

# Creative Banyule 2030 – Summary Report

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## Draft Vision, Focus Areas and Outcomes

### Background

Since August 2022, Banyule City Council has been working with arts consultant, Jade Lillie to develop and design the approach and delivery for Council's next Arts & Culture Strategy, *Creative Banyule 2030*.

The following stages have been completed:

1. Roadmap – outlining intersections between Council's existing policies and plans
2. Literature Review – a national perspective on the intersecting strategies, policies and frameworks pertaining to *Creative Banyule*
3. Draft Vision, Focus Areas and Outcome setting phase.

### What the research tells us

**(Note that a summary of the literature review can be found at Appendix A of this document.)**

We know that **'98% of Australians participate in arts and culture** as part of their daily lives.' (National Arts Participation Survey, 2021).

This includes everything from music in the car on the way to work, participating in an animation workshop, attending a local festival, as an audience member at the theatre, writing a poem, engaging in arts and craft activities at your kitchen table, designing a public art element for a new building, developing a new dance work for presentation at a festival or working with a community to design a creative solution to a complex social problem.

The newest think tank focused on arts and culture in Australia, *A New Approach* (ANA), defines arts, culture and creativity as:

'...the **expressions of beliefs and values, everyday creativity and ways of living**. It can also mean institutions, industries and individual actions like texts, performances, exhibitions, experiences and events.'

They include: 'cultural sites, traditional cultural expressions, performing arts, audio visuals, new media, creative services, design, publishing and print media, visual arts and music.'

At ANA, arts, culture and creativity includes activities such as:

- attending cultural events
- visiting cultural venues
- creating or performing something – including participatory activities
- engaging with arts, culture and creative content in your home.'

The Australian Government recently launched a new [National Cultural Policy - Revive: a place for every story, a story for every place](#). It is a five-year plan to renew and revive Australia's arts, entertainment and cultural sector. It aims to deliver new momentum so that Australia's creative workers, organisations and audiences continue to thrive and grow, and so that our arts, culture and heritage are re-positioned as central to Australia's future.

The NCP will influence planning and provide opportunities around arts, culture and creativity at a national, state and local level.

Through the evidence base of a recent Literature Review, key themes pertaining to Arts & Culture are:

- **Resilience and Sustainability:** artists' livelihoods and industry capacity, climate, health and wellbeing
- **Social Innovation and Change:** cultural rights, lived experience, place-making and social procurement
- **Access and Engagement:** digital, participation and language, investment.

## Banyule Context

It is important that our new strategy has a strong alignment to the Banyule Community Vision 2041 and the Council priority themes listed below.

BANYULE COMMUNITY VISION 2041:

*We in Banyule, are a thriving, sustainable, inclusive and connected community. We are engaged, we belong, and we value and protect our environment.*

Council's Priority Themes include:

- Inclusive and Connected Community
- Sustainable Environment
- Well-Built City
- Valued Community Assets and Facilities
- Thriving Local Economy
- Trusted and Responsive Leadership.

## Engagement

So far, we have workshopped the themes of the Literature Review with the Banyule's Arts and Culture team and the Banyule Arts and Culture Advisory Committee to establish the following priorities.

- **First Nations** – artists, communities and audiences
- **Engaging with communities** – co-design, place-making and access
- **Artists/Sector Development** – emerging artists, artist livelihoods, resilience and sustainability
- **Health and wellbeing** – social value, connections, mental health, young people and communities
- **Partnerships/Collaboration** – across Council, with industry and community.

It is now time for us to check with you, our community.

## A new vision for arts and culture at Banyule

We have drafted a vision and a set of focus areas and outcomes for your feedback and propose that the following are considered for the new **Creative Banyule 2030** strategy.

**Vision:** *Enriching people, places and ideas through a thriving and valued creative culture.*

### Strategic Focus Areas:

- Elevate First Nations culture
- Develop the creative sector and build its resilience
- Foster social connection, health and wellbeing
- Increase engagement and participation in arts and cultural experiences
- Realise the creative potential of Banyule's urban spaces and places.

## Why have we chosen this?

The evidence of the Literature Review speaks of social innovation, change, resilience, access and engagement – this is the broader context for arts and culture at a National level.

