination, intimidation, vilification or exclusion. It does not require or imply that creative work may be free from discomfort, disagreement or challenge.
Connected	A creative ecosystem where artists, organisations, industries and communities are actively linked through collaboration, shared opportunities, communication and promotion, accessible networks and inclusive participation—reducing silos and enabling innovation and growth.
Inclusive	A deliberate approach to ensuring that all people—regardless of identity, background, ability or circumstance can access, contribute to and benefit from creative and cultural life.
Welcoming	The creation of environments where people feel invited, respected and comfortable to attend, participate and express themselves.
Belonging	A sense of connection, acceptance and recognition where individuals and communities feel valued and able to participate authentically in creative and cultural life.
Engagement	The ways people connect with, respond to and interact with creative and cultural activity.
Participation	Active involvement in creative and cultural activity, whether as creators, collaborators, volunteers, learners or audiences.
Visibility	The presence, recognition and representation of creative work, artists and cultural voices across public spaces, including the digital sphere.
Community Connection	The relationships, shared experiences and sense of cohesion built through creative and cultural activity.