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city of innovation

CREATIVE Wollongong 2019-2024

WAGANA DANCE GROUP, VIVA LA GONG. IMAGE BERNIE FISCHER

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Acknowledgement of Country

Wollongong City Council would like to acknowledge and pay respect to the Traditional Custodians of the Land, to Elders past and present, and extend that respect to Aboriginal and Torres Strait Islander people residing within the Wollongong Local Government Area.

CREATIVE Wollongong

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The terms 'creatives' and 'creative practitioners' have been used interchangeably throughout this document to describe those engaged in the Arts, heritage and cultural activities. This includes, but is not limited to:

VISUAL ARTS, MUSIC, PERFORMANCE, LITERARY ARTS, RADIO AND SCREEN CONTENT, DESIGN, ARTISANS, CRAFTS AND MARKETS, FESTIVALS AND EVENTS, THEATRE, HISTORY AND HERITAGE, COMMUNITY CULTURAL DEVELOPMENT AND CIRCUS.

"WE ARE PROUD OF OUR UNIQUE CULTURAL IDENTITY, THE VALUE LOCAL CREATIVES ADD TO OUR COMMUNITY AND HOW THE CITY HAS EVOLVED"

LORD MAYOR COUNCILLOR GORDON BRADBERY AM

Arts, heritage and culture play an important role in our City – bringing people together; celebrating our identity; encouraging learning; providing new opportunities for employment; and supporting our growing economy through tourism.

Over the last few years Wollongong has experienced a period of rapid change. Our cultural landscape is evolving with exciting new festivals, a renewed night life and artist run initiatives popping up all over the City.

Our previous Cultural Plans have guided us to support and celebrate Arts, heritage and culture. We are proud of our unique cultural identity, the value local creatives add to our community and how the City has evolved.

Creative Wollongong seeks to build on this work and celebrate our community's strengths. This Plan provides us with a strategic direction for the future, as we aim to grow creative industries, support community participation in creative life and celebrate our unique places and spaces.

This Plan is designed to be a living document that will respond to the opportunities and challenges presented by our City's changing cultural landscape. It outlines the actions we will deliver and our commitment to creative life in our City.

Working together, we will infuse cultural diversity, creativity and the Arts into the everyday life of our City.

Lord Mayor Councillor Gordon Bradbery AM

Message FROM THE LORD MAYOR

VIVA LA GONG. IMAGE BERNIE FISCHER

What is COUNCIL'S ROLE?

DOLPHIN DOG, PLAYING IN THE PRECINCT. IMAGE WCC

- **LISTEN** & **RESPOND** to the changing needs of our community
- **DEVELOP** policy and **PROVIDE** services, programs and events to support our local community to flourish and grow
- **SUPPORT** & **NURTURE** creatives, community groups and events to achieve positive outcomes for our community
- **PARTNER** with others to provide opportunities and **ENCOURAGE** community participation in cultural life
- **CONNECT** people as we **WEAVE** new relationships and **BROKER** social capital – creating new opportunities for the sharing of knowledge and resources
- **BUILD CAPACITY** amongst our local creative communities through education and professional development opportunities
- **CELEBRATE** & **PROMOTE** our creative strengths and **CHAMPION** the role that Arts and culture play in building a strong community

SOUND ADVICE: DIY PARTY PLANNER WORKSHOP. IMAGE NICK MCKINLAY

LOUIS PRATT, *KING COAL*. IMAGE WCC »

WHO WE ARE: DEMOGRAPHICS

PEOPLE

- **213,000+** people live in Wollongong. This is expected to increase by 40,000 in the next 20 years [1]
- Wollongong is the **3RD LARGEST CITY IN NEW SOUTH WALES** and 10th largest city in Australia in terms of population [1]
- **2.6%** of our population identify as Aboriginal and/or Torres Strait Islander [1]
- **21.5% OF OUR POPULATION WAS BORN OVERSEAS.** The five main countries of birth are UK, China, Former Yugoslav Republic of Macedonia, Italy and New Zealand [1]
- **14.5%** are aged 0-11. **17.5%** are aged 12-24. **44.8%** are aged 25-59. **23.2%** are aged 60 and over [1]

PLACE

- **TRADITIONAL LANGUAGE** of the local Aboriginal people is **DHARAWAL**
- **TRADITIONAL CUSTODIAL GROUPS ARE WODI WODI, WADI WADI, KOREWAL ELOUERA JURRUNGURAGH (KEJ)**
- **CULTURAL INFRASTRUCTURE (COUNCIL OWNED AND/OR SUPPORTED):** Wollongong Art Gallery, Illawarra Performing Arts Centre, Wollongong Town Hall, Project Contemporary Artspace, 7 Libraries, 8 Council managed Community Centres, 24 Community managed Centres, 7 Volunteer managed museums