Our proposed strategic focus areas for *Creative Banyule 2030* attempts to address this context through the lens of Council's Community Vision and Priority Themes – such as Our Inclusive and Connected Community, Our Well-Built City, Our Thriving local Economy, etc.

## Intended Outcomes:

With a focus on the strategic areas outlined above, and through an integrated whole-of-Council approach, we believe that arts, cultural and creative activity can achieve outcomes across all five Policy Domains.

For example:

Domain	Potential Outcomes*
Cultural	<ul style="list-style-type: none"><li>• Stimulate creativity</li><li>• Insights &amp; knowledge gained</li><li>• Generate sense of belonging</li></ul>
Social	<ul style="list-style-type: none"><li>• Enhance social connectedness</li><li>• Improve wellbeing</li><li>• Bridge social differences</li></ul>
Economic	<ul style="list-style-type: none"><li>• Local economy supported</li><li>• Build capacity of professional practice</li></ul>
Environmental	<ul style="list-style-type: none"><li>• Increased environmental stewardship</li><li>• Positive sense of place enhanced</li></ul>
Governance	<ul style="list-style-type: none"><li>• Agency and voice enabled</li><li>• Civic pride enhanced</li></ul>

\*Outcomes as articulated in the [Cultural Development Network's Planning Framework](#).

## Closing Summary

As outlined on Shaping Banyule, we are now asking you to participate in engagement activities during February and March 2023:

- Understand what you want arts and culture to look like in Banyule
- Hear your thoughts on our draft Vision, Focus Areas and intended Outcomes
- Discuss how this might be achieved

We look forward to hearing from you.

# Appendix A – Summary Literature Review

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## SUMMARY

Banyule City Council have commenced the development of the new arts and culture plan, Creative Banyule. Over the next six months, Lead Consultant, Jade Lillie will work with key internal and external stakeholders, including the Banyule Arts and Culture Advisory Committee (BACAC), to develop and design the new plan including community consultation and engagement.

The literature review was undertaken to understand the local, national and international contexts we are working within to ensure relevancy and impact while ensuring we have an awareness of the opportunities that exist for Banyule City Council and the communities it serves.

## BANYULE CITY COUNCIL 2030 + CREATIVE BANYULE

With a diverse and growing population that speaking over 120 different languages at home, Banyule City Council is in a unique position to drive social, cultural and economic development through a strong arts and cultural framework.

Council's priority themes include:

- Inclusive and Connected Community
- Sustainable Environment
- Well-Built City
- Valued Community Assets and Facilities
- Thriving Local Economy
- Trusted and Responsive Leadership.

The current Arts and Culture Strategic Plan does not currently play a significant role across the delivery of these themes – there is no mention of the current plan outside of the Public Art Policy and specific actions are primarily within the Inclusive and Connected Community theme. There is an opportunity to ensure that Creative Banyule speaks to and engages with all areas of priority and across the whole of the Council Plan 2041.

Nationally, arts and culture is considered a cornerstone of daily life for key segments of the population, specifically young people, CALD and First Nations communities, in addition to older persons - communities that are obviously represented across Banyule. There is a strong acknowledgement that creativity and culture as part of learning and development create for a more resilient, mentally well and healthy, engaged member of the community.

## LITERATURE REVIEW

The following areas were considered in the desktop research and analysis:

- **First Nations** including treaty, cultural and intellectual property
- **Creativity and Culture** including arts, culture, creative industries, cultural development digital culture, participation and cultural policy drivers
- **Social Innovation – Diversity + Equity** including cultural and human rights, equality, disability, LGBTIQA+ and youth
- **Placemaking + Cultural Infrastructure** including libraries, performing arts, galleries and public engagement with place.

Jade Lillie reviewed 30 distinct policies, strategies, frameworks and research reports that provide the basis for the analysis. Her research and review scope prioritised state and national overlays.

## WHAT IS ARTS, CULTURE AND CREATIVITY?

We know that **'98% of Australians participate in arts and culture** as part of their daily lives.' (National Arts Participation Survey, 2021).

