

ITEM 4 POST EXHIBITION - CREATIVE WOLLONGONG 2024-2033 STRATEGY

The Creative Wollongong 2024-2033 Strategy (Strategy) provides a strategic framework to guide Council to effectively respond to the opportunities and challenges presented by our city's arts, cultural and creative landscape.

It details the actions we will deliver and demonstrates Council's commitment to creative life in Wollongong.

The draft Strategy was informed by extensive community, creative industries and internal engagement processes which captured the priorities, thoughts and ideas of local creatives, community members, business owners and staff from across Council between August 2023 – January 2024.

At the 27 May meeting, Council endorsed the public exhibition of the draft Strategy from 30 May to 26 June 2024 (inclusive).

Feedback from the exhibition period has been considered and the Creative Wollongong 2024-2033 Strategy and Implementation Plan reviewed. This report presents the amended Strategy for adoption.

RECOMMENDATION

Council adopt the draft Creative Wollongong 2024-2033 Strategy.

REPORT AUTHORISATIONS

Report of: Sue Savage, Manager Community Culture + Engagement

Authorised by: Kerry Hunt, Director Community Services - Creative and Innovative City

ATTACHMENTS

- 1 Draft Creative Wollongong 2024-2033
- 2 Creative Wollongong 2024-2033 - Engagement Report - Executive Summary
- 3 Draft Creative Wollongong 2024-2033 - Implementation Plan

BACKGROUND

Wollongong is home to a diverse range of creatives including makers, performers and artists as well as creative activities and industries including music, festivals, film, events and markets. As a Council, we are committed to supporting and celebrating arts, heritage and culture as it plays an important role in our region's future and our community's identity.

The draft Creative Wollongong 2024-2033 Strategy captures the community's priorities for the future and provides Council with a framework from which to respond to the opportunities and challenges presented by Wollongong's changing cultural landscape. The draft Strategy builds on the work of our previous cultural strategies and provides a strategic direction for the future as we aim to grow creative industries, support community participation in creative life, celebrate our unique places and spaces and capitalise on 'game-changing' opportunities.

Preparation for the draft Strategy started with a review of the previous strategy, identifying what actions had been delivered and the actions that needed to be continued in the new strategy. Research allowed Council officers to review policies, plans and reports from all levels of government, as well as existing Council supporting documents and data. Through this process, Council officers gained a greater understanding of the current and emerging challenges and opportunities surrounding arts, heritage and culture.

The information collected from the review and research guided the design and delivery of the Community Engagement Strategy, which included extensive community engagement with local community members, creatives and business to inform the draft Strategy and actions.

The draft Strategy was then put on public exhibition from 30 May – 26 June 2024, with feedback informing a final review of the draft Strategy and Implementation Plan.

The draft Strategy has four broad focus areas:

1. Creative Community
2. Creatives at the Centre
3. Creative Spaces and Places
4. 24 Hour Economy.

PROPOSAL

This report seeks Council's endorsement of the draft Creative Wollongong 2024-2033 Strategy.

CONSULTATION AND COMMUNICATION

This draft Strategy was informed by an extensive community and internal engagement process between August 2023 – January 2024. We heard from 326 respondents at targeted workshops, drop-in sessions and via submission and had conversations with many more. Our communication and engagement project webpage received 1,500 unique views and our social media posts reached over 17,000 people.

We received 86 online submissions, three hard copy surveys and six emails. There were 11 meetings/workshops and 10 informal drop-in sessions were held with various creatives, school students and educators, professional networks, creative industries representatives and youth groups.

During the exhibition period (30 May – 26 June 2024), we distributed emails, FAQs and a survey to more than 1,700 stakeholders, including Aboriginal stakeholders, Neighbourhood Forums, local businesses, community groups, creatives, residents, industry entities, Bluescope Lands and participants from previous engagements. They were invited to learn more and join the conversation. Information was also available via Council's Customer Service Centre.

We heard from 19 respondents. We received 14 online submissions, three emails and verbal feedback during a yarning session and meeting with an Aboriginal and Torres Strait Islander organisation. The project webpage had 319 unique views.

Council staff were engaged through meetings, conversations, email communication and one-on-one sessions across the development of the draft Strategy. This included:

- Infrastructure, Strategy + Planning
- City Strategy
- Development Assessment + Certification
- Economic Development
- Open Space + Environmental Services
- Community, Culture + Engagement
- Libraries + Community Facilities
- Sport + Recreation
- Commercial Operations + Property.

Summary of public exhibition feedback

19 submissions were received following the public exhibition.

In general, respondents supported the draft Strategy and are excited to participate in the proposed initiatives. Key themes included:

- Recognition and support for diverse cultural communities
- Strong support for Public Art, reflecting our city's cultural heritage
- Concerns around lack of affordable studio spaces for creatives and the financial barrier to creative participation

- Importance of partnerships and collaborations
- Clear and streamlined communication and engagement from Council.

The draft Strategy, actions and associated Implementation Plan were reviewed to ensure the above themes were appropriately captured and represented. Minor grammatical amendments were made and a strengthening of reference to diverse cultural community was included on page 4 of the draft Strategy.

PLANNING AND POLICY IMPACT

This report contributes to the delivery of Our Wollongong 2032 Goal 3 'Wollongong is a creative vibrant city'.

It specifically delivers on core business activities as detailed in the Creative Services Community Strategic Plan.

- 3.1 Using community art and cultural development practices, our places and spaces reflect the creativity, history and identity of our people.
- 3.2 We encourage innovation and creativity.
- 3.3 Museums and galleries are promoted as part of the cultural landscape.
- 3.5 Provide communities with access to quality local spaces and places to meet, share and celebrate.

SUSTAINABILITY IMPLICATIONS

Through the engagement process, our community told us they value unique local natural assets like the coastline, escarpment and the lake. They said these elements play a part in shaping our approach to creativity and that climate change mitigation including reducing energy consumption and waste was important due to the interconnectedness of environmental sustainability and cultural preservation. In response, this draft Strategy outlines a series of actions that reflect the community's changing interest in the environment, responses to local climate change and urban heat and adaptation considerations in the planning of events and activities.

RISK MANAGEMENT

The Creative Wollongong 2024-2033 Strategy highlights Council's commitment to arts, heritage and culture and recognises its importance in helping shape our city into the liveable creative Wollongong our community has asked for. Through the development of this plan and extensive community engagement, we mitigate the risk of potential criticism that Council does not support or recognise the importance of art, heritage and culture. Strategies and actions captured within this plan are assessed on a case-by-case basis, with appropriate risk mitigation plans, Safe Work Method Statements and operational plans developed as required.

FINANCIAL IMPLICATIONS

The Creative Wollongong 2024-2033 Strategy will help us make decisions and guide our work over the next 10 years. Some actions in this Strategy are about continuing our work and others are about making improvements to what we do and how we do it. Some actions are funded from within existing budgets and funds may be allocated as part of Council's annual budget and planning processes, while some will require additional funding. Some of the actions require advocacy and partnership with levels of government and others to deliver on outcomes. Where appropriate we will apply for external funding to help us deliver the actions in this Strategy.

CONCLUSION

Council's Cultural Strategy 2019-2024 is nearing the end of its timeframe and Council has recognised the importance of developing a new cultural strategy with the community.

The draft Creative Wollongong 2024-2033 Strategy captures the community's priorities for the future and provides Council a framework to deliver engaging projects and programs over the next 10 years in line with community expectations.

Wollongong City Council

Creative Wollongong 2024-2033 Draft



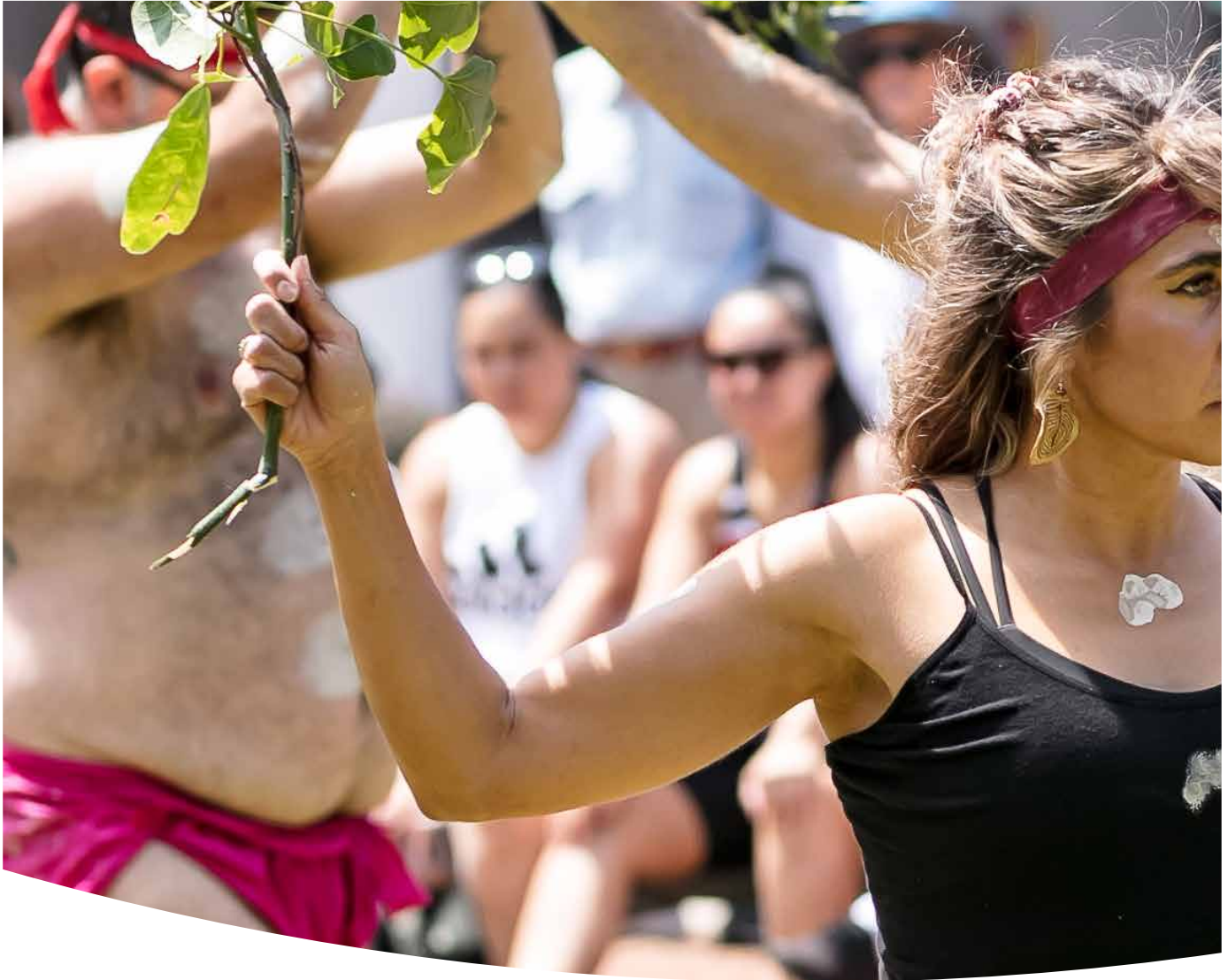
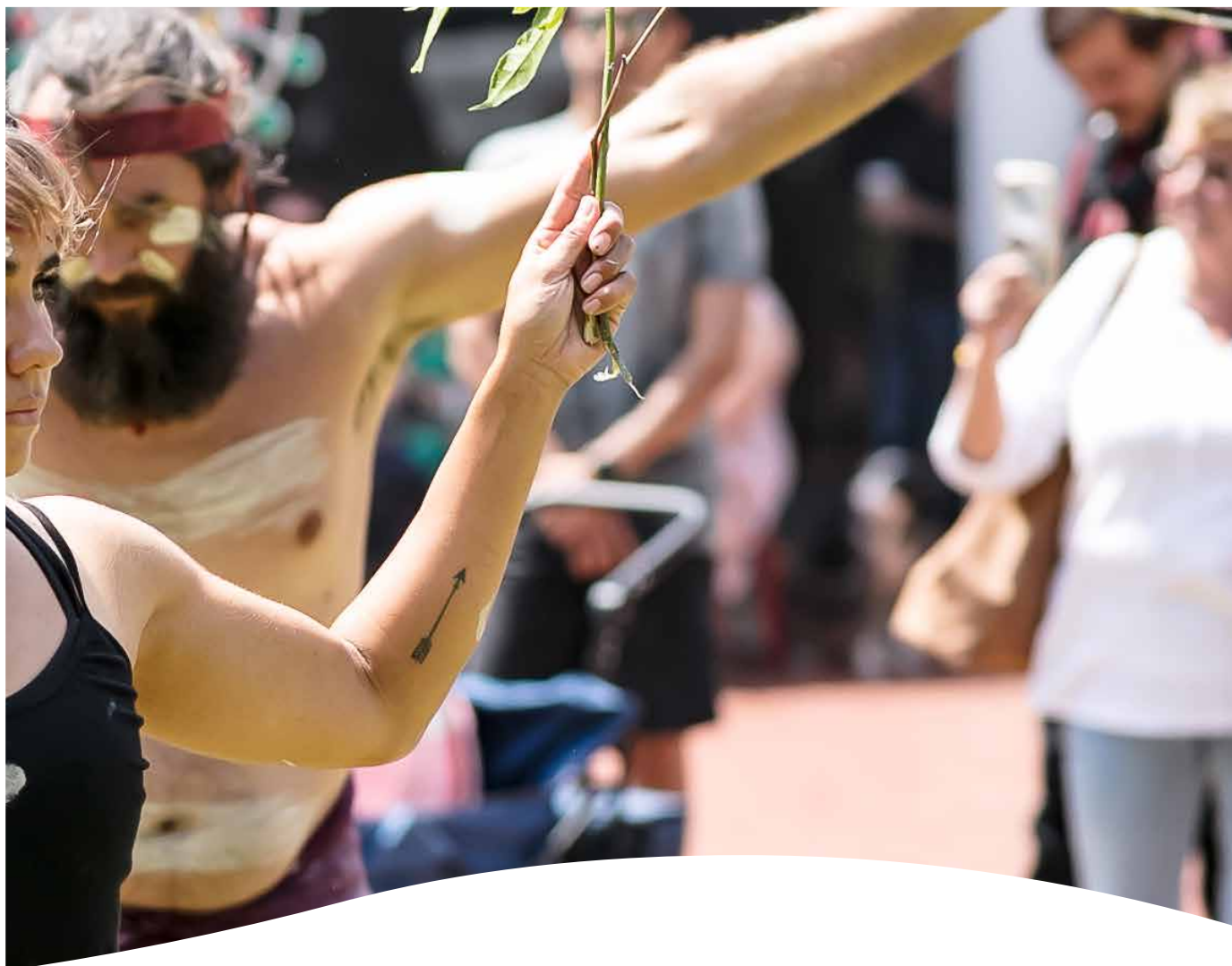