GEORGIA HILL, WONDERWALLS. IMAGE WCC »

ECONOMY

THE HERITAGE, CREATIVE AND PERFORMING ARTS SECTOR. PRODUCED PER ANNUM IN 2016-17[2]

- **$46.1M TOTAL SALES INCOME**
- **UP FROM $30.3M IN 2014-15**

SOCIAL

- **85%** agreed that Arts, heritage and culture are important aspects of community life [3]
- **68%** of residents participated in at least one cultural activity in the last 12 months [4]
- **67%** agreed that cultural diversity and creativity is valued and celebrated in the City [4]
- **43%** said that our City's cultural history and creativity is reflected in the built environment [4]

References:
1. 2016 Australian Bureau of Statistics, Census of Population and Housing, compiled and presented by .id Profile
2. 2018 REMPLAN
3. 2018 Cultural Plan Survey, Wollongong City Council
4. 2018 Wollongong LGA Wellbeing Survey, IRIS Research

Council's PLANNING PROCESS

WE HAVE AN INTEGRATED APPROACH, OUR PLANS AND STRATEGIES WORK TOGETHER TO MAKE WOLLONGONG A LIVEABLE CITY FOR ALL PEOPLE.

YOURS AND OWLS. IMAGE IAN LAIDLAW

Creative Wollongong expands on the cultural aspects of our Wollongong 2028 Community Strategic Plan.

This Plan also sits alongside a number of intersecting 'supporting documents', which are connected to the Community Strategic Plan. These documents provide further detail on how we are going to achieve positive outcomes for our community.

CREATIVE WOLLONGONG IS CLOSELY LINKED TO THE FOLLOWING SUPPORTING DOCUMENTS:

- Public Art Strategy 2016-2021
- A City for People - Wollongong Public Spaces Public Life 2016
- Economic Development Strategy 2013-2023
- Library Strategy 2017-2022
- Community Safety Plan 2016-2020
- Cultural Tourism Strategy 2018 (draft) (pending)
- Heritage Strategy (pending)
- Wollongong Art Gallery Strategic Plan (pending)

COMMUNITY STRATEGIC PLAN

A 10 year plan that identifies our community's priorities and vision for the future

SUPPORTING DOCUMENTS

A level of interconnected documents that provide further detail about how we are going to achieve positive outcomes for the community

DELIVERY PROGRAM

Sets out the key activities and projects that will be delivered to the community during the Council term

ANNUAL PLAN

Provides more detail of the Delivery Program including projects, activities and budgets

THESE PRINCIPLES HAVE GUIDED US IN AN EVIDENCE-BASED, OUTCOME-FOCUSSED APPROACH TO PLANNING.

FRAMEWORK FOR CULTURAL DEVELOPMENT PLANNING

The development of Creative Wollongong has been underpinned by the six principles set out by the Cultural Development Network Victoria. These principles have guided us in an evidence-based, outcome-focussed approach to planning.

- Based on values
- Directed towards goals
- Focussed on outcomes
- Informed by evidence
- Underpinned by a theory of change
- Respondent to evaluation

Reference: Cultural Development Network Victoria 2016, *Framework for Cultural Development Planning* www.culturaldevelopment.net.au/planning/

REVIEW AND RESEARCH

We started this process by undertaking a review of the Wollongong City Council 2014-2018 Cultural Plan. This helped to paint a picture of what we have delivered and what we needed to focus on in the future. Highlights of what we delivered have been presented in the Wollongong City Council Cultural Plan 2014-2018 Snapshot. We also looked at current research and policy to gain a better understanding of the contemporary challenges and opportunities surrounding Arts, heritage and culture. This information guided the design and delivery of the community engagement.

WOLLONGONG SUNSET GROUP, MID AUTUMN FESTIVAL. IMAGE WCC »

Developing THE PLAN

WOLLONGONG SUNSET GROUP, VIVA LA GONG. IMAGE BERNIE FISCHER «

TREE TOP CIRCUS, VIVA LA GONG. IMAGE BERNIE FISCHER »

Developing THE PLAN CONTINUED

COMMUNITY ENGAGEMENT

Between March and September 2018 we asked the community to share their ideas for a Creative Wollongong. Through the engagement we gathered information from:

- 377 Surveys
- 130 Creative Wollongong postcards
- 1 Pop-up event
- 2 Meetings with local Aboriginal community groups/ organisations
- 5 Community workshops
- 2 Targeted workshops with creative practitioners
- 1 Live Music Workshop

BEC SANDRIDGE, VIVA LA GONG. IMAGE BERNIE FISCHER »

TREE TOP CIRCUS, VIVA LA GONG. IMAGE BERNIE FISCHER »

STRATEGY DEVELOPMENT

Draft actions and strategies were developed based on research and the information gathered from community engagement. Workshops were held with relevant Council officers to discuss draft strategies, actions, timeframes, and performance measures. These workshops helped us to develop a detailed implementation plan, which will support the delivery of Creative Wollongong.

