

INNER WEST

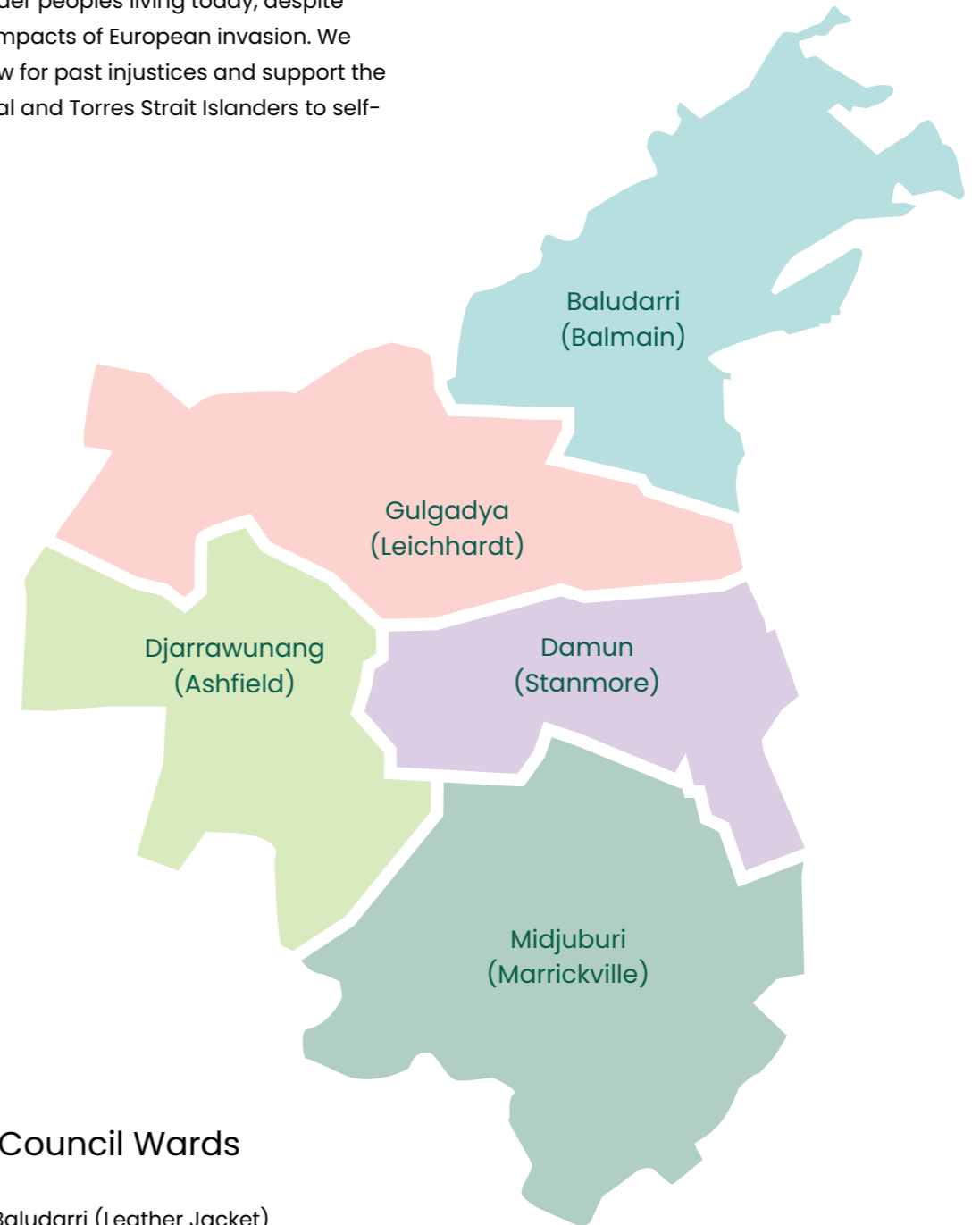
Creative Inner West Cultural Strategy 2022-2025



Image: Legs On the Wall perform *Waters Edge*, Art Camp on the GreenWay 2019 Photo: Brett Boardman

Council acknowledges the Gadigal and Wangal peoples of the Eora Nation, who are the traditional custodians of the lands in which the Inner West Local Government Area is situated.

We celebrate the survival of Aboriginal and Torres Strait Islander cultures, heritage, beliefs and their relationship with the land and water. We acknowledge the continuing importance of this relationship to Aboriginal and Torres Strait Islander peoples living today, despite the devastating impacts of European invasion. We express our sorrow for past injustices and support the rights of Aboriginal and Torres Strait Islanders to self-determination.



Inner West Council Wards

- Balmain Ward – Baludarri (Leather Jacket)
- Leichhardt Ward – Gulgadya (Grass Tree)
- Ashfield Ward – Djarrawunang (Magpie)
- Stanmore Ward – Damun (Port Jackson Fig)
- Marrickville Ward – Midjuburi (Lillypilly)





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Rythmotron by John Taylor, Andy Milne and Chris Stanton, EDGE Ashfield 2019. Photo: Daniel Kukec

Summary

Culture and creativity are essential for healthy, thriving communities and places. Almost all Australians engage with arts and culture and recognise their positive impacts on our lives and communities.¹

Global cities across the world increasingly recognise the importance of culture to urban economies and wellbeing and grapple with issues such as a loss of creative spaces, higher living costs and other threats to cultural and creative diversity. The creative community was also among the first and hardest hit by the impacts of the COVID-19 pandemic delivering unprecedented challenges for the sector.

In the Inner West, supporting creativity and cultural sustainability is extremely important. Arts and culture are the engine for our economic and social life and together we share a creative identity. The Inner West is celebrated for its independent and dynamic creative sector, and the significant cultural contribution it makes locally, nationally and internationally.

Inner West Council is committed to keeping culture at the heart of our people and places and providing leadership on urban cultural sustainability and equity.

Council will work with our local creative sector to support COVID-19 recovery and growth well into the future.

The *Creative Inner West: Cultural Strategy 2022 – 2025* has been shaped through consultation and engagement with the creative sector and the broader community, as well as a review of international leading practice approaches.

Supported by a comprehensive Action Plan, the strategy is designed to be delivered in collaboration with the community across five key areas:

- Aboriginal and Torres Strait Islander cultures at the centre
- Culture is for everyone
- Love Inner West, day and night
- Culture’s role in our growing places
- Imagining our future together.



GreenWay Art Prize (2021) Photo: Daniel Kukec



Ate Indai, Rosell Flatley, EDGE Art Camp on the Greenway 2021. Photo: Shane Rozario

Introduction

The Inner West is a key driver for Sydney’s creative economy and cultural life. We are recognised for our energetic street life and grassroots venues, diversity and independence, and as a heartland for talented creatives who go on to national and international success.

Inner West Council acknowledges that this is a critical time for local arts and culture. In addition to the significant impact of the pandemic on the sector, increasing living and operating costs, and finding affordable living and production spaces in the area are an ongoing challenge.