Image: Kugang Djarmbi, Culture Mix, 2023

Cover image: Spinfest, 2022, *Beyond the Breaking Waves*, Artists: Lorraine Brown, Cheryl Davison, Julie Freeman, Alice McKensie, Georgina Parsons, Steven Russell, Jodie Stewart, Phyllis Stewart, Val West

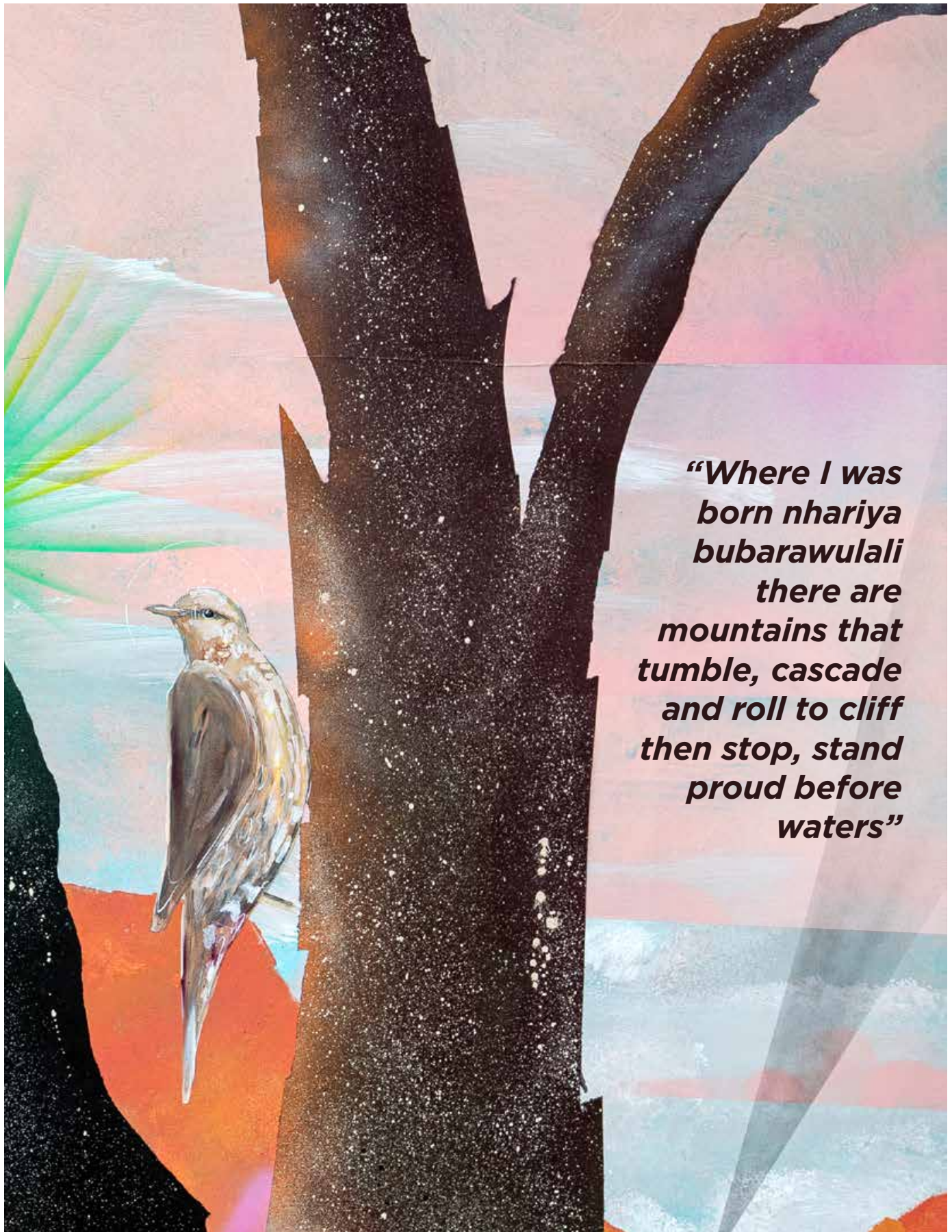
Acknowledgement of Country

Wollongong City Council would like to acknowledge the Traditional Custodians of the land on which this city is built, the Aboriginal people of Dharawal Country. We recognise and appreciate their deep connection to this land, waters and the greater community. We pay respect to Elders past, present and those emerging and extend our acknowledgement and respect to all Aboriginal people who call this city home. We recognise Aboriginal people as the first people to live in the area. We respect their living cultures and recognise the positive contribution their voices, traditions and histories make to this city.



Contents

Poem – nhariya bubarawulali (there are mountains)	2
Message from the Lord Mayor	3
Why this Strategy	4
Snapshot	6
Council's planning process	8
Delivering the Strategy	10
Who we are	12
Developing the Strategy	14
What you told us	16
Game changers	20
Focus areas:	23
Focus area 1 - Creative & vibrant communities	24
Focus area 2 - Creatives at the centre	26
Focus area 3 - Creative spaces and places	28
Focus area 4 - 24-Hour Economy	30



***“Where I was
born nhariya
bubarawulali
there are
mountains that
tumble, cascade
and roll to cliff
then stop, stand
proud before
waters”***



Lord Mayor's Message

'In Wollongong, we're proud of our city's unique identity. Our diverse heritage, culture and artistic expression are central to our sense of community...'

Our city's cultural strengths are layered through our creativity, our diversity, our multiculturalism, our values, beliefs, perspectives and shared stories. Whether it be through music, performance, visual, screen, literary or digital arts, our broad ranging creative pursuits have helped Wollongong form its own identity.

This Strategy has been informed by extensive community engagement, research and benchmarking against industry best practice, and through conversations with members of our city's passionate creative community. I'd like to thank all those who took the time and invested their knowledge and energy into the development of this important document. A Strategy like this is the sum of all its parts and I believe the end result reflects our community's diverse passions, interests and needs.

A creative city is an exciting place to call home. This Strategy provides a path to elevate Wollongong's creativity through events, festivals, pop-ups, exhibitions, mentorships, symposiums, public art, history and heritage, urban design, community cultural development and much, much more.

It builds on our existing successes, recognises the value of the creative industries as a form of expression, employment, investment and tourism, and nurtures creativity.

This document recognises our city's diverse people and seeks to represent all our residents. It makes clear Council's desire to champion local Aboriginal voices and support the artistic and cultural aspirations of Aboriginal people and demonstrates our commitment to learning through deep listening, productive dialogue and shared actions.

This Strategy is not shaped by the resources and opportunities alone, instead it reflects our community's various interests, imaginations and artistic ambitions. It highlights how creativity will always find a way to joy and meaning through our collective creative expressions. Through this Strategy we seek to build cultural and artistic capacity, embed our commitment to the arts and creative people, projects, spaces and places, and craft a thriving night-time economy. It allows us to continue on our journey to build Wollongong's reputation as an industry leader for creativity, and to shape our city into the liveable and energy-filled Creative Wollongong our communities have asked for.

Wollongong City Lord Mayor
Councillor Gordon Bradbery AM

Poetry excerpt by Nicole Smede, *nhariya bubarawulai (there are mountains)*, commissioned work for Culture Mix, 2023, Dharawal translations provided by Dr Aunty Jodi Edwards. Read the full poem at redroompoetry.org

Image: (detail) by David Cragg - painted in response to *nhariya bubarawulai*, commissioned work for Culture Mix, 2023

Why this Strategy

Creative Wollongong sets out Council's commitment to supporting arts, culture, and heritage across the Wollongong Local Government Area through a range of mechanisms from advocacy, partnership, program delivery and provision of creative infrastructure and environments. The Strategy has been developed through extensive community and stakeholder engagement as well as consideration of broader State and National policies on art and culture including - Revive (Australia's Cultural Policy 2023) and Creative Communities, NSW Arts Culture and Creative Industries Policy 2024 - 2033.

To deliver on this strategy for our community, Council plays a number of roles:

- We listen and respond to the changing needs of our communities and support and nurture arts and cultural practices through annual grants schemes, events and initiatives that spur cultural connectivity and a sense of belonging.
- We partner with our diverse cultural communities, cultural institutions, local arts and community groups, environmental organisations and businesses to build capacity and achieve positive outcomes for all.
- We support creatives through the commissioning of new works and we broker artistic collaborations while shaping our urban design through our creative placemaking and provision of cultural infrastructure spaces and places.
- We share the State and Federal Government's commitment to the preservation and nurturing of First Nations arts and culture, and we champion and respect our creative strengths and all artists as workers whose output uniquely contributes to our collective well-being, imaginations, and economy.
- We believe that creativity is for everybody and work to ensure that the city's arts and cultural events are accessible to all.
- We know that our city shines when we support and connect our expert creatives as well as our new and emerging ones. Our role is to advocate for the arts locally, and to promote our creative output nationally and internationally.
- We recognise that arts and culture is the thread that holds communities together and see Creative Wollongong as a living, breathing document and a blueprint for our city's bright and dynamic future.