COMMUNITY ENGAGEMENT

During October and November 2018 we presented the draft actions to Councillors, community members, creative practitioners and local businesses. This allowed us to check in and make sure their priorities were reflected in the Plan.

- 22 people participated in Creative Wollongong Visioning Workshop
- 106 people shared their thoughts as part of the Viva la Gong Festival

Ideas for a CREATIVE WOLLONGONG

EXTENSIVE COMMUNITY ENGAGEMENT TOOK PLACE WITH LOCAL ARTS, HERITAGE AND CREATIVE GROUPS, COUNCIL OFFICERS AS WELL AS THE WIDER COMMUNITY.

MICHAEL PURDY. *STEEL CITY*, SCULPTURE IN THE GARDEN. IMAGE ANDY ZAKELI

GARY STRANGER, WONDERWALLS. IMAGE WCC

OVER 790 PEOPLE PARTICIPATED IN THE DEVELOPMENT OF CREATIVE WOLLONGONG

Our discussion started by asking our community what a creative city has – its important elements and what it looks and feels like. This word cloud gives a snapshot of what our community told us. The bigger the word, the more times it appeared.

OUR COMMUNITY TOLD US THAT WE HAVE A LOT OF GREAT THINGS THAT ALREADY CONTRIBUTE TO THIS IDEA OF A CREATIVE CITY:

- DIVERSE COMMUNITY
- ACTIVE AND INVESTED CREATIVE COMMUNITY
- CREATIVE SPACES AND PLACES
- EXCITING EVENTS AND ACTIVITIES
- GROWING EVENING ECONOMY

They also shared some of the challenges they experience and what they see as opportunities for the future.

PARTICIPATION IN CREATIVE ACTIVITIES

Our community would like to see a greater variety of creative events and activities. Many people expressed the importance of large scale, family friendly events, while others would like to see smaller, niche events. Some members of our community expressed that the cost of attending cultural activities such as the theatre, performances and live music was challenging.

PROMOTION OF EVENTS AND ACTIVITIES

We have a lot of great things happening in the City and our suburbs, but people seem to be missing out because they either don't know about them, or find out after the event or activity has happened. Our creatives also find it challenging to promote the exciting things they are doing. The theme arose frequently that we lack a central source to promote and find information about events and activities.

ABORIGINAL CULTURE AND HERITAGE

Our City has a rich Aboriginal heritage and history, yet our community feels as though their knowledge and understanding of this is lacking. They would like to see more opportunities to engage with and learn about local Aboriginal culture, history and sites of significance. Building strong and positive relationships with our local Aboriginal community and telling the stories of our City is a priority for our community.

OPPORTUNITIES FOR CREATIVES

We have a very passionate and active creative community. Many creatives shared their concerns about having to move out of the area to chase opportunities. They would like to see stronger investment in our local creative community, by way of employment and training and skills development opportunities for people at all stages of their career.

SPACES TO CREATE

Our creative community feel there is a lack of creative spaces, including studios, rehearsal spaces and meeting rooms across the City. Some expressed interest for a creative hub, while others would like to see unused and underutilised space be activated. We were told that these spaces should encourage community participation and interest in the Arts, as well as enable cross pollination and multidisciplinary work.

NIGHTS ON CROWN

NIGHTS ON CROWN

AMANDA PARER. *INTRUDE*, NIGHTS ON CROWN. IMAGES MELANIE RUSSELL

Ideas for a CREATIVE WOLLONGONG

CONTINUED

HONK FESTIVAL. IMAGE PAUL PENNELL »

HONK FESTIVAL. IMAGE PAUL PENNELL »

ACTIVATING THE SUBURBS

Many of our major cultural and creative events, festivals and activities take place in the City Centre. Our community loves that there are exciting things happening in the City and would like to see more community based events and activations happening in their suburbs.

PUBLIC ART

We have a large collection of public artworks that add colour and life to our public spaces and places. Our community said that they would like to see more permanent and temporary public artworks in the suburbs as well as the City.

BUILT ENVIRONMENT AND URBAN DESIGN

Wollongong's built environment is rapidly changing and many people are concerned that the aesthetics of new developments are not having a positive impact on our City's distinct identity. Our community would like to see public art included as an important aspect of new developments across the City.

MUSEUMS, HISTORY AND HERITAGE

There is concern that our history is being lost; our built environment is changing and our local museums are becoming vulnerable. Our community greatly values our local history and heritage, as it contributes to our identity and sense of place. Many feel that history and heritage is undervalued and would like this to be something we focus on into the future.