Council recognises the importance of its role in collaborating with the community to support the continued contribution of arts and culture to our social and economic life, and to promote culture as a vehicle for equity, community leadership, and social and environmental change.

This three-year strategy provides a framework for Council’s vision and commitment to preserving and growing culture and creativity in the Inner West.

How do we define culture?

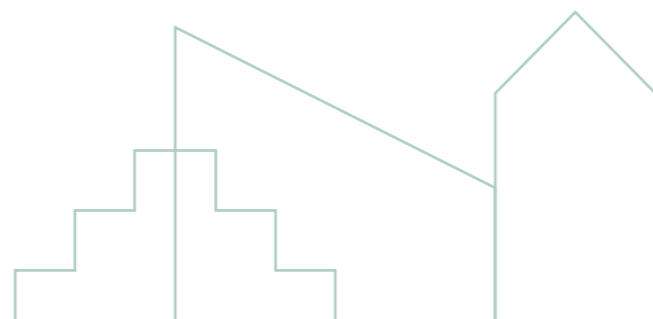
In the Inner West, our understanding of culture is influenced by our strong heritage of cultural diversity and practicing artists.

For the purposes of *Creative Inner West: Cultural Strategy*, Council uses the following definition:

Culture is: the way we live and express ourselves in the world, including making, sharing and participating in creativity and drawing on our customs, stories, heritage and beliefs.

Artists, cultural groups, residents, visitors and businesses all help to create our distinctive cultural life. Culture can also inspire new ways of thinking and living in a changing world.

For more information on how this and other definitions in the Strategy were developed, see the Glossary on p. 27.



Profile of the Inner West creative sector

The Inner West is a hub of urban creativity and culture. Creative and cultural industries contribute \$1.4 billion each year to the local economy and employ 6,500 people.³ One in ten local residents work in the creative and cultural sector, and over half of these are cultural producers, making the Inner West Australia’s cultural production capital.⁴

The area is the base for long-established artists and cultural groups who have made their home here for generations, and much of the creative activity in the Inner West has thrived because our community were pioneers of multiculturalism and artist run initiatives.

The Inner West is home to over 60 live music and performance venues, including the renowned Enmore Theatre, more than 100 artist studios, a wealth of grassroots arts and cultural organisations (including Australia’s largest community centre, The Addison Road Centre) and Boomalli, one of Australia’s first urban Aboriginal artist co-operatives.

Residents, businesses and visitors are drawn to our cultural diversity across food, street life, local artisan products, community groups and campaigns and some of Australia’s most impressive street art.

Arts and culture are woven through our community, economy and sense of place.



Karen Farmer, Newtown ArtSeat 2021

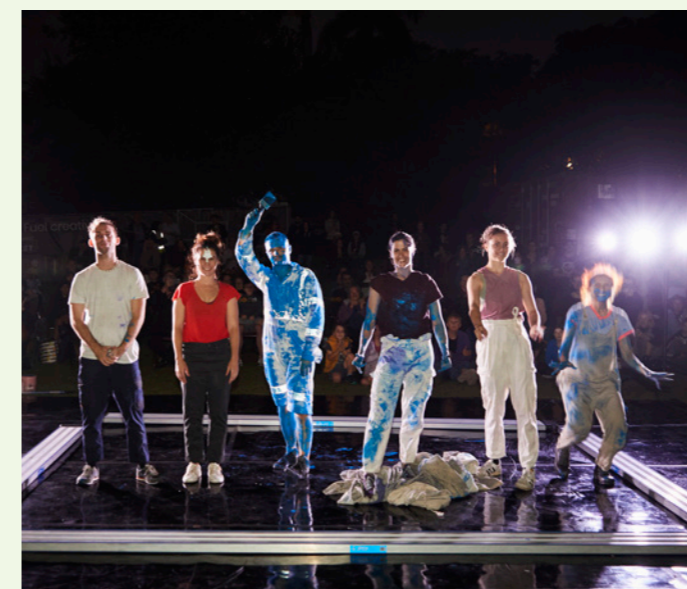
How was *Creative Inner West* developed?

The *Creative Inner West: Cultural Strategy* responds to the views and aspirations of our community drawing on conversations among community representatives, organisations, creatives and Council. This includes Aboriginal and Torres Strait Islander peoples and organisations, culturally diverse groups and networks, a broad range of creative industries, and people from different age groups and abilities.

Community feedback was supplemented by in-depth interviews and research with cultural production spaces and venues; and a social media campaign and online survey captured people’s ideas about Inner West culture.

More than 500 artists, makers, creatives, musicians, performers, creative entrepreneurs, community members and organisational leaders participated in the development of the strategy.

The *Creative Inner West: Cultural Strategy* sets out a vision, priorities and actions for Council and community partners to respond to the community’s needs and aspirations.



Legs on the Wall, Trestle, EDGE GreenWay 2021, Photo: Shane Rozario

A vision for culture and creativity in the Inner West

Based on feedback, the Inner West community shares a vision that promotes:

Greater diversity and inclusion:

- Aboriginal and Torres Strait Islander arts and culture have a central role in our places and creative life
- Diversity is supported and celebrated and emerging cultures and identities are nurtured
- No one is invisible in our cultural life, including people living with a disability

Community values:

- Arts and culture promote our values of equity, inclusion and environmental sustainability
- Our culture maintains its grassroots, independent character

A creative life:

- Urban places provide abundant opportunities to access creativity and culture at all stages of life
- Creative spaces, town halls, schools and libraries are hubs of creative activity

A sense of place and a strong economy:

- Our streets and shopfronts are home to buzzing arts and culture, day and night
- Culture is embedded into local places, including arts and culture in public spaces and Council facilities
- We are a hub for Sydney's cultural production and small to medium arts sector
- We nurture local homegrown artists, organisations, products and events, including young and emerging creatives

Leadership:

- Council is committed to sustaining culture and creative industries as an invaluable part of our social and economic fabric
- Our creatives and diverse cultures provide leadership for a sustainable future

Better planning:

- Culture and creativity have an important role in Council decision-making and planning



Rosedale Galleries, Creative Trails 2019

The Creative Inner West: Cultural Strategy will embed culture at the heart of the Inner West, now and for future generations. It will support and grow the Inner West as the creative engine of Sydney, as a destination and a leader in cultural equity.



Council’s role

The Inner West community places a high value on arts and culture and recognises the important role local governments play in supporting a creative life. This is identified in the *Our Inner West 2036* Community Strategic Plan, which provides a clear mandate for creative communities and a thriving economy and culture’s powerful role in liveability and wellbeing.

Inner West Council has a strong commitment to and legacy of supporting local arts and culture, with a particular emphasis on the small to medium creative sector, independent artists, emerging ideas, and diverse expressions of culture.

