

ITEM 11.7	DRAFT ARTS AND CREATIVITY STRATEGY
REPORTING MANAGER	EXECUTIVE MANAGER COMMUNITY, ARTS AND CULTURE
TRIM FILE REF	2018/663419
ATTACHMENTS	1 ↗ Draft Arts and Creativity Strategy (Included In Attachment Booklet 6)
	2 ↗ Community Engagement Summary Report (Included In Attachment Booklet 6)

EXECUTIVE SUMMARY

PURPOSE

To seek Council endorsement to publicly exhibit the draft Arts and Creativity Strategy (Attachment 1).

SUMMARY

The draft Arts and Creativity Strategy (the draft Strategy) has been developed to progress the community's long term vision for the Northern Beaches of a 'safe, connected and inclusive community that lives in balance with our extraordinary coastal and bushland environment'. (Northern Beaches Community Strategic Plan 2017).

The draft Strategy will create a shared reference and long-term direction for enabling the arts, thereby supporting the wellbeing of the Northern Beaches community.

Based on extensive research and community engagement with more than 800 community members, the draft Strategy provides:

- A vision for the arts: *The Northern Beaches community is enriched by creative and cultural experiences that enhance wellbeing and build social cohesion.*
- 19 Future Directions for realising community benefits across three outcome areas:
 - Better Places and Spaces
 - Diverse Programs and Activations
 - Active Participation and Engagement.

The community engagement identified a strong interest in the community for 'grass roots' level involvement in the arts. The draft Strategy seeks to leverage this broad commitment as well as Council investments and current arts programs in working to improve community wellbeing, enhancing our places and supporting a thriving local economy.

RECOMMENDATION OF GENERAL MANAGER PLANNING PLACE AND COMMUNITY

That Council endorse the public exhibition of the draft Arts and Creativity Strategy for a minimum period of 28 days.

REPORT

BACKGROUND

There is a large evidence base from Australia and overseas that firmly establishes the links between the arts and individual or community wellbeing. This is directly through arts programs and initiatives, or indirectly through better design of our built environments.

Council is preparing the first Arts and Creativity Strategy for the Northern Beaches in recognition of the important role the arts has in terms of community wellbeing, urban design and contributing to local economy and tourism.

Taking its starting point in the community's long term vision of a more connected community, the draft Strategy establishes a clear framework for building on this strong foundation in realising community benefits through the arts. This is closely aligned with the Greater Sydney Commission's *North District Plan – connecting our communities* (2018). Specifically, the draft Strategy seeks to progress the identified planning priority of 'fostering healthy, creative, culturally rich and socially connected communities' (N4).

This is an important reference as the North District Plan sets out the NSW Government's long term vision for Greater Sydney 2056, and all Council's future plans and strategies (many of which will relate to arts and creativity) must relate back to this overarching plan.

The draft Arts and Creativity Strategy provides high level strategic directions for the next ten years which will be implemented through Council's work plans (e.g. as part of the Integrated Planning and Reporting Framework); strategic and urban land use planning and urban renewal projects; and through tactical plans and strategies such as the Economic Development Strategy, Destination Management Plan, and Social Plan, which are scheduled for commencement in 2019.

Current interest and participation in the arts

Research for this Strategy confirmed the importance of the arts to community belonging, health and a sense of identity and place. Northern Beaches residents already participate actively in the arts; for example, our phone survey showed that more than one third of residents visited Glen Street Theatre and Manly Arts Gallery and Museum in the last 12 months, and many were regular users of these valued local cultural venues.

An overview of current attitudes and participation in the arts is shown in **Figures 1 and 2** below. This is based on an independent phone survey conducted by Jetty Research in June to July 2018 (see also Attachment 2).