EVENING ACTIVATIONS

Our City has a renewed night life, there are exciting events and activations happening across the City and people's feelings of safety are improving. Although our night life is great, many people told us that it is hard to find things to do between the hours of 5-7pm and they would like to see more happening during this time. There is also a need for our growing night life to be supported by the appropriate infrastructure, such as frequent public transport and safe after hours parking.

« HONK FESTIVAL. IMAGE CAZ NOWACZYK

THIS PLAN WILL BECOME PART OF OUR DELIVERY PROGRAM AND ANNUAL PLAN AND WILL HELP US DELIVER WOLLONGONG'S COMMUNITY STRATEGIC PLAN.

INTEGRATION
This plan will inform our Delivery Program and Annual Plans and will help us deliver Wollongong's Community Strategic Plan.

IMPLEMENTATION
A detailed Implementation Plan that includes timeframes, priorities, resources and responsibilities has been developed. This internal working 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 Plan. These methods may include surveys, focus groups, participation/attendance data, case studies, information collected from community wellbeing and customer satisfaction surveys, ABS data, as well as other external evaluation mechanisms.

REPORTING
There are five major levels of reporting on the actions in this Plan. Information will be collected and shared via:

- QUARTERLY REPORTING
- ANNUAL REVIEW
- MID-TERM REVIEW TO THE COMMUNITY
- MAJOR REVIEW IN 2023 PRIOR TO THE DEVELOPMENT OF THE NEXT CULTURAL PLAN
- ARTS NEWS - CULTURAL SERVICES NEWSLETTER

RESOURCING THE PLAN
This Plan will help us make decisions and guide our work over the next five years. Some actions in this Plan are about continuing our work and others are about making improvements to what we do and how we do it. Most of the actions will not require additional funding, as they will be included as part of our everyday work. Some actions will require additional funding. This will be considered and funds may be allocated as part of Council's annual budget and planning process. Where appropriate we will apply for external funding to help us deliver the actions in this Plan.

ARCHI-LOOM BY SLOW ART COLLECTIVE,VIVA LA GONG. IMAGE BERNIE FISCHER

Delivering THE PLAN

Measuring our PROGRESS

MEASURES HAVE BEEN DEVELOPED TO RECORD OUR PROGRESS TOWARDS DELIVERING THIS PLAN.

NOWRUZ. IMAGES BERNIE FISCHER

We will collect information and measure our success against the following outcome domains developed by the Cultural Development Network Victoria.

CREATIVITY STIMULATED

Inspiring curiosity, sparking imagination and supporting creative expression. All cultural activities, but particularly activities that address barriers and encourage participation, contribute to this domain. It includes skills development programs, community cultural development projects, grants and the creation of new Art.

AESTHETIC ENRICHMENT EXPERIENCED

Captures how experiences outside of the everyday evoke joy and wonder and offer a sense of escape and captivation. Exhibitions, film screenings, performance and other immersive cultural experiences that incorporate Art and storytelling contribute to this domain.

NEW KNOWLEDGE, IDEAS AND INSIGHT GAINED

Is about intellectual stimulation, critical reflection and creative thinking. Activities that contribute to this domain include grants and opportunities that develop new ideas and ways of thinking, research that contributes to the growth of the cultural and creative sector, exhibitions and the provision of library services and programs.

DIVERSITY OF CULTURAL EXPRESSION APPRECIATED

Captures cultural diversity, the different ways that humans express themselves based on life experience and interests. Cultural exchange programs and programs that celebrate traditional and contemporary multicultural arts fall under this domain.

SENSE OF BELONGING TO A SHARED CULTURAL HERITAGE DEEPENED

Is about the relationship with cultural history and heritage, and how an understanding of the past can provide insight into the present and the future. Activities that could contribute to this domain include, community cultural development projects that support education and expression of cultural heritage, supporting local historical societies, the display and acquisition of new and old works for collections, and the creation of trails that incorporate local culture, art and history.

Reference: Cultural Development Network Victoria 2016, Measurable outcomes of engagement in the cultural domain www.culturaldevelopment.net.au/planning/

FOCUS AREAS: CREATIVE LIFE

Participating in creative life supports creative expression, provides opportunities for social connection and promotes feelings of happiness and wellbeing. It is important that our community is supported to express their creativity and participate in cultural activities. We aim to make Art, heritage and culture a part of everyday life in our City.

