

Cultural & Economic Development

Art & Soul: Creative & Prosperous City Strategy (Information for inclusion with Councillor briefing)

The public consultation period for the Creative and Prosperous City (the Strategy) was from April 21 – May 18 2018. 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.

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. These were received directly or via the Council Plan and Budget. There were also 4 submissions from Council Officers.

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 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.

CPC Strategy written submissions	
Via HYS	7
Organisations via email	3
Organisations via Council Plan & Budget	3
Resident via email	1
Council Officers via email	4
Organisations as part of Council Plan & Budget	5
Resident as part of Council Plan & Budget	1
Via survey	2

Key Themes

Have Your Say

There were 175 people who were aware of the Strategy, visiting at least one page of the survey. Of this 120 are considered informed, having visited multiple pages, downloading the document, contributing to the survey or visiting the FAQ page. Of these, 7 people were considered engaged by participating in the survey.

57% of respondents agreed or strongly agreed that the Strategy addressed the challenges faced across the City of Port Phillip.

The remaining disagreed stating that the Strategy is not clear on the results it will deliver, needs more information on the tangible and measurable services it will deliver or that it focuses too much on the tourism industry and neglects organic and authentic local culture, especially in St Kilda.



There were requests to include more focus on establishing South Melbourne as a cultural hub, strengthen the language in the strategy to be more targeted and active with specific definitions of 'creative' and 'prosperous' and also for Council to release the strategies in a more accessible way, to people with a disability or residents with limited English.

Committees

Council received verbal feedback from the Youth Advisory Committee and Older Persons Consultative Committee who were both positive but reinforced the need for the Strategy and its actions to be accessible to both demographics and create opportunities to acknowledge their contribution and encourage participation.

Emailed submissions

Council received a detailed submission from the Community Alliance for Port Phillip (CAPP) which was integrated with the feedback on the Council Plan and Budget and Sustainable Environment Strategy. CAPP were mostly supportive of the Strategy, and provided comments to each proposed action. CAPP indicated support for Actions 1-16, 18-23 and 25-33. CAPP indicated they do not see the value of Action 17 or Action 24. CAPP were conditional in their support for some actions, and requested further information on others.

Council received another detailed (9 pages) submission via email from Linden New Arts. This submission provided comment on each proposed action in the CPC, and the key themes were represented throughout their feedback:

- As a key cultural hub for St Kilda and the Board is enthusiastic to work collaboratively with Council to implement this strategy.
- Linden would like to play a role as an active partner to support other key initiatives within and related to this strategy, such as the development of the Pride Centre, managing licensed premises and mapping Port Phillip's cultural ecosystem, for example.

Arts Access emphasised the need for a more strategic partnership approach and greater representation of diversity and accessibility in the Strategy.

Gasworks' submission was generally positive and made some detailed comments on several actions that they wished to see modified. The themes of their submission were:

- Gasworks want to support other key initiatives within and related to this strategy and highlighted how they might do this.
- Keen to see a clearer distinction between arts and creative industries, and
- Raised some interesting suggestions about emphasising public participation.
- Gasworks were not supportive of the proposed future EOI being captured in the Strategy.

Multicultural Arts Victoria (MAV) provided a submission which details the value they provide to Port Phillip across many different parts of the community. The main focus of their submission relates to the use and management of South Melbourne Town Hall, which they state is due to their membership of the Emerald Hill Community. Aside from making suggested improvements to the management of the Hall, MAV's main suggestion is that the Strategy should add another action to develop a Cultural Diversity Plan to more strongly highlight the important of Port Phillip's diversity and indigenous history.

Council also received 4 submissions direct from officers, which both expressed concern over missing comments about sustainability. One submitter requested that this Strategy do more to prescribe how Council could support green businesses and private enterprise that work in the sustainability sector. The other internal submitter suggested that Council has missed its opportunity to be an Australian public sector leader to accept cryptocurrencies as forms of acceptable payment for things like parking fines and parking tickets, which would have enhanced Council's achievement of its strategic intent to "foster the knowledge economy and creative industry clusters".

Two residents both provided submissions via email which raised key points, described in this report under each respective Outcome area.

Outcome 1: A city of dynamic and distinctive places and precincts

The most consistent theme expressed in the feedback received is the willingness of the stakeholders to collaborate on the implementation of the proposed actions.

Comments

- CAPP supports the placemaking initiatives and would like Council to do more in terms of advocacy, compliance and better use of unused spaces
- Linden would like to be involved in the implementation of all initiatives in this action, and would like to expand Action 4 (special rates for marketing and development) to all parts of the City, not limit it to South Melbourne
- CAPP asks if Action 5 (South Melb Market business case) should be part of BAU and why it requires \$100,000
- Linden would like to see local artists being used for Action 8 (working with developers to put art on hoardings)
- Gasworks talks about the approach to an arts hub placemaking strategy.

