

REPORT TITLE REVISED DRAFT ARTS AND CULTURE STRATEGY AND ACTION PLAN 2020-2025

Report Type	Decision
City Plan Theme	A city of opportunity A city that supports community wellbeing A city which cares for its natural environment and heritage A city where people love to be A city confident in its leaders
Report Author	Placemaking, Activation & Engagement Team Leader (Community Development)
Report Summary	The purpose of this report is to present the revised Draft Arts and Culture Strategy and Action Plan 2020-2025, and to seek endorsement to proceed to community and stakeholder consultation.
Attachments	Attachment 1 – Revised Draft Arts and Culture Strategy and Action Plan 2020-2025 (provided under separate cover)

RECOMMENDATION

Council resolves that:

- 1. The Acting Director Community Development's report titled "*Revised Draft Arts and Culture Strategy and Action Plan 2020-2025*" be received and noted.**
 - 2. The revised *Draft Arts and Culture Strategy and Action Plan 2020-2025* (as provided in Attachment 1, under separate cover) is endorsed for community and stakeholder consultation.**
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Background

The *Draft Arts and Culture Strategy and Action Plan 2020-2025* was presented to Council at its meeting on 14 April 2020 requesting endorsement to go to community and stakeholder consultation. At the meeting, Council resolved as follows:

- 1. The Acting Director Community Development's report titled "Draft Arts and Culture Strategy and Action Plan 2020-2025" be received and noted.*
- 2. The "Draft Arts and Culture Strategy and Action Plan 2020-2025" will be further developed to include the following sections:*
 - A statement describing the City's appreciation for the important role artists play in our community and the contributions they make to our appreciation of place*
 - A policy position around support for housing/living costs for artists in places that are going through a process of gentrification to allow them to remain in the area they have contributed to through their work.*

Report

The *Draft Arts and Culture Strategy and Action Plan 2020-2025* has now been revised, with amendments to reflect the April 2020 resolution and to address some minor issues with the document format, which are outlined below. With regard to the resolution:

- The following text has been added at page 9 of the document to reflect Council's strong appreciation of the contributions to the community made by artists the artists who live and work here.

The City of PAE values the central role of artists as important agents for local economic development and community building. We are privileged to be the home and work place of many exceptional artists who have helped to make our places and spaces creative and vibrant and have given us our reputation as a culturally rich place. In putting forward this strategy we acknowledge the unique value our creative communities bring to our City.

- The following action has been added as under Strategy 1 – A Vibrant Arts Ecology page 22.

1.3 Acknowledge the ongoing contributions of artists to our City by exploring ways to support them to continue to live and work here affordably.

- This addition is reflected in the Action plan on page 30 as follows:

1.3 Acknowledge the ongoing contributions of artists to our City by exploring ways to support them to continue to live and work here affordably by:

- a) working with and advocating to key stakeholders to achieve arts and cultural outcomes, including artist housing and workspaces, through new developments.*
- b) working with State Government partners to promote ways to maintain an arts community presence in areas of renewal and redevelopment, including via the Affordable Housing scheme.*

After consideration of the usefulness of the *PAE Arts Ecology Snapshot* section being included at the end of the strategy document, this section has been removed. It was considered that it would be an improvement to ensure the resources included in this section can be readily updated and accessible, therefore the information in the removed section will be reconfigured as an updatable resource available on the relevant webpage. This can occur once the strategy and action plan is adopted for implementation.

Other changes to the document are:

- some image substitutions due to consistency, formatting, and image quality reasons;
- several typographic and formatting corrections across the document that have had no material impact on any of the text;
- deletion of website addresses and references from several locations across the document to remove the potential for broken or incorrect links over time.

Given the minor nature of changes other than those specified in the April resolution, the amendments outlined have not been tracked in the document and it is now returned for Council's consideration.

The City of Port Adelaide Enfield has an established reputation as a committed supporter of arts and culture. The influences of arts, culture and creativity are key factors contributing to the creation of a City where people love to be, where business prospers, and where communities and individuals have a high degree of wellbeing.

To be truly effective, and to take the City of PAE from a place of encouraging and fostering arts and culture to being a place where it flourishes and is a driver for multiple facets of community and business life, requires clear strategic direction. This needs to be accompanied by a clear set of goals, and defined actions which have been informed by the community and the arts sector to enable Council to achieve its arts and cultural ambitions.

The Draft Arts and Culture Strategy was developed prior to the emergence or impact of COVID-19. For that reason, it contains some strategies and actions that may seem less achievable or relevant than they were at the time of drafting. The document has not been amended to reflect the current environment, because it is felt that all the key strategies will retain relevance over the medium to longer term, and many of the actions allow for implementation approaches that are responsive to the new and emerging consequences of the COVID-19 pandemic. The creativity, reflection, innovation and community connection that are the cornerstones of our creative community, and of arts and culture more broadly, are sure to be critical tools in our organisational and societal approaches to the recovery phase that will come after COVID-19.