This includes everything from music in the car on the way to work, participating in an animation workshop, attending a local festival, as an audience member at the theatre, writing a poem, engaging in arts and craft activities at your kitchen table, designing a public art element for a new building, developing a new dance work for presentation at a festival or working with a community to design a creative solution to a complex social problem.

Australia's newest think tank focused on arts and culture in Australia, A New Approach, defines arts and culture as:

'Arts, Culture and creativity are the **expressions of beliefs and values, everyday creativity and ways of living**. It can also mean institutions, industries and individual actions like texts, performances, exhibitions, experiences and events.'

They include: 'cultural sites, traditional cultural expressions, performing arts, audio visuals, new media, creative services, design, publishing and print media, visual arts and music.'

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## FINDINGS: THEMES

This section aims to identify key themes for consideration as we begin the consultation and engagement process for the development of *Creative Banyule*.

Through the evidence base, key themes are:

- **Resilience + Sustainability:** artists' livelihoods and industry capacity, climate, mental health and wellbeing
- **Social Innovation + Change:** cultural rights, lived experience, place-making and social procurement
- **Access + Engagement:** digital, participation and language, investment.

The upcoming consultation and engagement phase with the arts and culture team, BACAC, internal and external stakeholders and communities will further explore the themes and opportunities ahead of us in the development and design of *Creative Banyule*.

## RESILIENCE + SUSTAINABILITY

Since the development of Council's previous Arts and Culture Strategic Plan 2017 – 2021, there have been considerable changes in the landscape.

In line with the social determinants and health equity (see Social Innovation – Diversity + Equity in Literature Review) agenda, this theme has been built on the understanding that in order to participate in society and community, we need to acknowledge and address social, cultural and economic issues that impact us.

### ARTISTS' LIVELIHOODS + INDUSTRY CAPACITY

Obviously, the COVID-19 pandemic has changed the way we engage in daily life but more importantly, the arts and cultural sectors were one of the first and hardest hit with ongoing issues around mental health, burnout, sustainability and livelihoods.

With approximately 1% of the Banyule population working in the arts, either in Banyule or outside the municipality in the creative and cultural sectors, being aware and abreast of the issues facing workers is important.

Please note, this does not include people who participate and engage in arts and culture – we know this statistic is much higher given 98% of Australians participate in arts and culture as part of daily life.

As outlined in Creative Victoria's Creative State (2021), we have seen particular impacts in:

- **Jobs and career pathways:** wide spread loss in employment and income, precarity and employment uncertainty and higher casualisation
- **Creative work:** limited opportunities to collaboration, high upfront development costs, reduced access to live and paying audiences, technology adaptation for both arts and cultural content and for businesses
- **Industry stability:** increased risk in the operating and business environments, a decline in investment appetite and issues of solvency and sustainability
- **Equitable access:** disproportionate impacts on CALD, women and young people, reduced and uneven opportunities for engagement
- **Audiences and markets:** concerns with public safety and a return to crowds, changes to the export and touring landscape including disruptions to travel and the national/international tourism market.

We cannot underestimate the impacts on artists, creatives and organisations in Victoria – this will take some time to rebuild and is an important part of the next plan – how do we support industry development, how can we make sure artists and creatives are equipped to thrive and deliver experiences and opportunities in the local context? What will audiences need to feel confident and reassured as they re-engage in cultural life?

To ensure a *Creative Banyule*, we must address artist precarity and vulnerability to ensure that artists, creatives and organisations are valued, healthy and sustained with the resources and abilities to bring creative and cultural life to neighbourhoods, industry, institutions and communities alike.

### CLIMATE

Cultural policy plays a role in tackling climate change. This has not necessarily been reviewed via the literature however, UK based Julie's Bicycle (JB) offers us [The Seven Creative Climate Trends](#). JB identifies that art-work, activism, organisational leadership, design and innovation, collaboration, pathfinding and policy changing are the key elements to ensuring the intersection between cultural policy and climate.

Given the commitment to a sustainable environment in the context of Banyule's Council Plan, this is an important sub-section to ensure we are working across the Council's objectives and focusing on key issues of sustainability and resilience, both from an environmental and from an industry perspective.

## MENTAL HEALTH AND WELLBEING

*To mitigate loneliness, social exclusion and isolation, prioritise using arts and cultural activities in existing and new initiatives particularly in placemaking and community building.* Australians talk Arts, Culture and Creativity, 2021, A New Approach.