Officer response

Feedback is positive and there is a general willingness to participate. No changes need to be made to the actions. The South Melbourne Market business case project has already commenced this FY, the funds are to continue this work in FY 18/19.

Outcome 2: A prosperous city that connects and grows business

From the feedback received, there is a common theme that Council may have been vague in its budget allocations for these actions. Some actions are suggested to be too generous in their budget allocation, while others are noted to be too conservative.

Comments

- CAPP is very supportive of mapping the Port Phillip creative ecosystem, but questions whether it should be part of Council officer BAU and why it requires \$50,000 and what outcomes it is likely to lead to
- Linden suggests expanding the scope of mapping the ecosystem, and working closer with partners such as State Government on Waterfront Place and Fishermans Band
- CAPP is partially supportive of Action 13 (Games Action Plan), and suggests it does not require \$40,000 and should be subsumed within Action 10 (Creative Ecosystem mapping)

- CAPP is strongly supportive of Action 22 (Live Music Action Plan) however does not believe the \$220,000 allocation is adequate.
- A resident questioned the seemingly excessive cost of the \$230,000 for a Live Music Action Plan
- Gasworks has strongly recommended that the creative ecosystem mapping be clear between commercial and digital creative enterprises and the arts, including participatory amateurs.

Officer response

While there is support for the creative ecosystem mapping, there needs to be careful scoping of what this entails, noting the comments of Linden, Gasworks and others, and to be clear that this encompasses more than just creative businesses. It doesn't, however, require a change to the actions. The task does require the budgetary allocation, as it is unclear whether Council has the data or resources to undertake all of this action alone. Similarly, the Game Action Plan is likely to require specific input that will require budget or resources in year 2 when this is scheduled for. This needs to be separate from the action about affordability and start-ups because they each have separate and specific requirements.

Outcome 3: Arts, culture and creative expression are part of everyday life

There was broad support for this outcome with the exceptions of Action 24 (EOI for Linden and Gasworks management) which received a higher level of attention (more described below).

Comments

- CAPP refutes the Strategy's claims in Action 24 and recommends reconsiders the proposed EOI process for management of Gasworks and Linden and both CAPP and Linden recommend introducing a funding cycle longer than 2 years to deliver stronger outcomes.
- A resident questioned why Council suggested that Council has 525 pieces of art in its possession, yet only about 7% of these on public display. Additionally, he suggested that Council could sell existing stock to fund new stock, instead of using ratepayers funds to purchase new stock.
- Public Galleries Association of Victoria requested Linden be exempt from the EOI due to the increase in work load placed on its small staff cohort of 4.2FTE
- Both submitters suggest exploring options for cost efficiencies to the St Kilda Festival, including an alternative management model, frequency and revenue generation options
- CAPP requests more information on the proposed re-development of the St Kilda Library.
- There were resident questions about why the Library Action Plan is likely to cost \$50,000, which is more than 3 times the amount spent on the consultation for the Middle Park Library.
- Why is Council building more office space at the St Kilda Library when there is existing space at St Kilda Town Hall and Port Melbourne Town Hall and why Council would be considering moving staff away from the communities they are supposed to serve. Additionally, he also asked why St Kilda Library Plan is expected to cost \$150,000.
- Similar questions about the accommodation and planning of St Kilda Library, as well as the degree of community engagement in the Library Action Plan.

Officer response

It is responsible for Council to try and get best value from its assets for the community. The action for Linden and Gasworks to be subject to an EOI has been amended to reflect concerns about whether this is the best way to achieve this and proposes further work with both organisations, the sector and community to determine the best way to ensure maximum access, local arts production and promotion of Port Phillip as a cultural destination.

The planning for the future of the St Kilda Library site has not commenced. This work will determine what Council or community services, accommodation or other functions might be co-located with the library. This work dovetails with the Library Action Plan which will look at the future direction of the library service and its requirements. The cost of this plan is based on similar engagement which will be broader and longer than the Middle Park library example.

Proposed key actions

Add Art & Soul to the title

Add “diversity” and “accessibility” where appropriate to strengthen this theme throughout the document

Add “arts” where applicable to differentiate between arts and creative industries

Pg13 add Art & Soul diagram and note

Renumber actions from Outcome 2 onwards – there is an error

Amend 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 in consultation with industry and the community, addressing affordability and availability of diverse spaces for entrepreneurs and start-ups, clustering and council’s role in 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

Attachment 2: CPC Strategy feedback summary

		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 action	Conduct an Expression of Interest process for the 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 maximising 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 Port Phillip City Collection Policy and Council’s Public Art Guidelines
Action 33 – amend wording	Redevelop the St Kilda Library and consider community, accommodation and other service requirements.	Commence planning for the future redevelopment of St Kilda Library, considering community, accommodation and other service requirements

Insert the proposed new Actions

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 Creative and Prosperous City Strategy