Image: Culture Mix, 2023



Snapshot

Over the life of our previous Creative Wollongong 2019-2024, many projects were delivered, supported and advocated for. Below is a brief snapshot of projects across events, festivals, residencies, visual arts, artist support and facility provision.

Culture Mix

With its focus on belonging, accessibility and the interconnectivity of cultural experience, the Culture Mix one day festival in the heart of Wollongong's CBD layers music, dance, pop-ups, installations and interactive experiences with the sharing of cultural food and stories. The 2023 festival program offered 120 different experiences through eight hours of curated content across nine indoor and outdoor venues, three stages, one dance floor, five workshop spaces, a food fair and a bazaar. With more than 850 individuals from over 30 different cultural backgrounds, the festival also supported 17 local community groups and 13 contemporary, intercultural elements including six creative arts projects across visual art, dance, music and spoken word.

Coomaditchie: The Art of Place

Coomaditchie has long established itself in Wollongong as a centre for living First Nation culture underpinned by values of education, social and cultural understanding and inclusion, arts participation, and community wellbeing. This has been driven by a deep

connection to traditional stories expressed through art making. Coomaditchie: The Art of Place project was a Wollongong Art Gallery led project directed and developed by First Nation Curators Tess Allas and Wollongong Art Gallery Cadet Alinta Maguire. The project included numerous community workshops, a culminating art exhibition across four exhibition spaces, and a range of associated public programs and events. The exhibition toured to and was presented at Museum of Sydney and was shortlisted for the Annual Museums and Galleries NSW IMAGINE Awards.

Artward: Art in Unusual Places

Over a period of 18 months, six artists were commissioned for an artist in residence program at various Wollongong City Council facilities such as community centres, Bushcare sites and cemeteries across the Local Government Area. Writing workshops, environmental art, soundscapes and natural dye textiles were created and delivered as part of the program. Some artworks were created with the involvement of community and some were a pure response to place. The project included sound installations at Helensburgh Cemetery, a writer's group at Corrimal Library, and an aerial installation at Dapto Ribbonwood Centre. This project was delivered as a part of Council's Creative Covid relief package.



Image: Coomaditchie artists and community members, (detail) *The First Three Decades (decade 2)*, 2022, acrylic on unstretched canvas, 302 x 213.5cm

Grants Program

We have a number of grant programs that provide financial assistance to local creatives, diverse cultural groups and other members of our local community. Over the last 5 years, our grants and sponsorship programs have included: Small Cultural and NAIDOC grants, Quick Response Grants, Sponsorship of Community Events, Contribution to Public Bands and Choirs, Connecting Neighbours and Signature Events grants.

Illawarra Performing Arts Centre (IPAC) upgrades

Council has made a significant investment in refurbishing the IPAC, a key piece of cultural infrastructure in our community. The refurbishment works included a new roof, heating and cooling system, lighting, carpet and seating. In addition to this, there was a strong focus on improving the accessibility of the venue – a new hearing loop system was installed along with upgrades to the café, box office and toilets. These upgrades make this venue a space for all to enjoy and bring it in line with contemporary access standards.

Creative Wollongong Studios

Our recently upgraded studios in the lower Town Hall allow for short term affordable residencies for six local artists. The twelve-month residencies awarded through an

'expression of interest' process attracts a diverse range of artists across a wide range of creative disciplines. Resident artists also take part in open studio days, workshops, talks and events.

I Belong in the Gong

This national award-winning social inclusion project aimed to reduce alcohol-related violence in bars and clubs in Wollongong's CBD. I Belong in the Gong focused on small and larger inner-city bars and hotels who were asked to display a decal sticker and commit to prioritising patrons' safety, in particular women. Patrons in participating venues were able to seek help from trained staff if they felt threatened or were being abused. Each participating venue received a laminated charter showing the easy steps to provide support as well as the agreed values to which they committed.

Wollongong CBD Night-Time Economy Policy

This Policy was developed to support the evolution of the city's diverse night-time economy by encouraging low impact businesses to extend their operating hours. Since it was adopted, the Policy has guided more than 35 approvals for new and expanding businesses in the CBD. These include gyms, theatres, restaurants, 24-hour public domain activations and 2am operation for small bars and takeaway businesses.

Council's Planning Process

Creative Wollongong provides a framework for future planning, provision and investment in arts and culture over the next 10 years. It sits alongside a suite of connected plans and policies, which underpin Council's Community Strategic Plan. These policies and plans inform the delivery of the actions linked to Creative Wollongong and its vision for a vibrant, artistically and culturally diverse and engaged city. You can access the full list of related documents at wollongong.nsw.gov.au

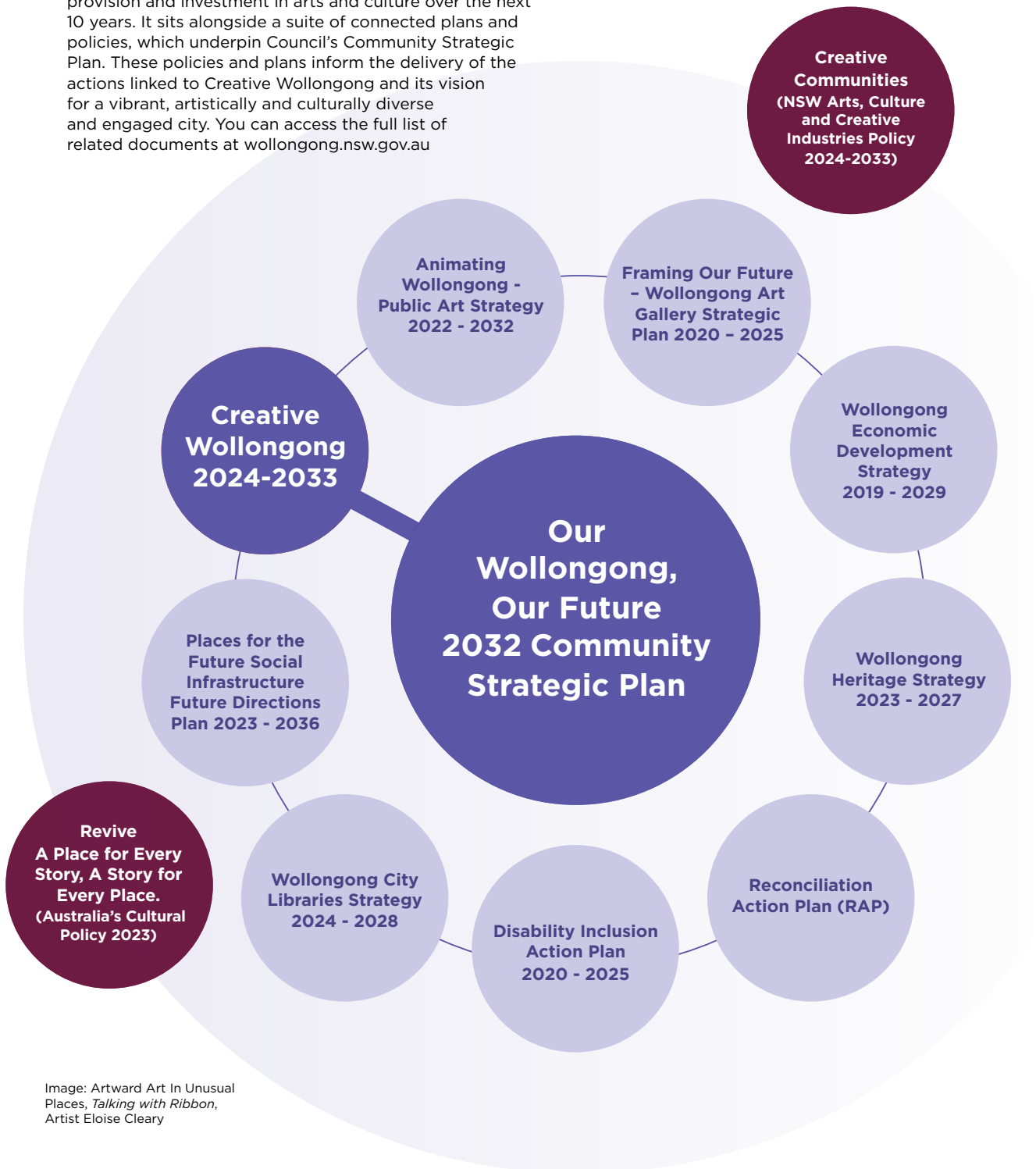


Image: Artward Art In Unusual Places, *Talking with Ribbon*, Artist Eloise Cleary





Delivering the Strategy

Creative Wollongong will become part of our Delivery Program and Operational Plan and will support the delivery of Wollongong's Community Strategic Plan.

Implementation

A detailed Action Plan that includes timeframes, priorities, resources and responsibilities has been developed. This internal document will guide the delivery of Creative Wollongong.

Evaluation

Monitoring and evaluating the progress and delivery of the actions will be ongoing. A range of methods will be used to help us measure the outcomes of this Strategy. These methods may include surveys, focus groups, participation/attendance data, case studies, information collected from community, well-being and customer satisfaction surveys and ABS data.



Image: Culture Mix, 2023

Reporting

You can track the delivery and outcomes of this Strategy through the following:

- Quarterly reporting
- Annual review
- Mid-term review to the community before the development of the next Creative Wollongong
- Creative Wollongong E-Newsletter and Facebook page

Resourcing the Strategy

Creative Wollongong will help us make decisions and guide our work over the next ten years. Some actions in this Strategy are about continuing our work and others are about making improvements to what we do and how we do it. Some actions are funded from within existing budgets and funds may be allocated as part of Council's annual budget and planning processes, while some will require additional funding. Some of the actions require advocacy and partnership with levels of government and others to deliver on outcomes. Where appropriate we will apply for external funding to help us deliver the actions in this Strategy.

Who we are



People



219,141 people live in Wollongong

(with a population density of 320.5 persons per square km) in 2023. This population is expected to increase by 40,000 in the next 20 years.

3.2% (6,945 people) identify as Aboriginal and Torres Strait Islander.

Median age 39 years.

(All people)

45,088 people living in Wollongong City in 2021 were born outside of Australia.

The top ten languages spoken at home are:

Macedonian, Arabic, Italian, Mandarin, Spanish, Greek, Serbian, Vietnamese, Portuguese, and Turkish.

Place



Wollongong is said to originate from the Aboriginal word Woolyungah, meaning Five Islands.

Dharawal is the Traditional language of the local Aboriginal people.

Positioned between the Tasman Sea (to the East) and the Illawarra Escarpment (to the West),

Wollongong stretches from the suburbs of Windang and Yallah (in the South) to Helensburgh (in the North).

Wollongong is Australia's 9th largest city.

(Based on population)

Economy



There are 15,408 (2023) registered businesses in Wollongong.

Night Time Economy:

In the 12 months to February 2024 there was \$750M in night time expenditure across the Wollongong LGA. Specific to Dining and Entertainment, total night time spending was \$298M.

In both instances spend was highest in Wollongong reflecting the importance of the Wollongong CBD as a night time destination.

Gross Regional Product for Wollongong is \$13.27B.

At the 2021 Census, there were over 780 residents of Wollongong LGA working as Arts or Media Professionals.

This included a wide range of creative occupations from Actors, Dancers, Musicians and other Entertainers to Photographers, Visual Artists, Directors, Authors, Journalists and Other Writers.

Liveability



The 2023 liveability index confirmed **Wollongong is one of Australia's best places to live, play, and work.**

The combined output of Heritage Activities' and Creative and Performing Arts sectors in 2021/22 was \$57.98M.

Australia's only UCI Bike City.

(Union Cycliste Internationale)

55% agreed there are enough opportunities to participate in arts and related cultural activities.

61% of residents participated in a cultural or creative activity in the last 12 months.