Council has identified key responsibilities that support the *Creative Inner West: Cultural Strategy* and its implementation:

Custodian

Caring for our Aboriginal and Torres Strait Islander history and culture, as well as the layers of migrant heritage, emerging cultural practices and creative places

Leader

Caring for our Aboriginal and Torres Strait Islander history and culture, as well as the layers of migrant heritage, emerging cultural practices and creative places

Collaborator

Connecting communities, businesses and all levels of government to work together in partnership for a creative life

Commissioner

Funding and commissioning creative works and projects, seeding new ideas and providing support to the small to medium cultural sector



EDGE GreenWay 2019, Photo: Brett Boardman

Producer

Co-designing projects, artworks and infrastructure with our creative and cultural communities

Enabler

Empowering creatives and organisations to develop professional capacities, projects, creative spaces and events

Advocate

Promoting the vital importance of local cultural and creative practitioners, organisations and venues to our social and economic life, and to Greater Sydney

For more information on Council’s recent arts and cultural initiatives, *Our Inner West 2036* and the broader policy context, see the Appendix on p. 29.

Focus Areas
The following themes emerged from community conversations and research.



1 Aboriginal and Torres Strait Islander cultures at the centre



2 Culture is for everyone



3 Love Inner West, day and night



4 Culture’s role in our growing places



5 Imagining our future together

1 Aunty Marlene, Lighting the Town Halls 2022. Photo: Daniel Kukec. 2 Under the Sea, Digby Webster and Neil Tomkins 2022. 3 Legs On the Wall, EDGE GreenWay 2019. Photo: Brett Boardman 4 Kangaroo by Joanna Rhodes, Patyegarang Place. Photo: Philip Noller 5 Fox’s Lane, 2022. Photo: Shane Rozario.



Gamarada Boys, EDGE GreenWay 2019. Photo: Costa Atzemis

1 Aboriginal and Torres Strait Islander cultures at the centre

Aboriginal and Torres Strait Islander cultures have central importance; local cultural leadership and expressions are nurtured.

The Australia Council for the Arts has stated that supporting First Nations arts and culture is perhaps the single greatest contribution we make to our national and global identity.⁵ The *Creative Inner West: Cultural Strategy* provides an opportunity for Council and our community to promote justice and systemic change for Aboriginal peoples, and to support local Aboriginal arts and culture.

The Inner West is home to more than 2,000 Aboriginal and Torres Strait Islander peoples, the long standing Boomalli Aboriginal Artists Co-operative, some of Australia’s most successful Aboriginal artists and a strong history of Aboriginal justice campaigns.

Our local Aboriginal community wants public cultural programs and artworks to be led by Aboriginal peoples and organisations, and for public art and placemaking to tell the truth about our national history. By providing more leadership opportunities for Aboriginal artists and cultural leaders, Council can support broader opportunities and employment in the creative and cultural Industries.

Local places provide a rich opportunity to share and learn. There is a desire within local Aboriginal

communities and non-Aboriginal communities to learn from Aboriginal culture and understandings of Country through connecting to local places. The community believes this can be achieved through cultural exchange, including language and digital storytelling, and particularly with Aboriginal Elders and across generations.

Initiatives:

Create connections to Aboriginal history and culture through Aboriginal-led art in public places, performance and placemaking

- Demonstrate justice and equity for Aboriginal peoples through local arts and culture
- Support local sharing of Aboriginal culture through learning and exchange on Country
- Create leadership and employment opportunities for Aboriginal organisations, artists, curators and cultural leaders

For the purposes of Creative Inner West, when the word Aboriginal is used, it refers to Aboriginal and Torres Strait Islander peoples of the Inner West. Relevant terms used in this strategy have been determined by local Aboriginal communities.⁶

2 Culture is for everyone

We commit to cultural diversity, equity and inclusion; everyone has a place in local culture.

This cultural strategy is for everyone in the Inner West. Everyone should have an equal opportunity for a creative life, yet locally and nationally diversity is not adequately reflected in arts and culture.⁷ This strategy will help to break down physical, social and economic barriers to participating in culture and pursuing creative careers and leadership opportunities.

Increased access to creative opportunities for diverse communities, young people, older people and people living with a disability are a key part of creating local cultural equity and inclusion. Another important step is nurturing talented creatives and cultural producers through to further employment and leadership positions. This will ensure we hear a range of voices and that no-one is invisible in our cultural life.

Diversity is fundamental to Inner West culture and history. The area has rich layers of migration and cultural expression and 65,000 people in the Inner West speak a language other than English at home.⁸

We are forerunners in grassroots multicultural activities and LGBTQ arts and our creative industries are rich with people of all ages and abilities. This strategy is an opportunity for Council to champion and expand its role in cultural equity and inclusion. It is also essential that our cultural programs keep evolving to remain relevant and inspiring to as many people as possible, including young people and emerging cultures.

Our community believes that cultural exchange and sharing stories supports our values. This includes embracing difference, social justice, caring for each other, and our shared humanity. We support grassroots community campaigns on issues such as racism, gender equity and the rights of refugees, we share culture and heritage across generations and acknowledge that we have intersecting histories, identities and personal experiences.

Initiatives:

- Build cultural equity through capacity building and investment
- Celebrate and share diversity in the Inner West



Suara Indonesia Dance CICEM, EDGE GreenWay 2021 Photo: Shane Rozario



Whisky Empire at Lazybones, Inner West Fest 2022

3 Love Inner West, day and night

The Inner West is a buzzing cultural hub by day and night; local creatives thrive at the heart of our economy and identity.

The small to medium creative sector, including independent creatives, community galleries, venues, production spaces and artist run initiatives, are the foundations of culture in the Inner West. These are the places where our local artists and performers take risks, nurture their talent, and build their audiences and content. The amount of new work generated in the small to medium sector nationally far surpasses that of our major cultural institutions making it fundamental to Australia’s cultural landscape.⁹ The technological revolution also continues to change arts and cultural practice and opportunities.

With the move by audiences to more intimate, local experiences as a result of COVID-19, the Inner West has an opportunity to promote our thriving small to medium creative sector to local audiences and as a destination for Greater Sydney and beyond. This includes spotlighting the Inner West as the heart of Sydney’s live music scene and capitalising on our independent and edgy identity.

Focusing cultural programming in precincts and neighbourhoods makes the most of the creative energy and activity that already exists in the community. It also supports local employment and the viability of artists and venues. Examples of neighbourhood based cultural programming include tours, artist activations and public artworks across a range of artforms. Council will also

expand creative activity on local mainstreets, supporting COVID-19 adaptation and the role of culture in our local economy.

Council acknowledges that creative venues and activities are often faced with a range of regulatory barriers and is committed to improving regulatory conditions for creative activities and the night-time economy. This includes developing pathways for creative activations in shopfronts, warehouses and public spaces, and extending opening hours for suitable businesses.

This strategy is an opportunity to renew how Council works with the local sector, including access to funding, employment opportunities, advocacy, professional networks and supportive regulatory conditions. It forms part of the broader need for all levels of government to work together to recognise and support creative industries.