Evidence indicates that key reasons people engage in arts and culture is to promote mental health and wellbeing. From young people to middle aged and older Australians, this evidence is both timely and clear.

As indicated in the Literature Review, there is a significant trend in public perception of arts and culture as health promotion, prevention and social cohesion building based activities. Note, this section also sits within the Social Innovation + Change agenda.

## SOCIAL INNOVATION + CHANGE

The research tells us that arts and culture play a part in identity-building, in cultural rights and the shaping/building of community cohesion.

## CULTURAL RIGHTS

Cultural rights are aligned with human rights and identified as the ability to not only participate in culture but the opportunity to shape it.

Positioned as fundamental to the human experience, cultural rights lead us to understand the role that arts and culture plays in:

- Enhancing learning experiences
- Increasing participation in civic life
- Enabling intergenerational and intercultural connections
- Articulation of social and cultural narratives reflecting of the contemporary Australian context
- Significantly contributing to mental health and wellbeing
- Mitigating social isolation and loneliness.

## LIVED EXPERIENCE

Self-determination is now an articulated element of all practice and policy contexts in the creative and cultural sectors. From First Nations contexts to refugee and asylum seeker engagement and Deaf and disabled artists, the concept of '*nothing about us, without us*' is paramount.

Any plan that is developed, particularly in Victoria, needs to consider co-design principles when building new programs and opportunities, ensure lived experiences across teams and stakeholders are diverse and reflective of the communities living and working in Banyule.

In addition, there is an openness to learning and building further capabilities in racial literacy, understanding access and ableism and ensuring culturally safe ways of working.

Representation is critical for all cohorts – in program design, staff, communications and reporting.

### • **First Nations**

The focus on First Nations First is running through all cultural policy, from federal to local and with the Treaty Process underway in Victoria, it is vital to ensure that First Nations people, knowledge and ways of working are reflected in prioritised in the plan.

After all, First Nations people are the first artists, storytellers, cultural creators – this is something to celebrate.

Self-determination is a key component to arts and cultural policy and there are great examples of how to articulate this. It will be important to understand capability across Council and the role that arts and culture can play in building internal and external capacity and capabilities.

- **d/Deaf and Disabled people**

While respondents with disability are less likely to attend the arts, they are more likely to creatively participate in the arts compared to respondents without disability (57% compared to 42%). *Creating Our Future, Results of the National Arts Participation Survey, 2021.*

Since the previous Arts and Culture Strategic Plan was developed, we have now had six years of the National Disability Insurance Scheme (NDIS) and this has changed the ways d/Deaf and Disabled people are engaging in arts and cultural activity. With a focus on the Social Model of Disability, the language has also shifted – the new plan should reflect this.

There is an opportunity for leadership in the local government context and it will be important to understand the appetite for articulating principles such as self-determination, equity and justice as we engage in the consultation process both, internally and externally.

- **CALD**

A key segment of the community and in the top three advocate groups for arts and culture, communities who identify as culturally and linguistically diverse, people of colour or the global majority are significant consumers of arts and cultural activity and expression.

A vital element of engagement for this segment is ensuring that diversity and representation are key to all parts of communication (and promotion), co-design and reporting.

It is important to note that there is conjecture around the term, CALD or Culturally and Linguistically Diverse. Researchers are seeking to question what a contemporary and appropriate term is that reflects the desires and identities of the communities it represents. Within the community context, there is not a unanimous view. This may become relevant for Banyule throughout the lifecycle of this Council Plan.

- **Youth**

Young people (15 – 24) love arts and culture and do not require any convincing. This cohort consider creativity and culture as vital to mental health and daily life. From online engagement to in person participation, this group are growing and will be in Banyule's top five cohorts in 2030.

Older people love intergenerational experiences however, this is not identified as key to young people. Festivals and events are an opportunity to bring the cohorts together.

## **PLACE-MAKING + SOCIAL PROCUREMENT**

*Creative Banyule* can enhance the relationship and connections between arts and culture, place-making and social procurement. Development of a set of cultural outcomes that sit across all these areas of Council will enhance the community experience.