Source:

- Id. (2023) Wollongong City Council: Community and Economic Profile
- Illawarra Aboriginal Community Profile: A snapshot of an Urban Aboriginal Community University of Wollongong, 2016
- Wollongong LGA Wellbeing Survey 2024, Taverner Research Group

Developing the Strategy

We started this process by reviewing Creative Wollongong 2019 - 2024, which highlighted what we had delivered and achieved over the past five years and areas for focus into the future. To get a better understanding of the general trends and issues affecting the arts and creative industries worldwide, we also examined several scholarly works and the arts and creative plans of cities in selected Organisation for Economic Co-operation and Development (OECD) countries. We then reviewed Creative Communities' - NSW Arts, Culture and Creative Industries Policy 2024 - 2033 and REVIVE, Australia's National Cultural Policy, to capture priority areas at the state and national levels.

Community engagement

Between August 2023 to January 2024, we asked the community to share their thoughts, dreams and aspirations for our City's cultural life.

We heard from 326 respondents at targeted workshops, drop-in sessions and via submission, and had conversations with many more. Our Communication and Engagement project webpage received 1.5k unique views and our social media posts reached over 17,000 people.

We received 86 online submissions, 3 hardcopy surveys, 6 emails and 1 phone call. There were 12 meetings/workshops and 10 informal drop-in sessions held with various community groups including creatives, school students and educators, professional networks, and youth groups. We held interactive workshops with a total of 204 participants. Some respondents provided photos with their submissions.

Image: Sculpture in the Garden, *Ghost Trees*, 2021

Promotional Materials:

- 300 DL Flyers
- 1 Gala Cinema digital display
- 1,000 postcards
- 7 library displays

326
formal
responses

+ many more
participated in informal
conversations

12
workshops and
presentations.

204
participants

**Communication
and engagement
methods and
results**

10
informal
drop-ins
at venues,
events, and
programs

Media:
3 facebook ads
4 facebook posts
Facebook reach - 17,000
1 media release
3 Illawarra Mercury
Community Update
notices

1,500
unique webpage
views

2,400+
emails sent



What you told us

You told us that you valued creativity and culture for our city's vibrancy and identity. Inclusive environments, quality experiences, spaces and places and diverse programming were seen as the most vital components. You told us that you're proud of the city's existing arts and cultural initiatives, while sharing some of the challenges you've experienced and what you see as important opportunities for the future.

Aboriginal culture and heritage

You told us that an understanding of 'place' starts with the knowledge and culture of its traditional owners and that you want to see Aboriginal heritage preserved and Aboriginal culture promoted and celebrated.

You want us to build stronger relationships with Aboriginal communities based on respect and honest dialogue and to provide opportunities for Aboriginal artists and creatives to tell their stories.

Cultural diversity

You identified arts and creativity as an opportunity to celebrate our city's uniqueness, and our distinct identity. You said that we have a rich and complex history that deserves to be told and celebrated where appropriate while providing platforms for the community to tell new and evolving stories and share, learn and celebrate.

We heard how significant celebrating cultural heritage is to diverse communities, and how it makes them feel represented and welcomed.



Accessibility and inclusion

You told us that everyone in our community has the same right to access arts and culture, and that our lives are enriched when everyone is included and celebrated. You said we should ensure programs and events reflect our diverse community appropriately. You also told us that transport was critical to be able to participate in arts and cultural events, particularly after dark.

Health and wellbeing

You talked about the positive impact that having access to or being immersed in creativity brings to personal wellbeing and mental health. People are passionate about culture and creativity enriching their own lives as participants, creators or audiences. Many spoke about physical works that brought colour, joy and emotion into otherwise dull public spaces, and how creative experiences are a means to connect with others and create positive social experiences. You asked for more creative and cultural programs to build relationships, connect with others, meet like-minded people and create social cohesion.

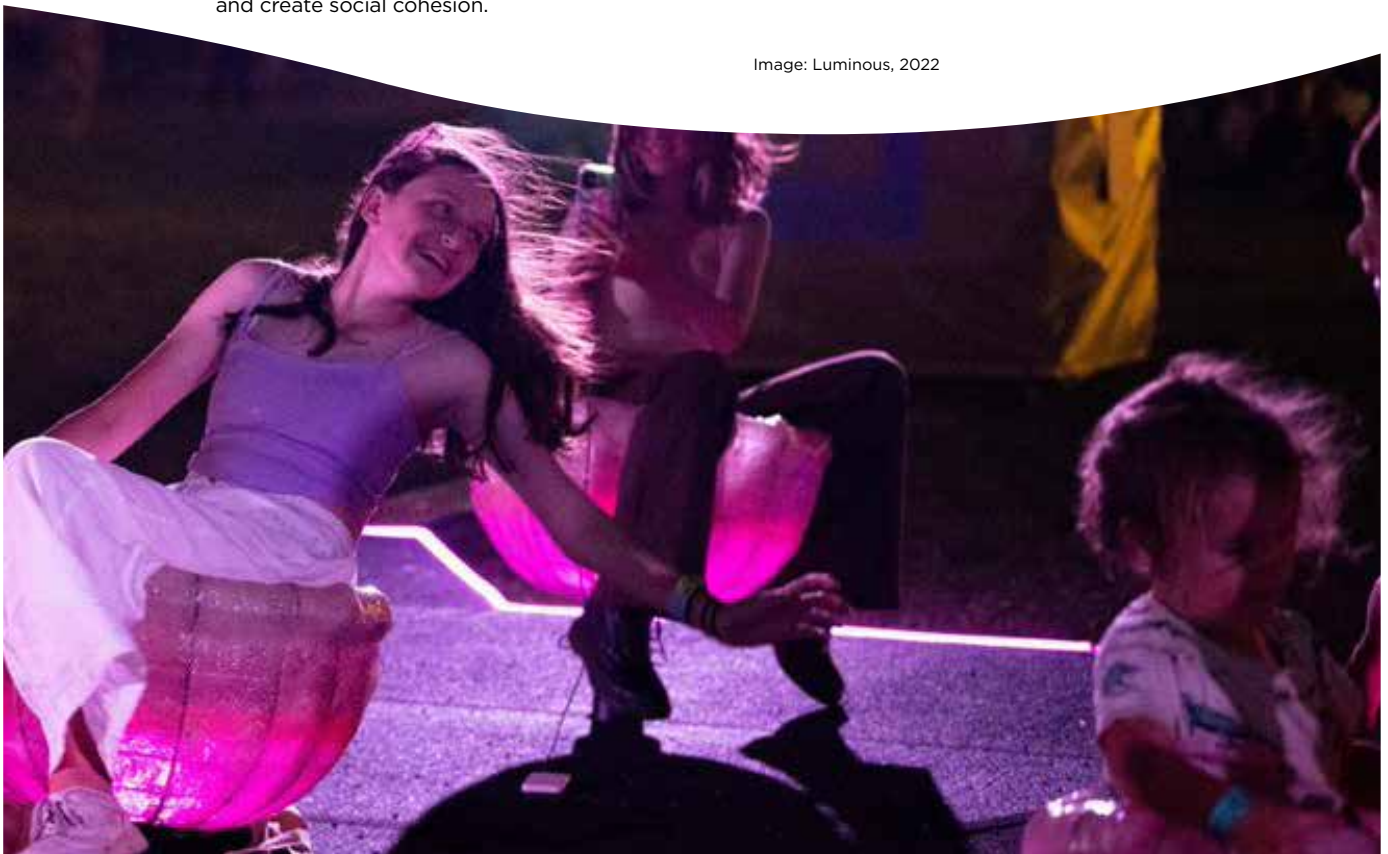
Youth engagement and education

You told us participation in creative life was essential for youth wellbeing and engagement. There was great support for events, programs and activities that appealed to different groups. You would like us to provide and support opportunities for young creatives and emerging artists.

Cultural sector, heritage and creative industries

You told us how critical creative industries were to our region. You expressed how important our diverse music scene is to Wollongong's cultural identity and that the music eco-system should be acknowledged and supported to thrive. You also discussed our burgeoning film industry and the opportunities inherent within Wollongong's unique natural and built environment which could be leveraged to support all levels of film enterprise. We heard that our region's cultural heritage should be preserved including museum collections and community stories.

Image: Luminous, 2022





Cultural infrastructure and public spaces

You told us that you'd like arts and culture to flourish in the CBD, suburbs and open spaces and you want to see events and programs used strategically to build and grow creative communities. You saw a role for us in providing access to arts spaces and low-cost options for creatives to develop and present their works. You asked that we look at better ways to enable creative use of underutilised Council owned facilities and buildings, both day and night. You also said that Public Art should be included in new building projects and upgrades.

Sustainability

You told us you value unique local natural assets like the coastline, escarpment and the lake, as well as Wollongong's cultural heritage and the diversity of community. You said these elements play a part in shaping our approach to creativity and that climate change mitigation including reducing energy consumption and waste was important due to the interconnectedness of environmental sustainability and cultural preservation. You said by protecting the environment we safeguard our art and cultural heritage.

You said how important it was to maintain and support thriving and sustainable creative arts industries.

Economic impact and business perspectives

You told us that the cultural value of the creative industries should be recognised alongside its economic value, with its important role in generating tourism and visitation. You want to see creative businesses and not for profits and those that employ creatives, being supported with increased opportunities for growth and development.

You told us you wanted to see ongoing support for the city's growing Night-Time Economy, and for advocacy around improved safety and transport for the public to enjoy the nightlife.

West Dapto

You told us that we need to incorporate creative arts into broader community and placemaking initiatives for West Dapto. You also said that cultural infrastructure in the West Dapto urban release area was important, and that we should be building awareness and identity for the area through infrastructure and cultural initiatives.

Image: Spinfest, 2022



Game changers

As well as Council's direct actions, there are a number of external 'game-changers' – significant projects or initiatives that have the potential to have a major impact on the creative landscape of the city.

BlueScope Land Transformation Project – Port Kembla

One of the most significant land transformation and job creation opportunities in Australia, the BlueScope Land Transformation Project involves the reimagining of some 200 hectares of excess landholdings adjacent to the largest steelmaking facility in Australia, within the established port precinct, an hour south of Sydney.

The Master Plan will see BlueScope transform the surplus land next door to its Port Kembla Steelworks into next generation multi-industrial precinct. This work has the potential to create 30,000 jobs in emerging industries like clean energy, defence and modern manufacturing as well as supporting creative industries, training, education and research.

Through the life of the project Council will continue to partner and advocate for inclusion of Arts and Cultural facilities and opportunities within this precinct for the benefit and enjoyment of the community and arts and creative industries.

Office of the 24-Hour Economy Commissioner

The Office of the 24-Hour Economy Commissioner sits within the portfolio of the NSW Minister for the Night-time Economy and the Arts. Working with government partners, local councils, industry and the community, the office helps champion and build vibrant, diverse, inclusive and safe hospitality and entertainment precincts across the six cities region of NSW. This includes a range of programs, reforms and advocacy designed to boost the state's 24-hour economy.

The key pillars of the 24-Hour Economy Strategy include:

- Encourage diverse night-time activities
- Develop industry and culture
- Improve mobility and connectivity
- Integrate planning and place-making
- Encourage positive change

As one of the identified NSW Six Cities, Wollongong has a dedicated Office of the

24-Hour Economy Commissioner regional representative. Council is committed to working collaboratively with the office to advocate for Wollongong across a range of issues and opportunities to support the development of the 24-hour economy. This includes key issues impacting participation in the night-time economy such as limited public transport, liquor licensing, noise and sound attenuation.

West Dapto

West Dapto is the fastest-growing residential area in New South Wales outside the Sydney region. Many new developments are underway or have already been finished in this area. Over the next few decades, it will become home to around 19,000 new homes and more than 50,000 people. West Dapto will also bring new employment land and job opportunities to Wollongong. Overseeing growth in West Dapto is the biggest and longest-running project Council has ever undertaken.