Initiatives:

- Support and showcase the Inner West as a leading hub of independent arts and cultural producers
- Stimulate the creative economy by simplifying regulatory conditions and providing planning support
- Enliven precincts and neighbourhoods with cultural programming and activations
- Support the Inner West 24 hour economy
- Build capacity of the local sector, including networking, training and advocacy

“Cultural occupations and creative industries are growing as a share of total jobs and are making greater contributions of value to local and national economies. Creative and cultural activity is recognised as a driver of job creation, employment, entrepreneurship and productivity...”¹⁰

Culture, Value and Place: A report for NSW Department of Planning and Environment (2018)



EDGE Newtown, 2019. Rebecca McIntosh and the Aphrodite Arts Activists. Photo: Sophie Howarth

4 Culture's role in our growing places

Places with soul; arts and culture enlivens our public spaces and cultural infrastructure sustains our creative city.

As population and density increases in our urban places, cultural infrastructure is increasingly important. Integrating culture into urban infrastructure can support social connection, bring people into shared spaces and experiences, enliven streets and economies, and provide an antidote to homogeneity. Cultural infrastructure includes art in public places, creative spaces, affordable housing for artists and cultural opportunities accessible by all members of the community. Embedding culture and placemaking into parks, open spaces and Council facilities are an important opportunity for the future of our community.

Inner West Council has identified creative spaces as a priority for local cultural sustainability. This is supported by the Council of Capital City Lord Mayors' 2021-2024 Strategic Plan, which identifies cultural infrastructure as a top priority. The Inner West's industrial buildings for cultural production have become an essential part of independent making and creating, supplying major creative productions of regional and national significance, and providing an essential small to medium layer for Sydney's creative ecosystem.

Council recognises its important role to support the supply of affordable cultural production spaces, including protecting industrial employment lands from

re-zoning and optimising and expanding Council-owned creative spaces.

Music and performance venues and artist run initiatives have also historically thrived in Inner West industrial areas and on our main streets. Relevant policies that support the operational needs of creative activity need to be developed to strike a balance with other needs, such as residential encroachment or changing community expectations.

Initiatives:

- Ensure public art and cultural activation are integrated into public spaces and parks in the Inner West to support discovery and belonging
- Planning policies support creativity and culture, including the supply and affordability of cultural production spaces
- Create ongoing opportunities to provide creative spaces, creative employment and affordable housing for artists through development policies and partnerships
- Consolidate and expand Council-owned creative spaces and optimise the community cultural benefit provided, including town halls
- Implement planning approaches that protect local creative precincts and activities and balance these with other local needs

You're Here, I'm Here Too (2020), Georgia Hill at Marrickville Metro. Photo: Greg Fonne



Fire Garden, Tortuga Studios, EDGE Sydenham, 2019. Photo: Daniel Kukec





GreenWay Unknowns, Gabrielle Bates, EDGE Art Camp on the GreenWay 2021. Photo: Shane Rozario

5 Imagining our future together

Artists and cultural leaders help us imagine the future; working with Council and community on belonging, resilience and sustainability.

COVID-19, the 2020 bushfire season and the 2021-2022 floods highlight that new ways of thinking and living are urgently needed. Arts and culture shine a spotlight on local and global issues and have a key role in enabling new connections, ideas and projects to support a sustainable and resilient communities.

Sustainability and responses to the climate emergency will be supported through Creative Inner West. This includes deepening our relationship with, and care for, Country through Aboriginal cultural leadership and a range of creative programs.

Creativity's role in nurturing wellbeing in our communities is increasingly important as loneliness grows and our population ages.¹¹ Council will support creative initiatives in Inner West neighbourhoods, places and online spaces to support connection, healthy ageing and mental health. Making the most of new technologies is significant in creating belonging in our future cities.¹²

The creative sector also has an invaluable role in co-design, making sure local programs and infrastructure

are designed collaboratively with the community. The creative sector supports imagination, innovation and inclusion in planning processes.

Children and young people are also a wellspring of play, curiosity and ideas and have a significant role in creating a future that is fit for future generations. The strategy supports creative opportunities for children and young people and provides connections and pathways into local public life and decision-making processes.

More broadly, Council will develop and implement an evaluation system and work closely with groups such as Council's Arts and Culture Advisory Committee to ensure its programs and approaches are meeting all the community's needs.

Initiatives:

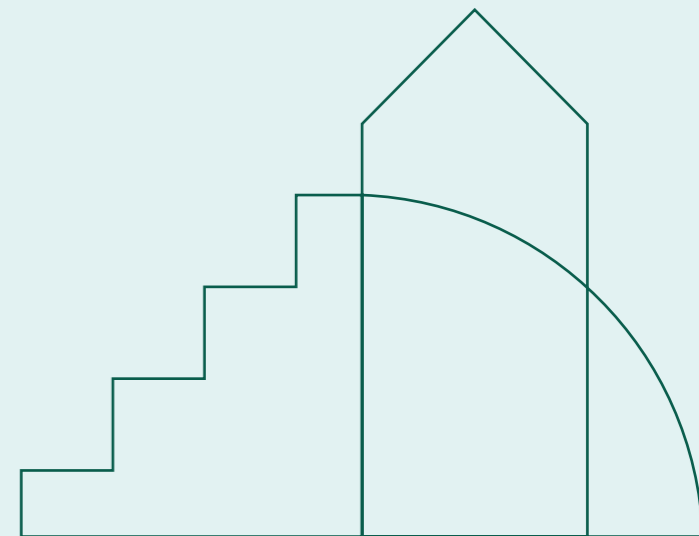
- Provide creative skills and programming to support wellbeing, resilience and sustainability
- Enable the creative and cultural sector to have an increased role in place planning and local decision-making processes
- Promote new cultural leaders and voices

Strategy implementation and measuring outcomes

Implementation of the *Creative Inner West: Cultural Strategy 2022 – 2025* will be overseen by a range of Inner West Council teams and community partners.

Council will evaluate the impact and success of the strategy through measures detailed in the strategy's Action Plan.