Figure 1: Attitudes towards Council's role in the arts

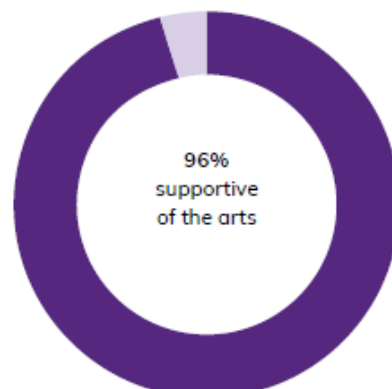
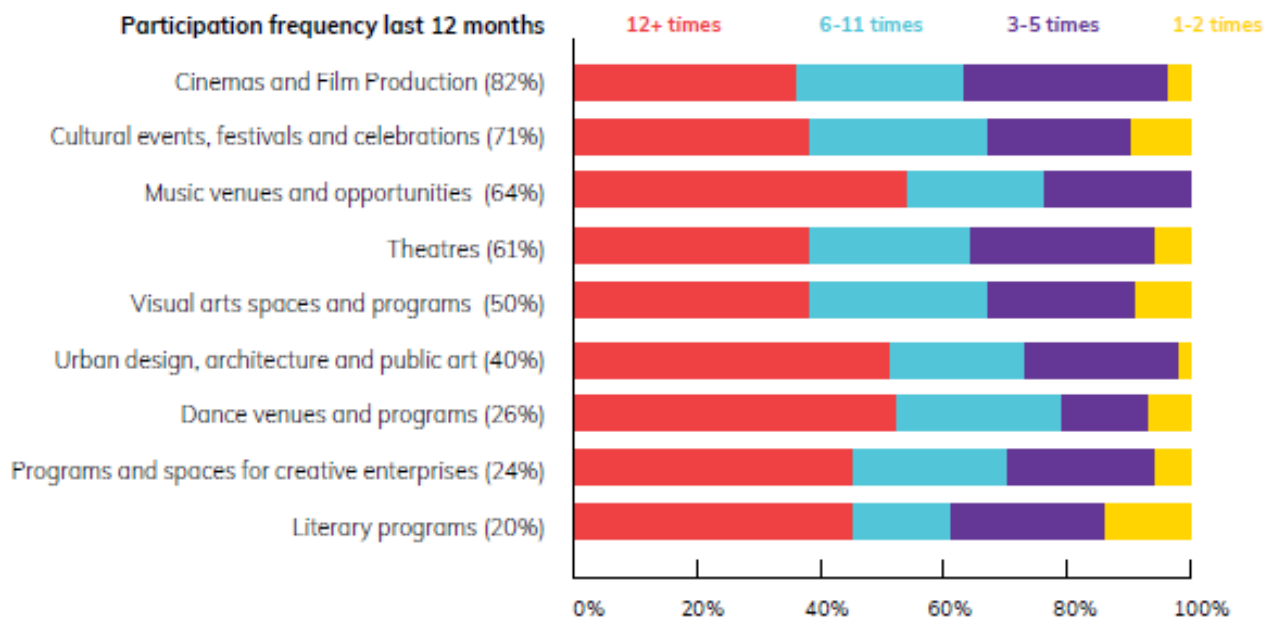


Figure 2: Current participation in the arts



CONSULTATION

Community engagement for the development of the draft Strategy took place from May to September 2018. More than 800 community members from across the Northern Beaches participated in the engagement. A summary report is provided in Attachment 2, with detailed reports from the engagement events available via the project Your Say webpage: <https://yoursay.northernbeaches.nsw.gov.au/artscreativity>

Community engagement objectives

The umbrella theme for all engagement activities was to create a new narrative for arts and culture on the Northern Beaches. Specific objectives include:

- Gather data regarding current participation and attitudes towards arts and creativity (current status)
- Gather community input on opportunities for using arts and creativity to enable a more connected community, hereby delivering on their vision for Northern Beaches, as per the Community Strategic Plan, as well as addressing the goals of a liveable city, as per North District Plan (future/desired goal)
- Inspire and motivate community involvement and identify opportunities for using arts and creativity as ways to improve community wellbeing (community participation).

An overview of the engagement is presented in the table below.

Table 1: Overview of Community Engagement (2018)

Engagement activity	Date	Participants	Description
Information and Networking evening	16 May	General community (120)	Promoting the arts on Northern Beaches and building networks
Phone survey	21 June to 2 July	Randomly selected residents (404)	Quantitative marketing research survey of participation, satisfaction and attitudes
'Futuring Workshop'	17 July	Arts and creatives stakeholders (20)	Developing a vision for arts and creativity on the Northern Beaches
'Creative Mixer'	31 July	General community and creatives (60)	Setting future directions for arts and creativity
Online Survey	9 July to 12 August	General community (254)	Quantitative and qualitative survey of attitudes and opportunities
Youth Focus Group	10 September	Youth stakeholders (10)	Understanding how we can build a more creative future through the arts

FINANCIAL CONSIDERATIONS

The preparation of the draft Arts and Creativity Strategy has been provided for within Council's annual budget. The draft Arts and Creativity Strategy includes outcomes and future directions aimed at contributing to creating a thriving local economy and support tourism.

SOCIAL CONSIDERATIONS

The draft Arts and Creativity Strategy defines a vision for the arts which will have a positive social impact on the Northern Beaches community: 'enriched by creative and cultural experiences that enhance wellbeing and builds social cohesion'.

ENVIRONMENTAL CONSIDERATIONS

The draft Arts and Creativity Strategy includes outcomes and future directions aimed at using the arts as a powerful way to create awareness of environmental sustainability and encourage behavioural change that helps protect the environment.

GOVERNANCE & RISK CONSIDERATIONS

There are no specific governance and risk considerations associated with the draft Arts and Creativity Strategy.