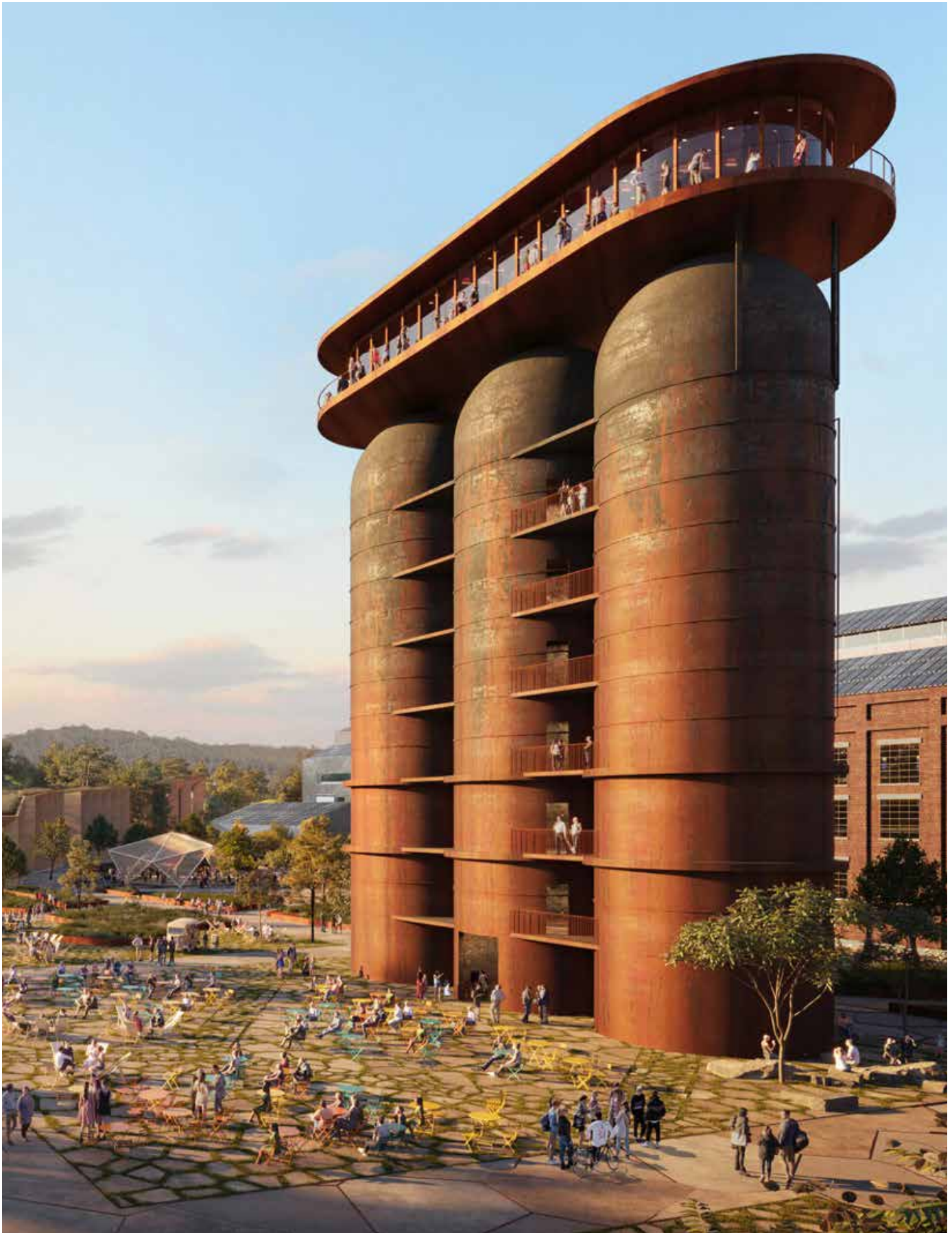
Our work includes setting planning rules, approving development, and designing and building new roads, paths and stormwater structures. We're also planning new cultural facilities, town centres, sports facilities, and public spaces for current and future West Dapto residents.

The West Dapto Development provides an exciting opportunity for the arts and creative industries. Planning for embedded community and cultural facilities are underway and this plan commits to the development of a standalone Cultural and Public Art Strategy for West Dapto and all the opportunities that will bring.

Illawarra Sports and Entertainment Precinct

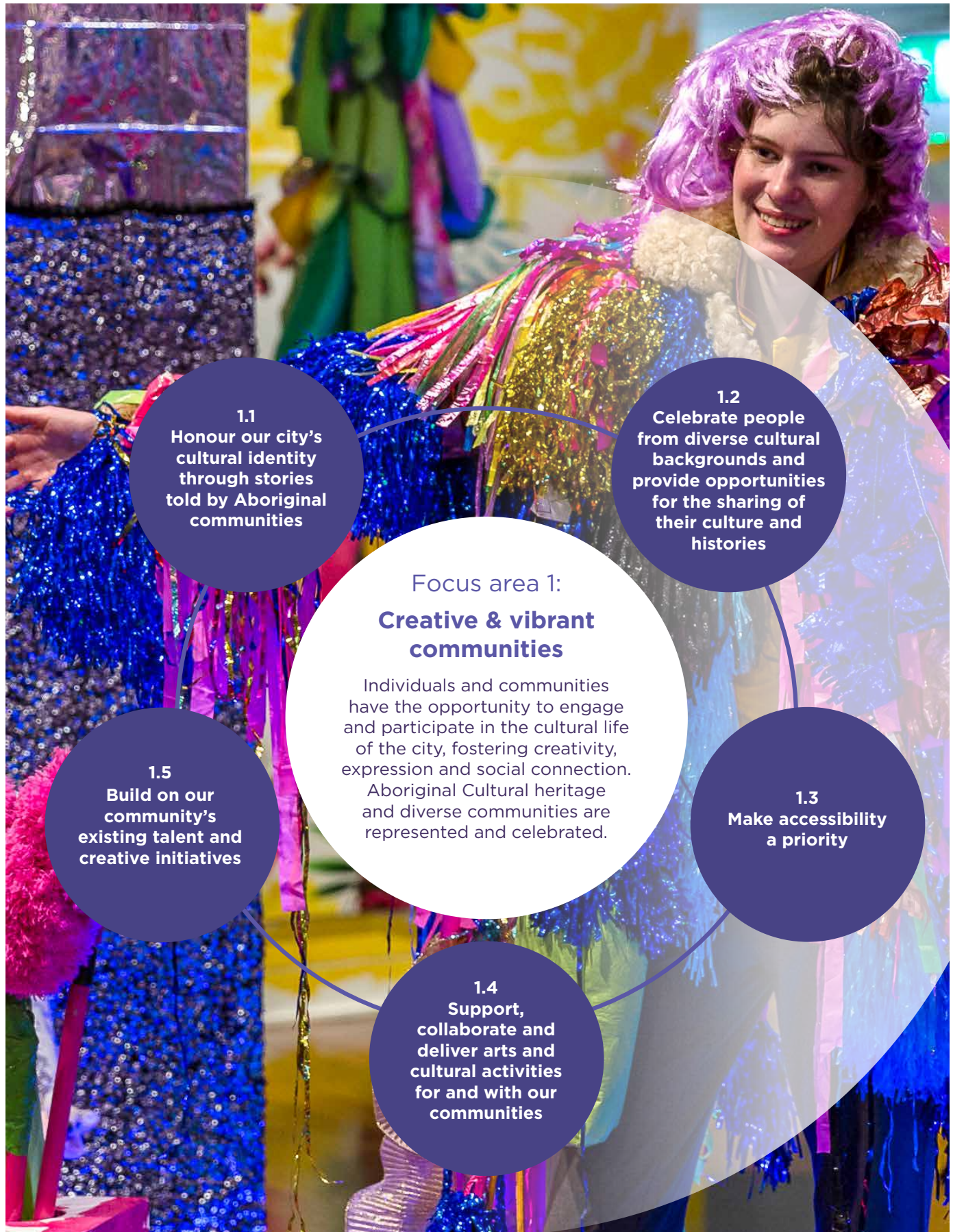
Council continues to advocate to the NSW Government for the redevelopment of the Illawarra Sports and Entertainment Precinct (ISEP), which includes the Venues NSW assets of WIN Entertainment Centre, WIN Stadium and the adjacent training field. As one of the city's greatest assets as a destination for major events, a revitalised Illawarra Sports and Entertainment Precinct at the Wollongong foreshore will deliver a thriving and unique experience that will strengthen the region's visitor economy, support jobs growth and enhance the liveability of our city.

Image: BlueScope Port Kembla Master Plan conceptual render









Focus area 1: Creative & vibrant communities

Number	Strategy		Action
1.1	Honour our city's cultural identity through stories told by Aboriginal communities	1.1.1	Partner with local Aboriginal communities to provide opportunities for sharing of local knowledge, stories and histories
		1.1.2	Work with Aboriginal community on permitted use of imagery and protection and use of Aboriginal Cultural Heritage
		1.1.3	Commit to ongoing conversations with local Aboriginal and Torres Strait Islander communities to ensure that our decision-making processes are appropriate and delivered with integrity
		1.1.4	Deliver creative and cultural Actions from Council's Reconciliation Action Plan
1.2	Celebrate people from diverse cultural backgrounds and provide opportunities for the sharing of their culture and histories	1.2.1	Deliver community and cultural programs that are co-designed with diverse cultural community
		1.2.2	Deliver community festivals and events at a range of scales across the LGA
		1.2.3	Deliver community cultural development initiatives that enable the development of new skills and the building of new relationships
1.3	Make accessibility a priority	1.3.1	Diverse communities are supported and represented through Council events, public art, and grants programs
		1.3.2	Provide and promote opportunities for children and families to engage in creative activities through Council's programs and events
		1.3.3	Offer and promote opportunities for people to volunteer in Council run events and activities
		1.3.4	Deliver actions which support participation in creative activities in line with Council's Disability Inclusion Action Plan
1.4	Support, collaborate and deliver arts and cultural activities for and with our communities	1.4.1	Promote diversity in creative programming across venues, events, and festivals, representing a wide range of genres, cultures, and styles
		1.4.2	Review our annual program of events and activations to reflect our community's changing interests in our outdoor, public and natural environments
		1.4.3	Support Destination Wollongong to attract Major Events to the city
1.5	Build on our community's existing talent and creative initiatives	1.5.1	Preserve and celebrate the cultural heritage of Wollongong through documentation, exhibitions, and events that highlight our city's social and cultural history
		1.5.2	Provide partnership and support to increase the number of small and medium sized initiatives, festivals and events across the LGA

Image: Rosie Deacon exhibition, 2019, Wollongong Art Gallery



Focus area 2: Creatives at the centre

Number	Strategy		Action
2.1	Build a strong creative community through capacity building, professional development and financial support	2.1.1	Deliver sponsorship opportunities, Council's Financial Assistance Policy and grants programs for artists
		2.1.2	Investigate the viability of a regular ward-based artist in residence program
2.2	Create opportunities for our creative community to develop, perform, produce and showcase their work	2.2.1	Where appropriate provide opportunities for local artists and creatives in Council run initiatives and activations where practicable
		2.2.2	Investigate weighting criteria for local creatives in low value procurement
2.3	Champion young people and emerging creatives	2.3.1	Opportunities for young people to participate in skills development for creative industries are championed
		2.3.2	Target opportunities at emerging artists through grants programs, performance opportunities and EOI's
		2.3.3	Increase opportunities for young people to engage in Council's cultural programs
2.4	Support, recognise and advocate for local Creative Industries	2.4.1	Collaborate with and support the growth of the Live Music eco-system within Wollongong
		2.4.2	Provide advocacy for Wollongong's growing film industry
		2.4.3	Continue to advocate for local community arts organisations and creative initiatives