For updates and more information see innerwest.nsw.gov.au/CreativeInnerWest



Deep Sea Astronauts, EDGE GreenWay 2019. Photo: Brett Boardman



CREATIVE INNER WEST: ACTION PLAN

1 Aboriginal and Torres Strait Islander cultures at the centre

1.1. Create connections to Aboriginal history and culture through Aboriginal-led art in public places, performance and placemaking	Short Term	Medium Term	Long Term
1.1.2 Develop an <i>Aboriginal Intellectual Property Framework</i> for Council projects, facilities and assets	✓	✓	✓
1.1.3 Develop an <i>Aboriginal Naming Policy</i> to support sharing of Elders' local language and knowledge		✓	
1.1.3 Develop an <i>Aboriginal Naming Policy</i> to support sharing of Elders' local language and knowledge		✓	
1.2 Demonstrate justice and equity for Aboriginal people through local arts and culture	Short Term	Medium Term	Long Term
1.2.1 Support delivery of Council's <i>Reconciliation Action Plan</i> across Council and with community partners	✓	✓	✓
1.2.2 Provide Aboriginal and Torres Strait Islander cultural awareness training for all Council staff		✓	
1.2.3 Increase representation of Aboriginal artists in Council Grants and arts and cultural programming	✓	✓	
1.3. Support sharing of Aboriginal culture through learning and exchange on Country	Short Term	Medium Term	Long Term
1.3.1 Create opportunities to connect to and celebrate diverse Aboriginal arts and cultural practice		✓	
1.3.2 Build upon Gadigal Wangal Wayfinding with Aboriginal-led tours and digital storytelling	✓	✓	
1.3.3 Encourage intergenerational language and education projects, including evaluating existing early childhood programs	✓	✓	
1.3.4 Establish and maintain collaborations with Aboriginal organisations to strengthen local voices and self determination	✓	✓	
1.4 Create leadership and employment opportunities for Aboriginal organisations, artists, curators and cultural leaders	Short Term	Medium Term	Long Term
1.4.1 Demonstrate Aboriginal leadership and curation in Council projects and programs	✓		
1.4.2 Support Aboriginal employment opportunities by developing an <i>Aboriginal Employment and Retention Plan</i>		✓	
1.4.3 Commission Aboriginal artists to deliver projects of increasing scale		✓	
1.4.4 Grow collaboration with Boomalli arts cooperative to support the delivery of the Cultural Strategy	✓	✓	

CREATIVE INNER WEST: ACTION PLAN

2 Culture is for everyone

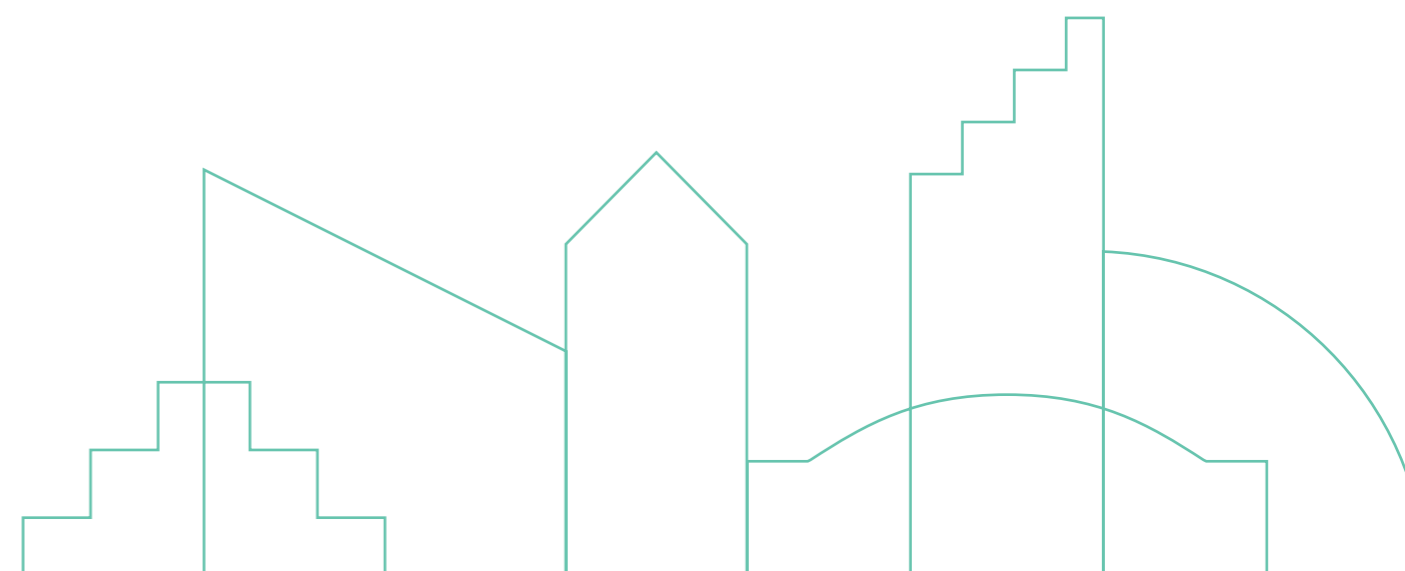
2.1 Strengthen cultural equity through capacity building and investment	Short Term	Medium Term	Long Term
2.1.1 Support increased equity, diversity and representation in local cultural funding and programming	✓	✓	
2.1.2 Provide training to Council staff to support inclusive communications, engagement and project delivery, including cultural awareness		✓	
2.1.3 Promote cultural programs and initiatives that make everyone feel welcome, including through the Refugee Welcome Centre	✓	✓	
2.1.4 Encourage new cultural leaders through professional development opportunities and employment in Council's arts and events programs		✓	
2.2 Celebrate and share our diversity	Short Term	Medium Term	Long Term
2.2.1 Share local cultures, heritage, identities and stories to support greater understanding and connection, including people of all ages		✓	
2.2.2 Promote programming that supports the Gender Equity Strategy	✓	✓	
2.2.3 Support inclusive cultural programming for people with a disability and provide leadership in accessible arts		✓	
2.2.4 Celebrate LGBTQ cultural expression in public places and through the Inner West Pride Centre		✓	
2.2.5 Support community-led cultural advocacy campaigns, including <i>Racism NOT Welcome</i>	✓	✓	✓

CREATIVE INNER WEST: ACTION PLAN

3 Love Inner West Day and Night

3.1 Support and showcase the Inner West as a leading hub of independent arts and cultural producers	Short Term	Medium Term	Long Term
3.1.1 Undertake a <i>Creative Inner West</i> campaign to promote cultural tourism, build new audiences and capitalise on local cultural activity		✓	
3.1.2 Promote the Inner West as Sydney's Live Music and Performance destination through media partnerships and targeted promotion		✓	
3.1.3 Support opportunities for local creative industries and artists run initiatives to generate local content and employment		✓	
3.1.4 Showcase local innovation and creative risk taking in programming, including new technologies, young people and emerging artists	✓	✓	
3.1.5 Include local technical, support and backend creative staff in cultural programming and employment opportunities	✓	✓	
3.2 Stimulate the creative economy by simplifying regulatory conditions and providing planning support	Short Term	Medium Term	Long Term
3.2.1 Investigate alternative approval pathways for small scale arts and cultural activities within existing commercial and industrial buildings		✓	
3.2.2 Provide specialist advice and information to support creatives to navigate Council planning and regulatory frameworks	✓	✓	
3.2.3 Review the eligibility of creative enterprises in Council's arts grants, to support the small to medium creative sector	✓		
3.3 Enliven precincts and neighbourhoods with cultural programming and activations	Short Term	Medium Term	Long Term
3.3.1 Evaluate and redesign Council events/ activations programming, using place-based community capacity building	✓		
3.3.2 Deliver revised program of events/ activations across Council Wards		✓	
3.3.3 Recommend strategy and delivery models for EDGE Inner West based on changing sector needs	✓		
3.3.4 Deliver artworks, programs, projects, tours and trails to highlight distinctive creative precincts and give effect to a renewed EDGE Inner West		✓	
3.3.5 Evaluate and make future recommendations for Council's Major Partnerships Program	✓		
3.3.6 Support Inner West street art programs to grow cultural tourism and identity	✓	✓	
3.3.7 Activate mainstreets with culture in partnership with local business	✓	✓	