EMBRACING OUR DIVERSE COMMUNITY

NUMBER	ACTION	DELIVERY STREAM	SHORT 1-2 YRS	MEDIUM 3-4 YRS	LONG 5+ YRS	ONGOING
1.1.1	Deliver the annual Viva la Gong festival	Cultural Development				■
1.1.2	Diverse communities (age, gender, sexuality, cultural background, ability) are supported and represented through Council events, public art and grants programs	Cultural Development, Public Art, Community Development, Events Coordination				■
1.1.3	Work with local Aboriginal and diverse communities to provide opportunities for the sharing of local knowledge, stories and history	Cultural Development, Community Development				■
1.1.4	Develop an Aboriginal engagement framework informed by local Aboriginal People, Communities and cultural protocols	Community Engagement, Community Development	■			
1.1.5	With permission and with respect to local Aboriginal knowledge, incorporate local Aboriginal languages and cultural protocols into appropriate Council documents, projects and activities	Community Development, Community Engagement		■		

IMPROVING ACCESS

NUMBER	ACTION	DELIVERY STREAM	SHORT 1-2 YRS	MEDIUM 3-4 YRS	LONG 5+ YRS	ONGOING
1.2.1	Review and implement data collection methods amongst key cultural institutions (IPAC, Town Hall, Wollongong Art Gallery, Wollongong Youth Services, libraries and Botanic Garden) and utilise data to support future planning and programming	Illawarra Performing Arts Centre, Wollongong Town Hall, Wollongong Art Gallery, Wollongong Youth Services, Library Services, Botanic Garden and Annexes	■	■		
1.2.2	Explore opportunities to work with relevant venues to develop a program that supports priority community groups to view ticketed programming at subsidised prices	Cultural Development, City Centre and Crown Street Mall, Illawarra Performing Arts Centre, Wollongong Town Hall	■	■		
1.2.3	Promote opportunities for community access to Wollongong Town Hall to support the use of this venue for community events and programs	Cultural Development, City Centre and Crown Street Mall, Wollongong Town Hall				■
1.2.4	Liaise with Transport for NSW about improving public transport options to support people to participate in events and cultural activities	Road Safety, Traffic and Transport Planning		■		

SUPPORTING PARTICIPATION						
NUMBER	ACTION	DELIVERY STREAM	SHORT 1-2 YRS	MEDIUM 3-4 YRS	LONG 5+ YRS	ONGOING
1.3.1	Develop and implement community cultural development initiatives that enable the development of new skills and building of new relationships	Cultural Development				■
1.3.2	Provide partnership and support to increase the number of small and medium sized initiatives and festivals across the LGA	Cultural Development, Community Development, Events Coordination				■
1.3.3	Provide and promote opportunities for children, young people and families to engage in creative activities through Council's programs and events	Cultural Development, Wollongong Art Gallery, Community Development, Wollongong Youth Services, City Centre and Crown Street Mall, Library Services, Events Coordination				■
1.3.4	Continue to promote and facilitate opportunities for people to volunteer in Council activities including; Friends of the Library, Friends of the Botanic Garden, Friends of the Art Gallery and community events and programs	Library Services, Botanic Garden and Annexes, Wollongong Art Gallery, Events Coordination, Cultural Development, Community Development				■

PROMOTING WHAT'S HAPPENING						
NUMBER	ACTION	DELIVERY STREAM	SHORT 1-2 YRS	MEDIUM 3-4 YRS	LONG 5+ YRS	ONGOING
1.4.1	Secure resources to investigate the development or improvement of an appropriate platform and framework to promote events and creative activities	Cultural Development, Communications, Events Coordination	■	■		
1.4.2	Work with Destination Wollongong to better promote smaller scale, community events	Cultural Development, Destination Wollongong	■	■		
1.4.3	Work with Destination Wollongong to develop an awareness campaign to increase access to and promotion of the What's On platform	Cultural Development, Destination Wollongong	■	■		
1.4.4	Investigate the possibility of installing poster boards across key locations in the LGA	Cultural Development, City Centre and Crown Street Mall	■			
1.4.5	Investigate options for digital signage in Crown Street Mall to promote local events and activities	City Centre and Crown Street Mall	■			
1.4.6	Continue to progress a Cultural Tourism Strategy for Wollongong	Cultural Development, Economic Development, Destination Wollongong				■

FOCUS AREAS: CREATIVE COMMUNITY

Creatives interpret, reimagine and reflect the world around us; creating works that provoke our senses, challenge our way of thinking and provide us with new perspectives. We want Wollongong to be a city of makers, thinkers and innovators. To create this environment, we need to invest in our local talent by providing opportunities to learn and develop along with space to perform, produce and showcase work.