We can see through the National Infrastructure Plan and the Place-making frameworks that arts, culture, creativity and community engaged practice is critical to their success. Arts and culture brings these elements together.

Artists, creatives and facilitators, including Council staff, have the capability to bring creative and cultural solutions to complex problems – in this context, it is worth understanding the role of arts and culture at Council and the opportunity to have oversight on cultural outcomes, collaborations and solutions focussed approaches to community building rather than events management and activity delivery.

## ACCESS + ENGAGEMENT

Given the depth and breadth of Banyule's communities, multiplicity will be key to the development of an impactful strategy.

There is no 'one size fits all' and there will be a need to understand the 'access points' for all segments of the community and respond accordingly. We can explore this further through the community engagement components.

Both digital and in-person experiences are important. Online access and digital engagement increases access opportunities for disabled people however, not for everyone and it is important to not replace one with the other.

## DIGITAL

It goes without saying that digital activation, engagement and opportunities have become more important than ever. It cannot be overstated that digital does not replace in-person engagement or activities however, it does play a vital role in participation and access.

From younger populations, communications and marketing via digital platforms (primarily social media) are preferred and online learning experiences are becoming increasingly popular. Opportunities to participate in workshops and longer-term programs are welcomed however, seem to be more impactful when there is also an opportunity to meet in person. Findings from the Australia Council for the Arts' *National Digital Culture Strategy* implementation indicate that it is important to build opportunities and capacity in both digital practice *and* digital capabilities meaning, opportunities to build digital skills and capacity are important alongside digital arts practice.

## PARTICIPATION + LANGUAGE

Between now and 2030, the age groups set to experience the most growth in Banyule are those between ages 80 – 85+, 15 – 24 and 55 – 59 years of age.

With an intergenerational and intercultural focus, it is important to ensure that all segments of the community can see themselves as participants, consumers and makers across Banyule City Council's arts and cultural offerings.

Regardless of financial standing, we know that 98% of Australians are engaging in arts and culture. The top three priorities for survey respondents in *Creating our Future – Results of the National Arts Participation Survey* (2021) indicated:

- **Arts in the lives of young people:** ensuring access to art and creative experiences to support learning and development
- **Access to free or low-cost events:** this is reflected in other reports as important for all segments across communities
- **To support health and wellbeing:** engagement in activities privately and in the public.

A New Approach's report, *The Next Generation of Voters – Young Middle Australians talk Arts, Culture & Creativity* (2021) defines 'middle Australians' as swing or undecided voters, from low- and middle-income households or living in regional or outer suburban locations. This cohort understand arts and culture as vital and intrinsic to daily life again, with a key focus on arts and cultural activity enhancing mental health and wellbeing.

The same research thread on *Lifelong: Perceptions of Arts and Culture among Baby Boomer Middle Australians* (2022) reflects on the attitudes and beliefs towards arts and culture held by 'Baby Boomer (55 – 74 years of age) middle Australians'.

This report tells us that language is incredibly important to keep this cohort engaged. The recommendation is to ensure we are using the terms 'arts and culture' together both when consulting and in the development of the

plan. When these terms are separated, it seems to alienate this cohort however, they deeply value the role arts and culture plays in their daily lives.

### **INVESTMENT - ACCESS + EQUITY**

Investment in arts and culture is considered vital according to all segments of the community. For grants and investment in artists and creative/cultural practice, there is an interest in sustainable and ongoing approaches to investment.

There are growing conversations and interest amongst funders and investment agencies to deliver fellowship programs and longer-term support for artists. Some countries, Ireland and USA are either delivering or considering a Universal Basic Income (UBI) for local artists to be supported to engage within their local community to create ongoing, meaningful and relevant arts and cultural experiences for residents.

Anecdotally, feedback across the industry suggests that additional support for access to investment is important.

Creative Victoria trialled an initiative whereby d/Deaf and Disabled artists were able to apply for investment through one source of funding and request additional support (on top of the grant amount) for access costs. They also had a partnership with Arts Access Victoria (AAV) to provide specialised support to d/Deaf and Disabled artists who were interested in applying for funding with the view that improvements could be made to existing programs with the learnings identified by AAV.