3.4 Support the Inner West 24 hour economy	Short Term	Medium Term	Long Term
3.4.1 Support the extension of later opening hours of suitable mainstreet businesses		✓	
3.4.2 Encourage late night cultural activity by capitalising on Liquor Amendment (24-hour Economy Bill) 2020 with local measures	✓	✓	
3.4.3 Support Live Music and Performance venues with a continuing focus on COVID-19 recovery	✓		
3.4.4 Implement a Special Entertainment Precinct Pilot in Enmore Rd, and investigate other Inner West locations for entertainment precincts		✓	
3.5 Build capacity of the local creative sector, including networking, training and advocacy	Short Term	Medium Term	Long Term
3.5.1 Support the establishment of an Inner West Creative Industries Network	✓		
3.5.2 Advocate to state and federal government on the significance of the Inner West's creative sector and the need for a federal arts and culture policy and plan		✓	
3.5.3 Provide support for creative entrepreneurs and emerging artists through networks, professional development and Council's Women in Business mentorships	✓		



CREATIVE INNER WEST: ACTION PLAN

4 Culture’s role in our growing places

4.1 Ensure cultural infrastructure and activation are integrated into public spaces and parks	Short Term	Medium Term	Long Term
4.1.1 Embed culture in open space and infrastructure upgrades and planning through a <i>Creative Places Policy and Guidelines</i>		✓	✓
4.1.2 Promote collaborations across Council to support successful and inspiring culture in urban development		✓	
4.1.3 Planning policies enable cultural activities in parks, plazas, open spaces and foreshores, including temporary creative spaces		✓	✓
4.2 Inner West planning policies support creativity and culture, including the supply and affordability of cultural production spaces	Short Term	Medium Term	Long Term
4.2.1 Expand support for creative uses, particularly cultural production and presentation, in new planning policies		✓	
4.2.2 Implement policies that protect the supply of industrial land for cultural production spaces		✓	
4.3 Create opportunities for creative spaces, creative employment and affordable housing for artists through new developments and partnerships	Short Term	Medium Term	Long Term
4.3.1 Provide creative spaces and public art in new developments through Development Contribution Planning and Voluntary Planning Agreement framework		✓	✓
4.3.2 Broker collaboration and employment opportunities for local artists with property developers and through Council’s <i>Creative Places Policy and Guidelines</i>		✓	✓
4.3.3 Advocate for affordable housing for artists	✓	✓	
4.3.4 Explore partnership opportunities to collaborate with the Department of Education on local cultural infrastructure		✓	✓
4.4 Consolidate and expand Council owned creative spaces, including town halls, and optimise the community cultural benefit provided	Short Term	Medium Term	Long Term
4.4.1 Develop a <i>Cultural Assets Plan</i> for the optimal use of Council’s existing cultural assets, including artists residencies, town halls and libraries	✓		
4.4.2 Evaluate the existing use of Council assets for creative spaces, including Artist Residencies and Chrissie Cotter Gallery, and propose a redeveloped program to Council to maximise community benefit	✓	✓	
4.4.3 Promote local libraries’ role as community and creative hubs through an Inner West Library Strategy			
4.4.4 Enable rehearsal and performance opportunities for the creative sector in Council owned venues	✓	✓	

CREATIVE INNER WEST: ACTION PLAN

5 Imagining our future together

5.1 Provide creative skills and programming to support wellbeing, resilience and sustainability	Short Term	Medium Term	Long Term
5.1.1 Support mental health, wellbeing and social connection through creative programming and infrastructure		✓	
5.1.2 Deliver arts and cultural programs that support Council’s sustainability strategies and responses to the climate emergency		✓	
5.1.3 Encourage creative programs that connect people to Country and our natural places		✓	
5.1.4 Encourage creativity, discovery, play and imagination at all stages of life, including exploration of new urban and green spaces		✓	
5.1.5 Facilitate discussions and incubate new ideas on local and global issues through creative programs and partnerships		✓	
5.2 Strengthen the role of the creative and cultural sector in urban planning	Short Term	Medium Term	Long Term
5.2.1 Provide opportunities for local creatives and cultural leaders to facilitate inclusive co-design of open space and infrastructure		✓	
5.2.2 Utilise co-design principles in Councils arts and cultural projects	✓	✓	
5.2.3 Develop and implement a cultural impact and evaluation framework for the Inner West’s cultural sector		✓	
5.3 Promote the role of children and young people in local culture	Short Term	Medium Term	Long Term
5.3.1 Support the voice and imagination of children and young people in Council’s place planning and decision making		✓	✓
5.3.2 Increase opportunities for children and young people to engage in Council’s cultural programs, including expanding Young Creative of the Year		✓	
5.3.3 Support creative education and career pathways in collaboration with local schools, including trialling an Artist in Residence program in schools		✓	
5.3.4 Implement and promote awareness of Childsafe Standards in local cultural programming		✓	
5.3.5 Develop an <i>Inner West Children and Young People Strategy</i>		✓	

Glossary

Definitions below are those developed by Inner West Council based upon sector research, Council policies and existing industry definitions

Aboriginal and Torres Strait Islander peoples and cultures: This strategy uses preferred terminology as determined by local Inner West Aboriginal and Torres Strait Islander communities.

Creative and cultural industries: includes literature, music, performing art, visual arts, films, museums, galleries, photography, libraries, advertising, architecture, design, fashion, heritage services, publishing and print media, television and radio, sound recording, computer games. Definition based upon the research of David Throsby and UNESCO in *Creative Spaces and Venues Discussion Paper*.¹³

Creative enterprise: cultural and creative organisations or initiatives whose aims and projects have a community or social benefit. The governance structure of a cultural enterprise may be for-profit, but the activities of the venture demonstrate community benefit.¹⁴

Creative services: commercial business-to-business services, including advertising, marketing, architecture, design and software and digital content development. These are often technology-based and desk-based and are found more typically in office and retail spaces.¹⁵

Creative spaces: are creative spaces and venues for the purpose of making, producing and presenting culture, for professional and community-based creativity as well as mixed use spaces that house creative uses.¹⁶

Culture: the way we live and express ourselves in the world, including making, sharing and participating in creativity and drawing on our customs, stories, heritage and beliefs. Definition determined through local community engagement as part of broader conversations on local creative and cultural needs.¹⁷

Cultural infrastructure: spaces where people come together to create, share and enjoy arts and culture, including theatres, galleries, museums, libraries, archives, community halls, cinemas, public art and outdoor events spaces. It can also include infrastructural support for artists including affordable housing.¹⁸

Cultural presentation: the performing and exhibiting of culture, usually taking place in venues, such as music and performance venues, community spaces, galleries and libraries.¹⁹

Cultural production: the making of cultural products, including craftspeople, music and theatre production and visual artists. It generally involves direct-to-consumer products and services, including developing, testing and creating. Cultural production often occurs in flexible warehouse spaces.²⁰

LGBTQ: the acronym used in this document is preferred by the Inner West LGBTQ Working Group and ACON Australia.