The *Draft Arts and Culture Strategy and Action Plan 2020-2025* is the product of considerable engagement with art and culture stakeholders, Elected Members, staff and the broader community. It has three goals which are aligned to:

1. Building the activities and capacity of the City's art ecology.
2. Progressing arts and culture outcomes at a place level and through a place focus.
3. Using art and culture to create and deliver outcomes in a range of non-art areas, including through alignment and integration with other key PAE strategic documents.

Actions to progress the strategy goals are divided into three levels of priority:

- **New directions and significant projects** – priority initiatives which will have significant impact and which may also require resourcing beyond current levels to deliver;
- **Developing areas of work** – bodies of internal or discreet work that are a significant extension or development on existing work, or previously identified areas of need;
- **Continued focus** – ongoing delivery of day to day work program given a strategic focus and clear objectives.

From a staging perspective it is anticipated that the **new directions and significant projects** actions will be staged at key points over the life cycle of the strategy. For example an early body of work focussing on the night time economy and cultural tourism will be timed to align and combine with a similar strategy flowing from the Economic Development and Tourism strategy reviews, currently scheduled for late 2020 and early 2021.

Developing areas of work actions include elements like an audit of Council owned community infrastructure to better understand and communicate their potential as venues for cultural activities and programs.

Continued focus actions relate to delivery of improved and/or more strategic levels of service in areas of existing work, such as promotion and marketing of arts and cultural activities occurring across the City.

The strategy runs over five years and contains numerous actions, many of which are deliverable within existing staffing and budget resources. However there are key elements including some of the strategic and higher order arts and cultural outcomes articulated through the consultations and aspired to in the strategy, for which current staff and budget resources will not always be enough. The intention with these elements is to program them over the life of the plan and with the intent that these are factored into budgeting in advance. More details of how this will be approached will be presented to Council at the time the Strategy and Action plan is presented for endorsement.

Evaluation of arts and cultural outcomes is a well-established challenge and there is no single tool or definitive approach for achieving this. Each of the goals presented has a range of measures that will be used to monitor and evaluate the effectiveness of key actions. A set of tools is being developed to support staff to structure and evaluate projects and programs to support strong community outcomes.

The intention is for this strategy to be largely made available as an online document, with very few printed copies. This accounts for some of the key design elements including the Strategy Snapshot page which is intended to function as a standalone document. Similar to the City Plan postcard, it summarises the strategy and key areas of action in a single page to help facilitate stakeholder engagement around implementation.

Next Steps

The *Draft Arts and Culture Strategy* was informed by a substantial, multifaceted, engagement process with the arts sector, broader community, and a range of interested individuals and organisations. Subject to Council endorsement to do so, a formal community and stakeholder consultation process will commence.

Feedback will be sought over a 21-day period with community and stakeholders being invited to contribute their feedback online. We will use our existing networks to contact people and groups to invite their feedback. This will include contributors to the development phase of the strategy, as well as the broader community. Subject to the outcomes of that process, it is intended that the Final Strategy and Action Plan be presented to Council for endorsement in mid-2020 for implementation in the 2020-2021 financial year.

City Plan Relationship

The *Draft Arts and Culture Strategy and Action Plan 2020-2025* has been deliberately crafted to align with all key themes of the City Plan, either through specific strategies, or its ability to support and augment the work of many sections of the organisation. The Draft document contains a specific commitment to align with and actively support a wide range of strategic objectives across the organisation including in the key areas of economic development, community development and placemaking.

Legislative Context and Related Policies

Community and stakeholder engagement recommended in this report is in keeping with Council Policy CS07 – *Community Engagement*.

The importance of access to culture as a fundamental right of humanity is a universal one. Accordingly Council's commitment to the development and implementation of an Arts and Culture Strategy is in keeping with Article 27 of the *Universal Declaration of Human Rights* which states that *everyone has the right to actively participate in the cultural life of the community, to enjoy the arts and its benefits*.

Stakeholder Engagement

The document was developed through a comprehensive consultation process with over 500 people consulted via a range of tools including:

- workshops and forums across every ward;
- focus groups and individual interviews;
- feedback postcards and public engagement activities across a range of locations including shopping centres and libraries; and
- an online survey.

The engagement highlighted the importance of arts and culture across the City of PAE, and the existing diversity and strengths of our local creative communities. It also showed that there are many people, businesses and organisations not traditionally associated with arts and culture that have a strong interest in the area and its potential to contribute to individual and community life and wellbeing.

Risk Management

There are no specific risks associated with the recommendation to undertake community and stakeholder engagement on the Draft *Arts and Culture Strategy and Action Plan 2020-2025*.

Financial Management

There is no additional budget allocation required for the community and stakeholder consultation component of the strategy development process.

Environmental and Social Impacts

Once approved and implemented, the *Arts and Culture Strategy and Action Plan 2020-2025*, will support social connection and cohesion, individual and community wellbeing and economic development and business growth.

ATTACHMENT 1

Revised Draft Arts and Culture Strategy and Action Plan 2020-2025

(provided under separate cover)