

MELBOURNE'S CREATIVE STRATEGY ON A PAGE

Melbourne is internationally renowned as a creative city – but so are many cities. And snapping at their heels are scores of others, each recognising the power of creativity to express a city's identity, draw people in, create a sense of connection and belonging and transform the economy. These days, creativity in its broadest sense is a highly sought after commodity and **the cities with creativity at their core are the ones that prosper.**

To harness its full potential, **creativity needs to be integrated into the very fabric of the city and its long-term vision – not as an add-on but right at the start, when contemplating the changes and challenges ahead of us.** We have an extraordinary creative community with a critical role to play in creating a great city for everybody.

In thinking about our own creative approach, the City of Melbourne has arrived not at a 'vision statement' but a provocation that is grounded in principles understood by Indigenous and ancient civilisations whereby **art is not a product or a service but, rather, it informs how the world is and how to be in it.**

We will engage creative practitioners of all kinds to work with subject experts on compelling city opportunities and challenges that relate to the nine goals Melburnians have set for their city.

The Provocation

We will ask:

If Melbourne were the world's most creative city, what approach would we take to this challenge?

Where would we start?

What would we do differently?

How would we behave?

How can creative thinking deliver extraordinary results?

What processes would we follow?

What would we produce?

What would we measure?

Creating new connections

At the heart of this is the idea of creating new connections:

Across everything the city does

Between disciplines

Between public and private organisations

Between the city and its communities

Between experiences

Between creative practice and civic scale

Between aspirations and reality

Place art at the start

Month by month, year by year, over a decade, by issuing this challenge we intend to support the transformation of our city through bold, inspirational, sustainable creative thinking that draws on the remarkable, expansive expertise of our creative community.

Using the city as its canvas, this approach will allow Melbourne to **place art at the start**, drawing on the full potential of its extraordinary creative community to benefit all who live, work and visit here and sharing our experiences with people the world over.

This is our creative strategy.

IMAGINE IF: THE CREATIVE STRATEGY APPROACH IN ACTION

To demonstrate the potential paradigm shift of the creative approach, in 2018 the City of Melbourne selected three city challenges and matched them with multi-disciplinary teams of creative practitioners. Their results are in the process of being refined and shared with those whose work it is to help Melbourne respond to these challenges. A high-level summary of the creative response is below.



Melbourne in Winter

Core Idea

The Open City

Description

Embrace the Aboriginal seasons – specifically Waring (Wombat) Season when wombats emerge from their burrows to bask in the winter sun – by opening the city, its cultural organisations and experiences and its public realm for everybody in Melbourne across four weeks in the middle of the year.

A cloak circles the city, making all artistic and cultural experiences, indoor and outdoor, free to all. People from Melbourne's many and varied communities are transported into the city to participate and engage with activities that are physically and emotionally inclusive, welcoming and warm.

Creative Practitioners

Madeleine Flynn, Paola Balla, Tristan Meecham, Jennifer Hector, Sophia Brous



Fishermans Bend

Core Idea

Innovation Island / Edgelands

Description

A place dedicated to experimentation, where rules are re-thought and re-written and small craft-based manufacturing, education and community co-exist and interact with large industry for the benefit of all.

In the short term, enticing new projects and transport options draw in people to experience the uniqueness of the site and its rhythms.

Over time, signature developments realise the area's potential, bringing together diverse communities, industries and activities.

Creative Practitioners

Timothy Moore, Joel Stern, Shelley Lassica, James Hillier, Jessica Wilson



Melbourne's Little Streets

Core Idea

Slow Streets

Description

The little streets are slowed down and opened up to celebrate the things Melburnians hold dear and to showcase our city's future.

Initially, activations and interventions demonstrate how reimagining and sharing our little streets can build vibrant and uniquely Melbourne inner-urban communities and ecosystems.

Over time, core infrastructure decisions allow the little streets to express the city's ambition to be a city for people that is sustainable, prosperous, creative and much more.

Creative Practitioners

Gideon Obarzanek, Sophia Brous, Michaela Webb, Timothy Moore, Ross Harding