PROVIDING OPPORTUNITIES

NUMBER	ACTION	DELIVERY STREAM	SHORT 1-2 YRS	MEDIUM 3-4 YRS	LONG 5+ YRS	ONGOING
2.1.1	Provide targeted opportunities for Aboriginal, Culturally and Linguistically Diverse and emerging creative practitioners to support their development	Cultural Development, Community Development, Wollongong Art Gallery				■
2.1.2	Provide opportunities and support for local creative practitioners to showcase their work	Cultural Development, Wollongong Art Gallery				■
2.1.3	Deliver the annual grants programs as part of Council's Financial Assistance Policy	Events Coordination, Cultural Development, Community Development, Heritage				■
2.1.4	Review grants and sponsorship categories within the Financial Assistance Policy to ensure they reflect community needs	Cultural Development, Community Development, Events Coordination	■			
2.1.5	Investigate partnerships and promotional opportunities to further develop and expand the Made in Wollongong brand and support its delivery	Cultural Development	■			
2.1.6	Develop a marketing strategy to support the delivery of *Made in Wollongong*	Cultural Development, Communications		■		

SUPPORTING CREATIVES

NUMBER	ACTION	DELIVERY STREAM	SHORT 1-2 YRS	MEDIUM 3-4 YRS	LONG 5+ YRS	ONGOING
2.2.1	Provide employment opportunities for local creative practitioners	Cultural Development, Wollongong Art Gallery, Wollongong Youth Services, City Centre and Crown Street Mall				■
2.2.2	Continue to provide support to local community arts organisations	Cultural Development				■
2.2.3	Investigate models to host artist in residence programs at Wollongong Art Gallery and Wollongong Youth Services	Wollongong Art Gallery, Wollongong Youth Services	■			
2.2.4	Consider residency models that enable creative practitioners to develop and deliver programs for the community in relevant spaces such as, libraries, community facilities and the Botanic Garden	Cultural Development, Botanic Garden and Annexes, Library Services	■	■		
2.2.5	Support the delivery of author talks and other literary arts related programs and events	Library Services, Wollongong Art Gallery				■
2.2.6	Promote, develop and support local creative industries	Cultural Development, City Centre and Crown Street Mall, Economic Development				■

ENCOURAGING DEVELOPMENT AND CONNECTION						
NUMBER	ACTION	DELIVERY STREAM	SHORT 1-2 YRS	MEDIUM 3-4 YRS	LONG 5+ YRS	ONGOING
2.3.1	Establish partnerships with local arts and educational organisations to nurture emerging creatives	Cultural Development, Wollongong Art Gallery				■
2.3.2	Support the development of creative practitioners through professional development opportunities	Cultural Development, Wollongong Art Gallery				■
2.3.3	Provide and promote creative spaces which support opportunities to network, collaborate and share resources and knowledge	Cultural Development, City Centre and Crown Street Mall				■
2.3.4	Explore opportunities to develop an online platform which includes artist profiles and links to local opportunities and relevant resources	Cultural Development	■	■		

SPIEGELTENT. IMAGE MERRIGONG THEATRE COMPANY

FOCUS AREAS: CREATIVE SPACES & PLACES

Wollongong is in a state of rapid transformation and we are committed to making our City a place that challenges, excites and inspires. We want to infuse creativity into the built and natural environment, creating spaces and places that tell the story of our City, encourage new ideas and enable creative expression. By embedding Art, heritage and culture into public spaces and places we will celebrate our beautiful City, its people and its culture.

PROVIDING OPPORTUNITIES

NUMBER	ACTION	DELIVERY STREAM	SHORT 1-2 YRS	MEDIUM 3-4 YRS	LONG 5+ YRS	ONGOING
3.1.1	Work with relevant partners to establish a program of creative events, initiatives and pop-ups to activate spaces and places in the City Centre	City Centre and Crown Street Mall, Cultural Development				■
3.1.2	Expand the range of everyday activations in public spaces, with a focus on increasing the number of activations in the suburbs	Cultural Development, Community Development, Community Safety and Graffiti Prevention, Events Coordination				■
3.1.3	Continue to consider opportunities to identify and develop a designated multi-day festival site within the region	Events Coordination, Cultural Development, Destination Wollongong		■	■	
3.1.4	Seek to include the installation of three phase power in major park upgrades	Parks				■
3.1.5	Continue to deliver and promote programs and exhibitions at the Wollongong Art Gallery	Wollongong Art Gallery				■
3.1.6	Conserve and maintain the Wollongong Art Gallery Collection	Wollongong Art Gallery				■
3.1.7	Continue to deliver creative projects, exhibitions, events and festivals as part of Wollongong Youth Services programming	Wollongong Youth Services				■
3.1.8	Continue to deliver creative activations at the Wollongong Botanic Garden, including Sculpture in the Garden Acquisitive Design Award	Cultural Development, Botanic Garden and Annexes				■