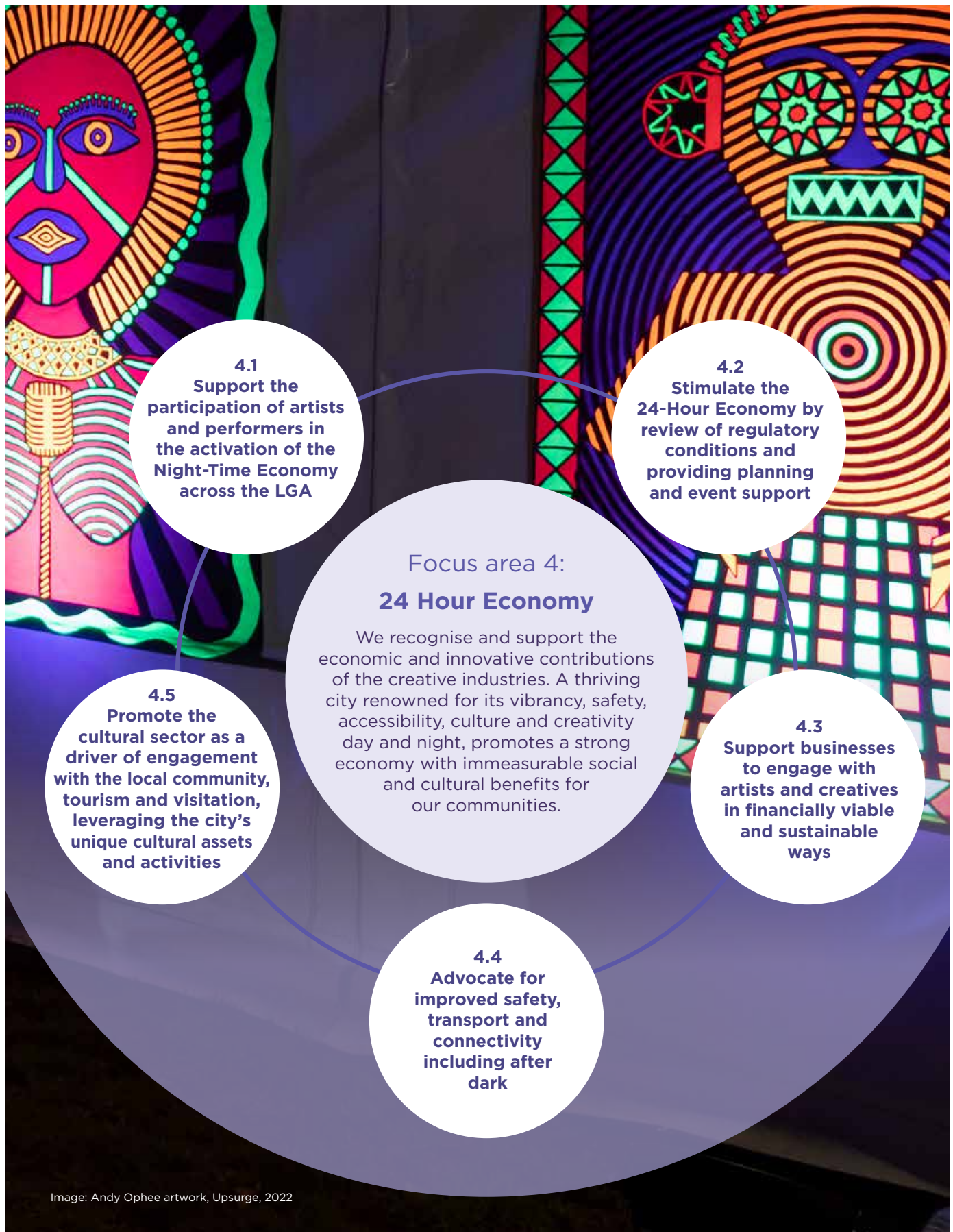
Image: Shakamoto, Wollongong Youth Centre

Image: Full Set
Festival, mural
by Smug



Focus area 3: Creative spaces and places

Number	Strategy	Action
3.1	Identify opportunities for creative use of Council owned and managed spaces and community facilities	3.1.1 Investigate improved access to Council owned and managed facilities for diverse creative uses
		3.1.2 Continue to facilitate management and activation of the Illawarra Performing Arts Centre and Wollongong Town Hall through a Funding and Services Agreement
		3.1.3 Continue to activate the Lower Town Hall Artist Studios
		3.1.4 Undertake Actions in Framing Our Future – Wollongong Art Gallery Strategic Plan 2020-2025
3.2	Cultural infrastructure and creative amenity are considered in Council planning for urban release, development and renewal	3.2.1 Ensure Public Art is considered in the design and scope phase of any new infrastructure or renewal project in line with Animating Wollongong – Public Art Strategy 2022 - 2032
		3.2.2 Embed the consideration of Public Art for infrastructure in Business Proposals and Project nominations
		3.2.3 Cultural infrastructure is considered inline with Places for the Future Social Infrastructure Future Directions Plan 2023-2036
3.3	Advocate for creative cultural use within the BlueScope Land Transformation Project in Port Kembla	3.3.1 Explore creative opportunities which could include film and entertainment, arts, events and museums within the BlueScope Land Transformation Project in Port Kembla
3.4	Activate community places and open spaces through accessible events and placemaking	3.4.1 Explore opportunities and advocate for the development of a dedicated festival site in the Wollongong Local Government Area that services the Illawarra Region and contributes to the cultural activation of the city
		3.4.2 Undertake initiatives that increase the vibrancy and accessibility of open spaces and places
		3.4.3 Utilise Council's Placemaking Framework in the development of new spaces
3.5	Celebrate our city's arts and cultural heritage	3.5.1 Support volunteer museum management committees through sector advocacy and connection with Museums and Galleries NSW
		3.5.2 Conserve and enhance our city's rich heritage in alignment with Council's Heritage Strategy 2023- 2027
3.6	Incorporate creative arts into broader community and placemaking initiatives for the West Dapto Urban Release Area	3.6.1 Cultural facilities are included in the West Dapto Open Space, Recreation and Community and Cultural Facilities Needs Assessment
		3.6.2 Develop a West Dapto Cultural Plan with associated Public Art Plan



Focus area 4: 24-Hour Economy

Number	Strategy		Action
4.1	Support the participation of artists and performers in the activation of the Night-Time Economy across the LGA	4.1.1	Work with the Live Music Office to implement the Live and Local Initiative in the Wollongong CBD
		4.1.2	Investigate State Government initiatives such as 'Local Place Activation - planning and approval pathways guideline'
		4.1.3	Work with relevant partners to deliver a coordinated approach to activating Wollongong CBD and selected Town Centres at night
4.2	Stimulate the 24-Hour Economy by review of regulatory conditions and providing planning and event support	4.2.1	Work with the NSW Government Office of the 24-Hour Commissioner on matters of common interest to support the development of a sustainable night-time economy
		4.2.2	Test Council's existing policies and processes against the implementation in Wollongong of the NSW Government's Vibrancy Reforms - Amendment Act 2023
		4.2.3	Investigate Special Entertainment Precincts and assess their suitability for the Wollongong CBD and selected Town Centres and venues
4.3	Support businesses to engage with artists and creatives in financially viable and sustainable ways	4.3.1	Continue to work with Wollongong CBD businesses on a 'precinct based' model of engagement and support
		4.3.2	Develop targeted Expressions of Interest opportunities when and where appropriate
		4.3.4	Provide representation to the Wollongong Liquor Accord
4.4	Advocate for improved safety, transport and connectivity including after dark	4.4.1	Investigate infrastructure projects that promote vibrancy, and pedestrian safety during the night
		4.4.2	Monitor perceptions of safety to inform placemaking and project development
		4.4.3	Liaise with Transport for NSW and other stakeholders to improve public transport options to support people to participate in creative events and cultural activities
4.5	Promote the cultural sector as a driver of engagement with the local community, tourism and visitation, leveraging the city's unique cultural assets and activities	4.5.1	Utilise Council's marketing channels to highlight cultural events and promote inclusivity
		4.5.2	Promote the work of artists and creatives
		4.5.3	Investigate the potential for a marketing plan to support and promote creatives and cultural events in Wollongong





Image: Electric Korma, Culture Mix, 2023

From the mountains to the sea, we value and protect our natural environment and will be leaders in building an educated, creative, sustainable and connected community.

We value and protect our environment

We have an innovative and sustainable economy

Wollongong is a creative, vibrant city

We are a connected and engaged community

We have a healthy community in a liveable city

We have affordable and accessible transport



Wollongong City Council
wollongong.nsw.gov.au
Phone (02) 4227 7111





OUR WOLLONGONG JOIN THE CONVERSATION



Creative Wollongong!

Engagement Report
Executive Summary
July 2024

The information in this report is based on data collected from community members who chose to be involved in engagement activities and therefore should not be considered representative.

This report is intended to provide a high-level analysis of the most prominent themes and issues. While it's not possible to include all the details of feedback we received, feedback that was relevant to the project has been provided to technical experts for review and consideration.

Executive Summary

Over the past five years, Creative Wollongong has brought our community together through a range of events, programs and initiatives. It's now time to craft a new cultural plan. We asked the community and other stakeholders to share their thoughts, dreams and aspirations for our city's cultural life. This feedback has been used to create a new plan with their priorities at the forefront.

Engagement was undertaken in two phases:

1. Informing the development of the draft Creative Wollongong 2024-2033
2. Exhibition of the draft Creative Wollongong 2024-2033

Phase One

Informing the development of the draft Creative Wollongong 2024-2033

Engagement details

Phase One engagement was delivered in two stages. The first was a series of targeted workshops with local creative practitioners held in each Council ward from 30 August to 9 September 2023. The second stage included broader community and stakeholder participation from 5 October 2023 to 17 January 2024.

Several methods were used to promote each stage of the engagement, such as displaying posters and flyers throughout the LGA and sending emails, Frequently Asked Questions (FAQ) and a survey to more than 2,400 stakeholders. A project webpage was published on our.wollongong.nsw.gov.au, which included the Creative Wollongong 2019-2024 Snapshot document, FAQ, online survey and Show and Tell Gallery. Promotion also included a media release, social media campaigns and published notices in the Illawarra Mercury Community Update. Meetings and workshops were held with local creatives, Aboriginal stakeholders, preschools, primary schools and organisations providing services to children and young people. Council staff dropped into numerous venues, events and programs to distribute promotional postcards, share information and invite people to participate. People could also access the information from Council's Customer Service Centre, Wollongong Art Gallery and their local library.

Engagement participation

326 formal responses and 86 online submissions were received from community members, and we had conversations with many more. Twelve meetings/workshops and ten informal drop-in sessions were held with various community groups including creatives, school students and staff, professional networks and youth groups. Some respondents provided photos with their submissions. We held workshops attended by 203 participants. The project webpage had 1.5k unique views, four people contributed to the online Show and Tell Gallery and the social media campaign reached more than 17,000.

What we heard

We heard a vibrant, creative and cultural life in our city means celebrating diverse expressions, fostering connection and creating identity. It's viewed as being vital for personal and community wellbeing and attracting a global audience. People spoke about sharing stories that reflect their values through artistic expression, cultivating joy and community cohesion in a unique tapestry of cultures and perspectives.

Survey

85 surveys were submitted, with responses indicating how the community values creativity and culture. It is seen as essential in creating vibrancy in our city, while enhancing and transforming community experiences. It plays a key role in exploring, celebrating and shaping Wollongong's unique identity including its natural assets, its cultural heritage and its diversity. There is a recognised need for the creative industry and creatives to be supported in a sustainable and practical way, including access to affordable creative spaces, planning and design of public spaces and facilities and advocacy. Access and inclusion to creative and cultural events is important in ensuring that audiences and individuals have appropriate

access to spaces and programs and that both events and activity support community participation and appropriately reflect the community.

The positive impact from participating in the city's creative or cultural life as creatives, makers and audiences is significant and spans health, wellbeing, participation and liveability in and of the city. Art events and creative experiences are seen as ways to build and strengthen social cohesion and relationships, connect communities and learn and share stories of our local community.