People Living With a Disability: Council's understanding of 'disability' is based upon the 'social model of disability' which underpins the United Nations Convention on the Rights of Persons with Disabilities (UNCRPD) and the Disability Inclusion Act, 2014 (NSW), regarding disability as not residing in the individual, but rather as a restriction caused by society's lack of accommodation in addressing that person's needs and rights.

Placemaking: a philosophy and a collaborative process for creating public spaces that people love and feel connected to.²¹



Appendix

Inner West Council’s Integrated Planning and Reporting Framework

Under the NSW Local Government Act 1993, Councils are required to develop a hierarchy of plans known as the Integrated Planning and Reporting (IPR) Framework. This framework assists councils to deliver their community’s vision through long, medium and short-term plans.

The purpose of the framework is to formalise strategic and resource planning across NSW councils and to ensure long-term planning is based on community engagement leading to a more sustainable local government sector.

The Inner West Community Strategic Plan (CSP), *Our Inner West 2036*, identifies the community’s vision for the future, its long-term goals, and strategies to get there. It also outlines how Council will measure progress towards the vision.

There is increasing recognition governments need to move beyond recognising only social, economic and environmental sustainability, to acknowledging culture as the fourth pillar of sustainability.

Culture and creativity feature significantly in the Inner West Community Strategic Plan (CSP), *Our Inner West 2036* and the Local Strategic Planning Statement, *Our Place Inner West (LSPS)*. Creative Inner West supports the delivery of the CSP and LSPS by addressing a number of priorities in these plans:

- Creative communities and a strong economy
- Unique, liveable, networked neighbourhoods
- Caring, happy, healthy communities
- Progressive local leadership
- An ecologically sustainable Inner West

Inner West regional and state context

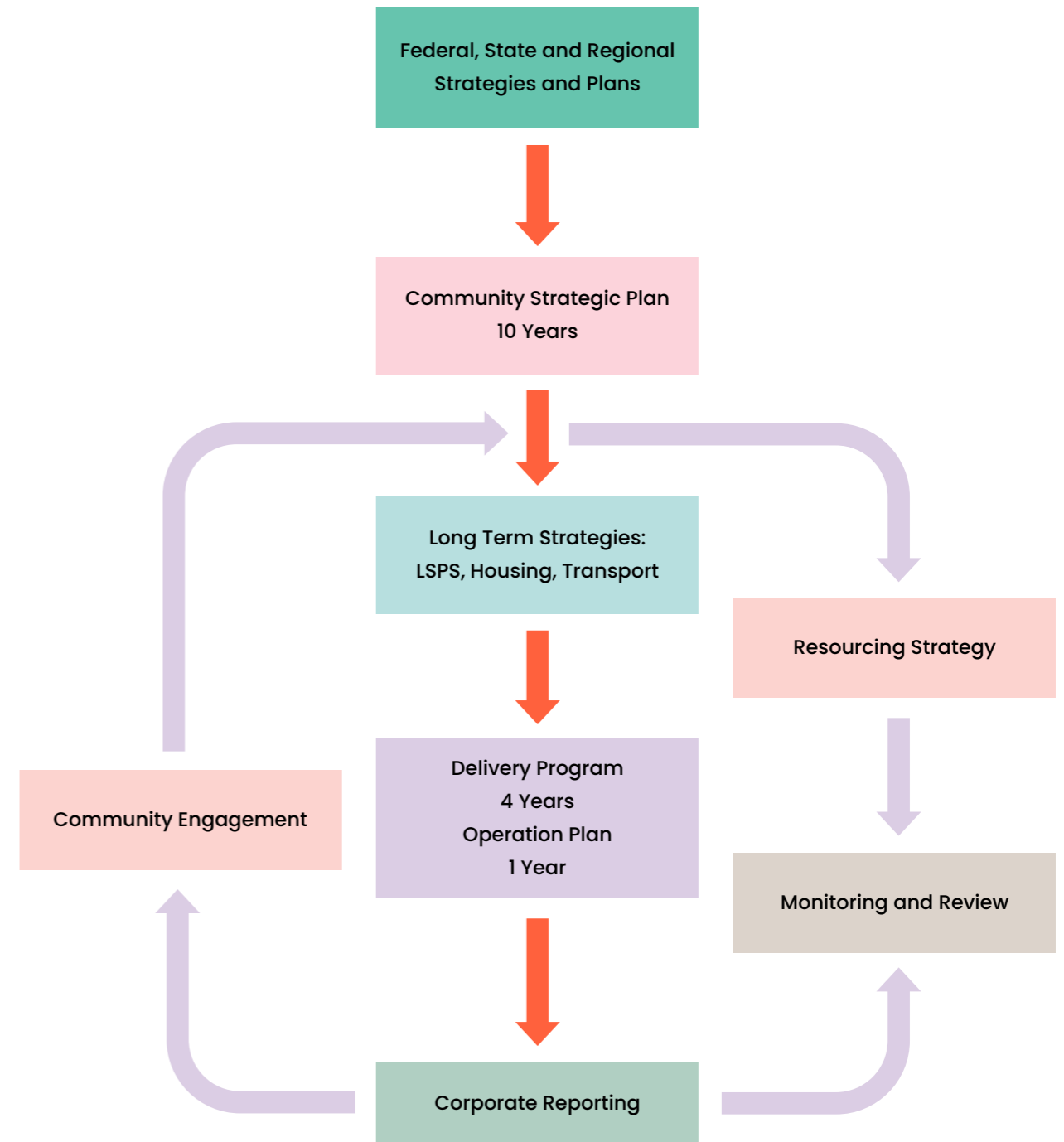
The Inner West is impacted by city wide, state and federal planning frameworks, and fits within a number of broader plans that guide our development and priorities. Some of these include the Greater Sydney Commission Eastern District Plan (A vision to 2056; The 24 Hour Economy Strategy 2020; Global NSW; and NSW Cultural Infrastructure Plan 2025. Key elements for the *Creative Inner West. Cultural Strategy 2022 - 2025* are:

- the preservation of industrial land for cultural production (Greater Sydney Commission Eastern District Plan 2056)
- support of 24 hour cultural activity (24 Hour Economy Strategy, Global Sydney 2020)
- the importance of cultural infrastructure in urban development (NSW Cultural Infrastructure Plan 2025)

There are major state renewal initiatives underway in the Inner West, including Parramatta Road Urban Renewal, Whites Bay Urban Renewal Precinct, WestConnex, GreenWay Missing Links and the Sydenham to Bankstown Metro, all of which bring challenges and opportunities to our community.

Culture is also a major driver underpinning the hospitality and tourism industries and are embedded in a range of federal and state strategies to support sectors such as tourism, technology and innovation.

Integrated Planning and Reporting Framework



What has been delivered to date?