IMPROVING ACCESS TO CREATIVE SPACES

NUMBER	ACTION	DELIVERY STREAM	SHORT 1-2 YRS	MEDIUM 3-4 YRS	LONG 5+ YRS	ONGOING
3.2.1	Support and oversee the Renew Wollongong Program in the Wollongong City Centre	City Centre and Crown Street Mall	■			
3.2.2	Work with relevant partners to review and update the Creative Spaces Strategy	Cultural Development, City Centre and Crown Street Mall	■	■		
3.2.3	Identify and negotiate the use of underutilised space for innovations, events, performances and activations	Cultural Development, City Centre and Crown Street Mall	■	■		
3.2.4	Support professional and emerging artist run initiatives across the LGA	Cultural Development				■
3.2.5	Work with the NSW Government and other relevant partners to enhance and develop the Arts Precinct in line with the NSW Government *Cultural Infrastructure Plan 2025+*	Cultural Development, City Centre and Crown Street Mall		■		
3.2.6	Continue to develop Lower Town Hall as a creative hub and work towards an independent model of management	Cultural Development				■
3.2.7	Establish a working group to progress the *Arts Precinct Concept Design* including proposed upgrades to the Wollongong Art Gallery, e.g. relocating the main entrance and the addition of a café and activation of the space	Cultural Development, City Centre and Crown Street Mall, Wollongong Art Gallery	■			
3.2.8	Continue to advocate for the upgrade of the WIN Entertainment Centre	Economic Development			■	
3.2.9	Review and update hiring policies, prices and licencing options of Council owned venues to enable their use for live music events	Community Facilities, City Centre and Crown Street Mall		■		
3.2.10	Ensure current and future planning for cultural and community infrastructure incorporates flexible, multipurpose spaces as per Places for People: Wollongong Social Infrastructure Planning Framework 2018-2028	Community Facilities				■

PUBLIC ART, PLACE MAKING AND URBAN DESIGN						
NUMBER	ACTION	DELIVERY STREAM	SHORT 1-2 YRS	MEDIUM 3-4 YRS	LONG 5+ YRS	ONGOING
3.3.1	Deliver the Public Art Strategy 2016-2021	Public Art				
3.3.2	Develop a new Public Art Strategy that would include West Dapto	Public Art				
3.3.3	Conserve and maintain the Public Art Collection	Public Art				
3.3.4	Involve children and young people in the design of public art features within key regional play space renewals	Playgrounds, Cultural Development, Community Development				
3.3.5	As part of the development of Town and Village Plans, including West Dapto, work with the community to capture the cultural and creative aspirations, unique identities and the needs of communities and include suggestions in concept plans	Urban Renewal and Civic Improvement				
3.3.6	Undertake research and establish a working group to progress the integration of public art as a requirement of new developments consistent with recommendations in the Public Art Strategy 2016-2021	Urban Renewal and Civic Improvement, Development and Assessment, Public Art, Cultural Development				
3.3.7	Consider the inclusion of public art as an element of major Council infrastructure projects	Infrastructure Strategic Planning				
3.3.8	Support and provide opportunities for working in partnership with local Aboriginal People and Communities to develop immersive cultural experiences that incorporate public art and local Aboriginal knowledge at identified local Aboriginal places/sites of significance	Community Development, Public Art, Parks, Cultural Development				
3.3.9	Develop a suburb/place name signage strategy which provides consideration of Aboriginal and European heritage and environmental factors	Communications, Community Development				

CELEBRATING OUR HISTORY AND HERITAGE						
NUMBER	ACTION	DELIVERY STREAM	SHORT 1-2 YRS	MEDIUM 3-4 YRS	LONG 5+ YRS	ONGOING
3.4.1	Develop a new Heritage Strategy	Heritage				
3.4.2	Undertake investigations to assess the feasibility of an iconic cultural institution for Wollongong	Cultural Development				
3.4.3	Work with local museums to develop a sustainable model for future management of our local museums	Cultural Development, Heritage				
3.4.4	Investigate alternative long term storage and display options for local museum and cultural collections	Cultural Development, Heritage				
3.4.5	Support exhibitions in our local libraries, community centres or public spaces which showcase and celebrate local history and heritage	Library Services, Community Facilities, Cultural Development				
3.4.6	Continue to update and promote local museums and collections through the Heritage and Stories website	Cultural Development				
3.4.7	Continue to plan for the long term viability and relevance of the local studies collection	Library Services				
3.4.8	Explore opportunities to make connections between the Arts and history and heritage	Cultural Development, Heritage				

FOCUS AREAS: OUR CITY AFTER DARK

A thriving evening and night-time economy plays an important role in the revitalisation of the City by providing economic, social and cultural benefits to our community. We want to support and enable the evolution of Wollongong's vibrant culture of nightlife by creating an environment that supports creative expression and diversity of night time venues, events and activities. By enabling our evening and night-time economy to grow, we can create a City where people want to live, work, visit and experience.