Workshops with creatives

47 local creatives participated in a series of workshops across all Council wards. The profound impact art and culture has had on Wollongong, fostering connection, mental health and community resilience, was prominent in the feedback. Participants advocated for vibrant, diverse cultural experiences, highlighting economic benefits and inclusivity. The arts are seen as vital for identity, joy and shared stories, promoting growth, hope and a sense of belonging in a rapidly evolving city. They benefit from a growing network that fosters collaboration and positive culture.

Challenges included venue and investment issues, struggles with business aspects, financial difficulties and a disconnect within the arts community. Suggestions for ways Council could support creatives included the establishment of advisory groups, training programs, grassroots support and fostering private sector involvement. Encouraging First Nations celebration, youth engagement and access to public spaces were key themes. There is a desire for simplified bureaucratic processes, offerings of affordable workshops and the creation of centralised digital platforms to support artists.

Members of the local music scene view the cultural plan's overarching goal as being to cultivate a vibrant, safe and inclusive music scene in Wollongong. They stressed the need for recognition of the local music eco-system, cultural zoning, licensing considerations and support for local artists. Suggestions included promoting safety through improved transport, especially late at night and door security. Participants advocated for collaboration, inclusivity and the creation of supportive environments for cultural performances to enhance the music scene. Discussions focused on late night trade, transport and cultural infrastructure in town centres, with the importance of community involvement and diverse programming highlighted.

Child and family services

24 child and family services stakeholders discussed ways to enhance creative and cultural learning experiences for young children in the community. They emphasised the importance of promoting information, involving schools, targeting parents, ensuring accessibility, hosting events outside the city centre and embracing culturally diverse activities. They prioritised engaging families/carers to enable participation in cultural events, creating inclusive, culturally rich learning environments, providing access to quality experiences and offering diverse programming.

Workshops with preschool and primary school children

132 children from all Council wards participated in a series of workshops. Children are actively involved in diverse cultural events, arts and creative pursuits. They participate in activities such as museum visits, cultural festivals and art exploration both locally and internationally. Children expressed a keen interest in books, music programs and opportunities to learn about different cultures. Barriers to engagement include lack of awareness, financial constraints, transportation issues and parental factors. Their vision of a creative city is one with vibrant cultural celebrations and various artistic landmarks. They aspire to contribute by organising events, promoting kindness, supporting public art and addressing social issues. They envision a joyful, diverse and inclusive city that embraces cultural understanding and individual expression. Their ideas extend to practical considerations, such as dedicated spaces for activities, diverse age-group support and effective communication channels like apps and social media.

Open submissions

We received nine open submissions from local creatives, residents and Aboriginal stakeholders. Lengthy submissions were provided in full to the project team. The submissions highlighted the profound personal impact of arts and culture and accentuated their role in acknowledging and emphasising social issues. They also talk about the various challenges and success artists experience locally and explore ways to enhance the local creative and cultural scene with a focus on community participation and support.

A local Aboriginal filmmaker suggested Council commit to capturing a set number of stories from Aboriginal creatives annually, extending the initiative to mentoring Aboriginal young people in creating their short films to foster self-expression and community connection.

Suggestions included addressing the exclusion of young Aboriginal people from creative programs. The need for targeted programs for young Aboriginal people was raised, along with addressing transportation barriers and promoting their participation.

Recommendations included using arts to promote caring for Country, increasing funding for Aboriginal artists, appointing them as resident artists at Wollongong Art Gallery and involving Elders in program design.

Permission from Elders was advised for cultural activities on sacred land and there was a call for non-Aboriginal people to learn about Aboriginal history.

Social media

The commentary varied depending on the group the discussion took place in. In local creative, arts and music groups, posts promoting the engagement mainly received 'like' and 'love' reactions. In a University of Wollongong student group, there was criticism of how Council handles noise complaints for venues hosting live music events. In a Dapto community group commentary questioned Council doing a West Dapto specific cultural plan, with a view that doing this before infrastructure is in place is a backwards approach. Some said Council should focus its resources on maintenance in the area instead.

Phase Two

Exhibition of draft Creative Wollongong 2024-2033

Engagement results

The draft Creative Wollongong was exhibited between 30 May to 27 June 2024. A variety of methods to reach and involve a diverse audience were used including e-newsletters, a media release, social media, and displays at the Wollongong Art Gallery and library. An email, FAQs, and survey were sent to more than 1,700 stakeholders, including Neighbourhood Forums, local businesses, community groups, creatives, residents, industry entities, and participants from previous engagements. Information was also available via Council's Customer Service Centre.

The project webpage had 31 unique views and feedback was provided by 19 participants. The majority of respondents were supportive of the draft strategy, appreciating its vision and initiatives, and expressing eagerness to participate in community events. There were calls for better recognition of European, South American, and Asian communities alongside Aboriginal culture. Suggestions included celebrating diversity through international food festivals, multicultural markets, and public art installations to beautify Wollongong. Concerns about affordable spaces for creatives and the need for partnerships with the private sector to provide subsidised cultural spaces were also raised. Barriers such as financial constraints and bureaucratic hurdles were identified, with recommendations for more inclusive representation and better access to decision-makers. Ideas for new events and greater community engagement when planning for public art were also highlighted.

In general, the feedback reflected a strong interest in enhancing Wollongong's cultural vibrancy, inclusivity, and accessibility through various initiatives and collaborations.

Creative Wollongong 2024 – 2033 IMPLEMENTATION PLAN

FOCUS 1 | CREATIVE & VIBRANT COMMUNITIES

Individuals and communities have the opportunity to engage and participate in the cultural life of the city, fostering creativity, expression and social connection. Aboriginal cultural heritage and diverse communities are represented and celebrated.

- **Celebrate** our city's cultural identity through stories told by Aboriginal and diverse cultural communities
- **Make** accessibility a priority
- **Support**, collaborate and deliver arts and cultural activities for, and with, our communities
- **Build on** our community's existing talent and creative initiatives

	Strategy		Action	Delivery Stream	Responsibility	Resourcing	Strategic Links	Short 1-2yrs	Med 3-4yrs	Long 5+ yrs	BAU
1.1	Honour our city's cultural identity through stories told by Aboriginal communities	1.1.1	Partner with local Aboriginal communities to provide opportunities for sharing of local knowledge, stories and histories.	Cultural Development, Community Engagement, Events Coordination, Community Development, Library Services	Manager Community, Culture and Engagement	Existing operational	CSP 3.1,4.3,4.4,4.10				*
		1.1.2	Work with Aboriginal community on permitted use of imagery and protection and use of Aboriginal Cultural Heritage	Cultural Development, Community Engagement, Events Coordination, Community Development, Library Services	Manager Community, Culture and Engagement	Existing operational	CSP 3.1,4.3,4.4,4.10				*
		1.1.3	Commit to ongoing conversations with local Aboriginal and Torres Strait Islander communities to ensure that our decision-making processes are appropriate and delivered with integrity	Cultural Development, Community Engagement, Events Coordination, Community Development, Library Services	Manager Community, Culture and Engagement	Existing operational	CSP 3.1,4.3,4.4,4.10				*
		1.1.4	Deliver creative and cultural actions from Council's Reconciliation Action Plan	Cultural Development, Community Engagement, Events Coordination, Community Development, Library Services	Manager Community, Culture and Engagement	Existing operational	CSP 3.1,4.3,4.4,4.10				*
1.2	Celebrate people from diverse cultural backgrounds and provide opportunities for the sharing of their culture and histories	1.2.1	Deliver Community and Cultural Development programs that are co-designed with diverse cultural communities	Cultural Development, Community Engagement, Events Coordination, Community Development, Library Services	Manager Community, Culture and Engagement	Existing operational	CSP 3.1, 4.3, 4.10				*
		1.2.2	Deliver community festivals and events at a range of scales across the LGA	Cultural Development, Community Engagement, Events Coordination, Community Development, Library Services	Manager Community, Culture and Engagement	Existing operational	CSP 3.1, 4.3, 4.10				
		1.2.3	Deliver community cultural development initiatives that enable the development of new skills and the building of new relationships	Cultural Development	Manager Community, Culture and Engagement	Existing Operational	CSP 3.1, 3.2, 3.4				*
1.3	Make accessibility a priority	1.3.1	Diverse communities are supported and represented through Council events, public art, and grants programs	Cultural Development, Public Art, Wollongong Art Gallery, Community	Manager Community, Culture and Engagement	Existing Operational	CSP 3.1, 3.3, 3.5, 4.3				*

Creative Wollongong 2024 – 2033 IMPLEMENTATION PLAN

1.4	Support, collaborate and deliver arts and cultural activities for and with our communities			Engagement, Events Coordination,							
		1.3.2	Provide and promote opportunities for children and families to engage in creative activities through Council's programs and events	Cultural Development, Community Engagement, Events Coordination, Community Development Library Services, Wollongong Youth Services, City Centre + Crown Street Mall	Manager Community, Culture and Engagement	Existing Operational	CSP 3.1, 3.5, 4.1, 4.5				*
		1.3.3	Offer and promote opportunities for people to volunteer in Council run events and activities	Library Services, Botanic Garden and Annexes, Wollongong Art Gallery, Events Coordination, Cultural Development, Community Development	Manager Community, Culture and Engagement	Unfunded	CSP 4.6				*
		1.3.4	Deliver actions which support participation in creative activities in line with Council's Disability Inclusion Action Plan	Community Development, Cultural Development, Events Coordination	Manager Community, Culture and Engagement	Existing Operational	CSP 4.5				*
		1.4.1	Promote diversity in creative programming across venues, events, and festivals, representing a wide range of genres, cultures, and styles	Cultural Development, Public Art, Wollongong Art Gallery, Community Engagement, Events Coordination	Manager Community, Culture and Engagement	Existing Operational	CSP 3.1, 3.3, 3.5, 4.3				*
		1.4.2	Review our annual program of events and activations to reflect our community's changing interests in our outdoor, public and natural environments	Cultural Development, Events Coordination, Environmental Community Programs and Partnerships	Manager Community, Culture and Engagement	Unfunded	CSP 1.7, 3.6,				*
		1.4.3	Work with Destination Wollongong to attract Major Events to the City	Events Coordination	Manager Community, Culture and Engagement	Existing Operational	CSP 3.6		*		
1.5	Build on our community's existing talent and creative initiatives	1.5.1	Preserve and celebrate the cultural heritage of Wollongong through documentation, exhibitions, and events that highlight our City's social and cultural history	Cultural Development, Heritage	Manager Community, Culture and Engagement	Existing Operational	CSP 3.1, 3.3, 4.11				*
		1.5.2	Provide partnership and support to increase the number of small and medium sized initiatives, festivals and events across the LGA	Library Services, Botanic Garden and Annexes, Wollongong Art Gallery, Events Coordination, Cultural Development, Community Development	Manager Community, Culture and Engagement	Existing Operational	CSP 3.1, 3.6				*

Creative Wollongong 2024 – 2033 IMPLEMENTATION PLAN

FOCUS 2 - CREATIVES AT THE CENTRE

The expertise and vision of artists, makers and thinkers is acknowledged and respected, providing opportunities for artistic collaboration, innovation and cultural enrichment. Creative industries and their unique eco-systems are recognised and championed.