Council is already investing significantly in arts and cultural provision, programs and strategic support.

Key highlights include:

- Project with Mirvac to deliver the \$45 million Marrickville Library and partnership with West Connex and other funding bodies for \$4.5 million upgrade of Haberfield Library
- Partnerships with Sydney Biennale, Roads and Maritime Services, Marrickville Metro and Westconnex to deliver new public artworks and artist residencies
- Public art commissions including 17 new works at Marrickville Metro, 5 major street art works with Westconnex, new artworks at the new Ashfield Aquatic Centre and Pategerang Place, and Greenway Missing Links Program including \$1million for public artworks across 13 sites from Iron Cove Bay to the Cooks River.
- Gadigal Wangal Placemaking projects to deepen our connection to Aboriginal culture in each Ward
- \$175,000 per annum of funding for artists and cultural groups through Independent Artist, Artist and Multicultural Grants and \$350,000 for creative sector COVID-19 response grants
- Offering a range of cultural planning support including Open and Creative Inner West regulatory reforms to activate mainstreets and the night time economy and Council's Arts and Cultural Advisory Committee
- EDGE Inner West delivering annual place based creative activations and artworks. In 2018/19 EDGE employed 1193 local artists and partnered with 150 local businesses and attracted 36,000 attendees
- In 2019, Council events attracted visitations of 120,000 people over the year, engaging 200 creatives for performances, workshops and demonstrations and working with more than 250 local businesses and community organisations
- Delivering an annual exhibition program at Chrissie Cotter Gallery and Newtown ArtSeat
- The new musical instrument library at Ashfield Library from diverse instruments from around the world. 10,000+ people visit Marrickville Library per week and close to \$1 million a year on providing the community with an updated collection
- An annual film festival for International day of people with disability, curated by people with lived experience of disability with a live panel. This festival is a hybrid festival and is fully accessible with an audience of 300 people
- Expanding the award-winning Perfect Match street art program across the LGA, delivering 15 artworks each year
- Producing the Creative Trails and Tours Program over 4 precincts, offering insights into the creative workings of local artists and studios
- Offering 13 creative spaces for artists in residence across 7 Council properties
- A range of community cultural and creative programs, including at the Refugee Welcome Centre, for NAIDOC week, youth programs, including SPARK Youth Theatre, and programs for older people and people with a disability

Resourcing

Creative Inner West will be resourced through the *Our Inner West 2022* Delivery Program, existing Council Programs and will intersect with other local strategies including the:

- *Land and Property Strategy 2019*
- *Voluntary Planning Agreement Policy 2019*
- *Employment and Retail Lands Study 2020*
- *Economic Development Strategy 2020*
- *Community Assets Needs Strategy 2021*
- *Public Domain Guidelines 2021*
- *Zero Waste Strategy 2021*
- *Inclusion Action Plan 2022*

Endnotes

- 1 Australia Council for the Arts (2020) Re-imagine: What next?, Discussion paper p.2. Accessed on 15 May 2021: <https://www.australiacouncil.gov.au/programs-and-resources/re-imagine-what-next/>
- 2 economy.id the population experts (2018) Inner West Cultural and Creative Sector. Accessed on 15 May 2021: https://public.tableau.com/profile/economyid#!/vizhome/InnerWestCulturalAnalysis_0/InnerWest
- 3 Stuart Cunningham et al ibid.
- 4 McIntyre et al (2021) Australian Cultural and Creative Activity: A Population and Hotspot Analysis: Marrickville. <https://research.qut.edu.au/creativehotspots>
- 5 Australia Council for the Arts (2020) Re-imagine: What next?, Discussion paper p.2. Accessed on 15 May 2021: <https://www.australiacouncil.gov.au/programs-and-resources/re-imagine-what-next/>
- 6 See glossary p. 18 for further definition
- 7 Australia Council for the Arts (2020) Re-imagine: What next?, Discussion paper p.2. Accessed on 15 May 2021: <https://www.australiacouncil.gov.au/programs-and-resources/re-imagine-what-next/>
- 8 .id.community (2020) Inner West Council community profile. Accessed on 15 May 2021: <https://profile.id.com.au/inner-west/non-english-speaking-introduction>
- 9 National Association of the Visual Arts (2017) The economics of Australia's S2M visual arts sector. Accessed on 15 May 2021: <https://visualarts.net.au/advocacy/policy-and-research/small-medium-s2m/>
- 10 Greg Clark et al (2018) Culture, Value and Place: A report for NSW Department of Planning and Environment. Accessed on 15 May 2021: <https://create.nsw.gov.au/wp-content/uploads/2018/12/Volume-1-Culture-Value-and-Place-Report-March-2018-Greg-Clark.pdf>
- 11 Haslam et al (2018). The new psychology of health: unlocking the social cure. London: Routledge. <https://doi.org/10.4324/9781315648569>
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- 14 Based upon British Council definition. <https://creativeeconomy.britishcouncil.org/themes/enterprise/>. Accessed 21 October 2021
- 15 McIntyre et al (2021) Australian Cultural and Creative Activity: A Population and Hotspot Analysis: Marrickville. <https://research.qut.edu.au/creativehotspots>
- 16 Based upon Leftbank and JOC for Inner West Council (2019) Creative Venues Discussion Paper
- 17 Creative Inner West engagement report available from Council at <https://www.innerwest.nsw.gov.au/creativeinnerwest>
- 18 Based upon Leftbank and JOC for Inner West Council (2019) Creative Venues Discussion Paper and Inner West Local Environment Plan (2022)
- 19 Based upon Leftbank and JOC for Inner West Council (2019) Creative Venues Discussion Paper
- 20 Based upon McIntyre et al (2021) Australian Cultural and Creative Activity: A Population and Hotspot Analysis: Marrickville. <https://research.qut.edu.au/creativehotspots>
- 21 <https://www.placemaking.education/p/whatisplacemaking>. Accessed 21 October 2021.

Community Languages

Talk free with an interpreter call 131 450

Chinese Simplified	我们说普通话。如需免费传译服务，请致电131 450，然后请传译员致电02 9392 5000 接通 Inner West市政府。
Traditional Chinese	我們能說您的語言。如需免費傳譯服務，請致電131 450，然後請傳譯員致電02 9392 5000 接通 Inner West市政府。
Greek	Μιλάμε τη γλώσσα σας. Για να μιλήσετε δωρεάν σε διερμηνέα καλέστε το 131 450. Ζητήστε τους να καλέσουν το Δήμο Inner West Council στο 02 9392 5000.
Italian	Parliamo la vostra lingua. Per parlare gratuitamente con un interprete chiamate il numero 131 450. Chiedetegli di chiamare il Comune di Inner West al numero 02 9392 5000.
Vietnamese	Chúng tôi nói ngôn ngữ của quý vị. Muốn nói chuyện có thông dịch viên miễn phí, hãy gọi số 131 450. Yêu cầu họ gọi cho Hội đồng Thành phố Inner West qua số 02 9392 5000.