EVENING ACTIVATIONS

NUMBER	ACTION	DELIVERY STREAM	SHORT 1-2 YRS	MEDIUM 3-4 YRS	LONG 5+ YRS	ONGOING
4.1.1	Work with relevant partners to deliver a coordinated approach to activating the City Centre in the early evening (between 5-7pm)	City Centre and Crown Street Mall, Cultural Development, Economic Development	■			
4.1.2	Deliver and support pilot place making projects that activate space in the City Centre and suburbs in the evening	City Centre and Crown Street Mall, Cultural Development	■			
4.1.3	Implement a series of light and/or sound art projects to activate public space after dark	City Centre and Crown Street Mall, Cultural Development	■			
4.1.4	Encourage and attract unique and unusual entertainment options that are family friendly	City Centre and Crown Street Mall, Events Coordination		■		
4.1.5	Support small arts and creative organisations to deliver and showcase their works and ideas in the evenings	City Centre and Crown Street Mall, Cultural Development				■
4.1.6	Trial a program of events to activate the Wollongong Art Gallery after dark	Wollongong Art Gallery	■			
4.1.7	Research appropriate channels to provide regular community updates on the activations happening in the City Centre	City Centre and Crown Street Mall	■	■		

SAFETY AND GETTING AROUND

NUMBER	ACTION	DELIVERY STREAM	SHORT 1-2 YRS	MEDIUM 3-4 YRS	LONG 5+ YRS	ONGOING
4.2.1	Introduce clear and creative signage, wayfinding and lighting features in key locations across the LGA	Community Safety and Graffiti Prevention, City Centre and Crown Street Mall, Communications, Cultural Development	■	■		
4.2.2	Promote existing safe, late night and overnight parking options and investigate additional parking locations if required	Car Parks and Boat Ramps, Community Safety and Graffiti Prevention	■	■		
4.2.3	Work with relevant partners to promote Wollongong as a safe city through positive images and initiatives	Community Safety and Graffiti Prevention, Communications, City Centre and Crown Street Mall				■
4.2.4	Encourage live music venues and small bars to participate in the Wollongong Liquor Accord and to maintain a good working relationships with Wollongong and Lake Illawarra Police	Community Safety and Graffiti Prevention				■
4.2.5	Liaise with Transport for NSW about the continued operation of the Night Bus and late rail services	Road Safety, Traffic and Transport Planning				■

POLICY, PLANNING AND INFORMATION						
NUMBER	ACTION	DELIVERY STREAM	SHORT 1-2 YRS	MEDIUM 3-4 YRS	LONG 5+ YRS	ONGOING
4.3.1	Develop a planning and policy framework to support the ongoing evolution of Wollongong's evening economy	City Centre and Crown Street Mall, Economic Development, Development Assessment	■	■		
4.3.2	Review hours of operation permitted for small bars and other licenced premises in the Wollongong City Centre, and investigate models for allowing extended late trading where appropriate	Economic Development, Development Assessment	■	■		
4.3.3	Investigate incentives to encourage later trading of retail and other commercial business beyond 5pm	Economic Development, Development Assessment	■			
4.3.4	Develop a Sustainable Events Policy and toolkit to improve sustainability outcomes of Council and non-Council events	Environmental and Sustainability Planning	■			
4.3.5	Provide event resources and support to accompany the Events Toolkit, that provide specific information on the planning requirements and resources available for setting up a temporary indoor/outdoor event	Events Coordination				■

NUMBER	ACTION	DELIVERY STREAM	SHORT 1-2 YRS	MEDIUM 3-4 YRS	LONG 5+ YRS	ONGOING
4.3.6	Increase the number of blanket DA's to include pre-approved event sites within identified suburbs	Events Coordination		■		
4.3.7	Investigate options for multi-year event licenses applicable to generic event DA sites	Events Coordination		■		
4.3.8	Encourage event diversity and a seamless event application process by enabling exemptions from Alcohol Free Zones for a number of specific events	Community Safety and Graffiti Prevention, Events Coordination				■
4.3.9	Ensure streamline approval processes for small-scale and temporary live music and performance activities	Events Coordination, Development Assessment				■
4.3.10	Liaise with NSW Councils to share matters of common interest to support the development of sustainable Night Time Economies	City Centre and Crown Street Mall				■

thank you

OUR COMMUNITY HAS A GREAT PASSION FOR ARTS, HERITAGE AND CULTURE AND WE APPRECIATE THE TIME THAT WAS TAKEN TO DISCUSS OUR CITY AND ITS CULTURAL LIFE.

We would like to acknowledge and thank our local community, community groups and organisations for being involved in the community consultations. Your thoughts, ideas and aspirations for a Creative Wollongong have formed the foundation for this Plan which will guide our work over the next five years.

We look forward to working in collaboration with our community to achieve this vision of a Creative Wollongong.

QUESTION TIME, WOLLONGONG WRITERS FESTIVAL. IMAGE WCC »

SHARING STORIES. IMAGE WCC »

HONK FESTIVAL. IMAGE WCC »

wollongong
city of innovation

CREATIVE Wollongong