Strategies:

- **Build** a strong creative community through capacity building, professional development and financial support
- **Create** opportunities for our creative community to develop, perform, produce and showcase their work
- **Champion** young artists and emerging creatives
- **Creative** Industries are recognised and supported

	Strategy		Action	Delivery Stream	Responsibility	Resourcing	Strategic Links	Short 1-2yrs	Med 3-4yrs	Long 5+ yrs	BAU
2.1	Build a strong creative community through capacity building, professional development and financial support	2.1.1	Deliver sponsorship opportunities, Councils Financial Assistance Policy and grants programs for artists	Community Development, Cultural Development, Events Coordination	Manager Community, Culture and Engagement	Existing Operational	CSP 3.1, 3.2, 3.4				*
		2.1.2	Investigate the viability of a regular Ward-based artist in residence programme.	Community Development, Cultural Development	Manager Community, Culture and Engagement	Existing Operational	CSP 3.1,3.2	*			
2.2	Create opportunities for our creative community to develop, perform, produce and showcase their work	2.2.1	Where appropriate provide opportunities for local artists and creatives in Council run initiatives and activations	Library Services, Botanic Garden and Annexes, Wollongong Art Gallery, Events Coordination, Cultural Development, Community Development	Manager Community, Culture and Engagement	Existing Operational	CSP 3.1, 3.6				*
		2.2.2	Investigate weighting criteria for local creatives in low value procurement	Cultural Development, Financial Accounting and Control	Manager Community, Culture and Engagement	Existing Operational	CSP 3.1	*			
2.3	Champion young people and emerging creatives	2.3.1	Opportunities for young people to participate in skills development for creative industries are championed	Wollongong Youth Services	Manager Community, Culture and Engagement	Existing Operational	CSP 3.2, 5.4				*
		2.3.2	Target opportunities at emerging artists through grants programs, performance opportunities and EOI's.	Library Services, Wollongong Youth Services, Cultural Development, Community Development, Events Coordination	Manager Community, Culture and Engagement	Existing Operational	CSP 3.1, 3.2, 5.4				*
		2.3.3	Increase opportunities for young people to engage in Council's cultural programs	Community Development, Wollongong Youth Services	Manager Community, Culture and Engagement	Existing Operational	CSP 3.2, 5.4				*

Creative Wollongong 2024 – 2033 IMPLEMENTATION PLAN

2.4	Support, recognise and advocate for local Creative Industries	2.4.1	Collaborate with and support the growth of the Live Music eco-system within Wollongong	Cultural Development, City Centre Management	Manager Community, Culture and Engagement	Existing Operational	CSP 2.8, 3.2				*
		2.4.2	Provide advocacy for Wollongong's growing film industry	Events Coordination, Cultural Development, Economic Development	Manager Community, Culture and Engagement	Existing Operational	CSP 2.3, 2.8, 3.1, 3.2		*		
		2.4.3	Continue to advocate for local community arts organisations and creative initiatives	Cultural Development	Manager Community, Culture and Engagement	Existing Operational	CSP 3.1, 3.2				*

Creative Wollongong 2024 – 2033 IMPLEMENTATION PLAN

FOCUS 3 - CREATIVE SPACES AND PLACES

With dedicated spaces and places for learning, discovery, play and celebration, our city by design fosters creative expression and a sense of belonging. With respect for our heritage, we see our natural and built environments align and connect.

Strategies:

- **Identify** opportunities for creative use of Council owned and managed spaces and community facilities
- **Cultural** infrastructure and Public Art are considered in planning and development for urban release, development and renewal
- **Activate** community places and open spaces through accessible events and placemaking
- **Celebrate** our city's arts and cultural heritage

	Strategy		Action	Delivery Stream	Responsibility	Resourcing	Strat Link	Short 1-2yrs	Med 3-4yrs	Long 5+ yrs	BAU
3.1	Identify opportunities for creative use of Council owned and managed spaces and community facilities	3.1.1	Investigate improved access to Council owned and managed facilities for diverse creative uses	Community Facilities, Cultural Development	Manager Library and Community Facilities	Existing Operational	CSP 3.5, 4.11	*			
		3.1.2	Continue to facilitate management and activation of the Illawarra Performing Arts Centre and Wollongong Town Hall through a Funding and Services Agreement	City Centre Management	Manager Community, Culture and Engagement	Existing Operational	CSP 2.7, 3.1, 3.2, 3.5		*		
		3.1.3	Continue to activate the Lower Town Hall artist studios	Cultural Development	Manager Community, Culture and Engagement	Existing Operational	CSP 3.1, 3.2, 4.11	*	*		
		3.1.4	Undertake Actions in Framing Our Future – Wollongong Art Gallery Strategic Plan 2020-2025	Wollongong Art Gallery	Manager Community, Culture and Engagement	Existing Operational	CSP 3.3	*	*		
3.2	Cultural infrastructure and creative amenity are considered in Council planning for urban release, development and renewal	3.2.1	Ensure Public Art is considered in the design and scope phase of any new infrastructure or renewal project in line with Animating Wollongong – Public Art Strategy 2022 – 2032	Cultural Development	Manager Community, Culture and Engagement	Existing Operational	CSP 3.1, 3.2, 5.4				*
		3.2.2	Embed the consideration of Public Art for infrastructure in Business Proposals and Project nominations	Cultural Development	Manager Community, Culture and Engagement	Existing Operational	CSP 3.1, 3.2, 3.3	*			
		3.2.3	Cultural infrastructure is considered in line with Places for the Future Social Infrastructure Future Directions Plan 2023-2036	Community Facilities	Manager Library and Community Facilities	Existing Operational	CSP 3.1, 3.5, 4.11, 5.4		*		
3.3	Advocate for creative cultural use within the Bluescope Land	3.3.1	Explore creative opportunities which could include film and entertainment, arts, events and museums within the BlueScope Land Transformation Project in Port Kembla	Executive	Director Community Services	Unfunded	CSP 3.2, 3.6	*	*		

Creative Wollongong 2024 – 2033 IMPLEMENTATION PLAN

	Transformation Project in Port Kembla	3.4.1	Explore opportunities and advocate for the development of a dedicated festival site in the Wollongong Local Government Area that services the Illawarra Region and contributes to the cultural activation of the city.	Executive	Director Community Services	Unfunded	CSP 3.2, 3.5, 3.6	*	*		
3.4	Activate community places and open spaces through accessible events and placemaking	3.4.2	Undertake initiatives that increase the vibrancy and accessibility of open spaces and places	Urban Renewal and Civic Improvement	Manager Open Spaces and Environmental Services	Existing Operational	CSP 3.5, 5.4, 5.7				*
		3.4.3	Utilise Council's Placemaking Framework in the development of new amenity projects	Urban Renewal and Civic Improvement Community Facilities		Existing Operational	CSP 3.1, 4.11	*			
3.5	Celebrate our city's arts and cultural heritage	3.5.1	Support volunteer Museum management committees through sector advocacy and connection with Museums and Galleries NSW	Cultural Development	Manager Community Culture and Engagement	Existing Operational	CSP 1.7, 3.3				*
		3.5.2	Conserve and enhance our City's rich heritage in alignment with Council's Heritage Strategy 2023-2027	Heritage , Cultural Development	Manager City Strategy	Existing Operational	CSP 1.7, 3.3				*
3.6	Incorporate creative arts into broader community and placemaking initiatives for the West Dapto Urban Release Area	3.6.1	Cultural facilities are included in the West Dapto Open Space, Recreation and Community and Cultural Facilities Needs Assessment	West Dapto Planning, Cultural Development	Manager City Strategy	As funding becomes available	CSP 1.6, 3.5	*	*		
		3.6.2	Develop a West Dapto Cultural Plan, with associated Public Art Plan	Cultural Development	Manager Community Culture and Engagement	Unfunded	CSP 1.6, 3.1, 3.2		*		

Creative Wollongong 2024 – 2033 IMPLEMENTATION PLAN

FOCUS 4 – ECONOMY & INNOVATION

We recognise and support the economic and innovative contributions of the creative industries. A thriving city renowned for its vibrancy, safety, accessibility, culture and creativity day and night, promotes a strong economy with immeasurable social and cultural benefits for our communities.

Strategies:

- **Support** the participation of creative industries in the activation of the Night-Time Economy across the LGA
- **Stimulate** the Night-Time Economy by review of regulatory conditions and providing planning support
- **Support** businesses to engage with artists and creatives in financially viable and sustainable ways
- **Advocate** for improved safety, transport and connectivity
- **Promote** the cultural sector as a driver of engagement with the local community, tourism and visitation, leveraging the city's unique cultural assets and activities

	Strategy		Action	Delivery Stream	Responsibility	Resourcing	Strat Link	Short 1-2yrs	Med 3-4yrs	Long 5+ yrs	BAU
4.1	Support the participation of artists and performers in the activation of the Night-Time Economy across the LGA	4.1.1	Work with the Live Music Office to implement the <i>Live and Local</i> Initiative in the Wollongong CBD.	City Centre Management	Manger Community Culture and Engagement	Existing Operational	CSP 2.8, 3.1, 3.2	*			
		4.1.2	Investigate State Government initiatives such as 'Local Place Activation – planning and approval pathways guideline'	City Strategy	Manager City Strategy	Unfunded	CSP 1.5, 2.7				*
		4.1.3	Work with relevant partners to deliver a coordinated approach to activating Wollongong CBD and selected Town Centres at night	City Centre Management Cultural Development	Manger Community Culture and Engagement	Existing Operational	CSP 2.3, 2.7, 2.8, 3.2				*
4.2	Stimulate the 24 Hour Economy by review of regulatory conditions and providing planning and event support	4.2.1	Work with the NSW Government Office of the 24-Hour Commissioner on matters of common interest to support the development of a sustainable Night-Time Economy	City Centre Management, Economic Development, City Strategy	Manger Community Culture and Engagement	Existing Operational	CSP1.5, 2.4, 2.8, 3.6	*	*		
		4.2.2	Test Council's existing policies and processes against the implementation in Wollongong of the NSW Government's Vibrancy Reforms – Amendment Act 2023	City Strategy Local Environment Planning	Manager City Strategy	Unfunded	CSP 1.5, 2.3				*
		4.2.3	Investigate Special Entertainment Precincts and assess their suitability for the Wollongong CBD and selected Town Centres and venues	City Strategy Local Environment Planning	Manager City Strategy	Unfunded	CSP 1.5, 2.3, 3.2				*
4.3	Support businesses to engage with artists and creatives in financially	4.3.1	Continue to work with Wollongong CBD businesses on a 'precinct based' model of engagement and support	City Centre Management	Manger Community Culture and Engagement	Existing Operational	CSP 2.2, 2.4, 2.8	*			

Creative Wollongong 2024 – 2033 IMPLEMENTATION PLAN

	viable and sustainable ways	4.3.2	Develop targeted Expressions of Interest opportunities when and where appropriate	Cultural Development	Manger Community Culture and Engagement	Existing Operational	CSP 2.4, 2.7				*
		4.3.4	Provide representation to the Wollongong Liquor Accord.	Community Safety and Graffiti Prevention	Manger Community Culture and Engagement	Existing Operational	CSP 2.4, 2.8, 5.10	*			
4.4	Advocate for improved safety, transport and connectivity including after dark	4.4.1	Investigate infrastructure projects that promote vibrancy, and pedestrian safety during the night	Road safety, Traffic and Transport Planning	Manager Infrastructure Strategy and Planning	Unfunded	CSP 6.1				*
		4.4.2	Monitor perceptions of safety to inform placemaking and project development	Community Safety and Graffiti Prevention	Manger Community Culture and Engagement	Existing Operational	CSP 5.10, 5.11				*
		4.4.3	Liaise with Transport for NSW and other stakeholders to improve public transport options to support people to participate in creative events and cultural activities ²⁵⁸	Road safety, Traffic and Transport Planning	Manager Infrastructure Strategy and Planning	Unfunded	CSP 6.5	*			
4.5	Promote the cultural sector as a driver of engagement with the local community, tourism and visitation, leveraging the city's unique cultural assets and activities	4.5.1	Utilise Council's marketing channels to highlight cultural events and promote inclusivity	Communications	Manger Community Culture and Engagement	Existing Operational	CSP 2.7, 3.3, 4.1				*
		4.5.2	Promote the work of artists and creatives	Cultural Development	Manger Community Culture and Engagement	Existing Operational	CSP 3.2	*			
		4.5.3	Investigate the potential for a marketing plan to support/promote creatives/cultural events in Wollongong.	Communications	Manger Community Culture and Engagement	Unfunded	CSP 2.7	*			