



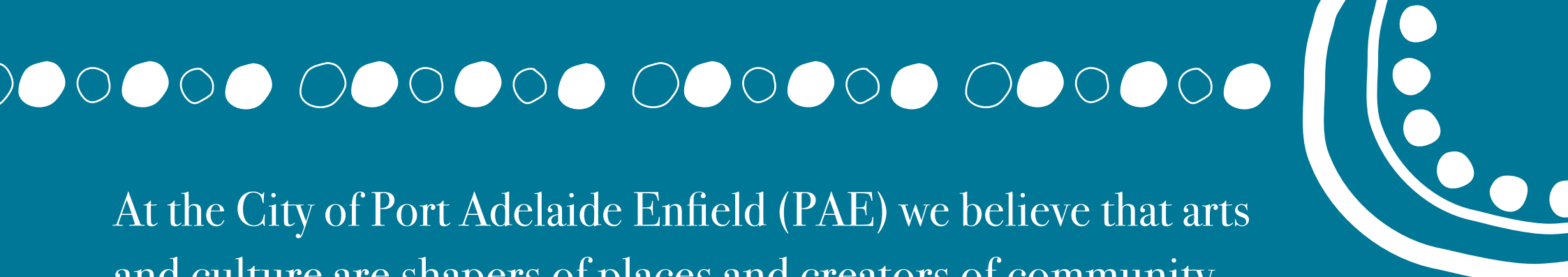
City of PAE
ARTS AND CULTURE STRATEGY
AND ACTION PLAN 2020-2025



CITY OF
Port Adelaide Enfield



Artists: Elizabeth Close and Jimmy C
Cherbourg Cultural Exchange Mural, France



At the City of Port Adelaide Enfield (PAE) we believe that arts and culture are shapers of places and creators of community and we have a vision for a strong, creative, impactful and sustainable arts ecology.

This Strategy provides a foundation for sustaining, growing and developing creativity, arts and cultural heritage in our City.

It provides a framework for arts and culture to support and deliver multiple outcomes across all areas of our City of PAE City Plan.

This Strategy supports Council's legislative obligations to provide cultural and recreational services and facilities for the welfare of the community.



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The City Plan 2030 vision for the city of PAE is to be a City that values its diverse community and embraces change through innovation, resilience and community leadership.

Artist Front Cover: Karl Meyer/Exhibition Studios - 'Spirited', Parks Library

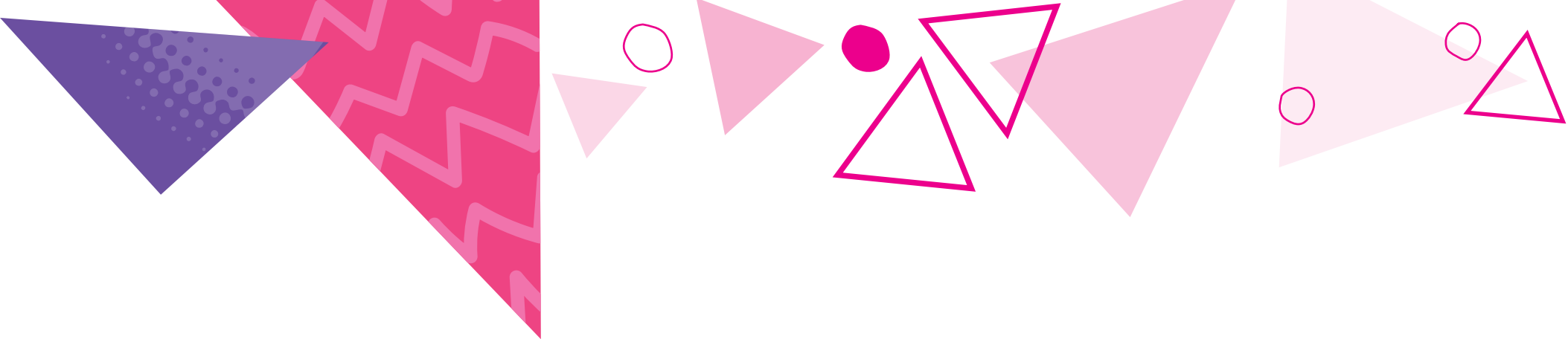


KAURNA ACKNOWLEDGMENT

We acknowledge and pay respect to the Traditional Owners of the land on which we stand, the Kurna People of the Adelaide Plains. It is upon their ancestral lands that the Port Adelaide Enfield Council meets. It is also the Place of the Kardi, the Emu, whose story travels from the coast inland. We pay respect to Elders past, present and emerging.

We respect their spiritual beliefs and connections to land which are of continuing importance to the living Kurna People of today.

We further acknowledge the contributions and important role that Aboriginal and Torres Strait Islander People continue to play within our shared community.



FOSTERING A SENSE OF WELLBEING

Arts and Culture are important for thriving, connected and vibrant communities. We already know from decades of activity that City of PAE communities are deeply engaged in arts and cultural practices and experiences, and that these are important to them.

Our City Plan makes direct reference to arts and cultural activities as key tools for placemaking, community development and economic development. We have all benefited from the artists, musicians, performers and other creative professionals in our midst. Our local economy has been boosted by the visitors who come to our City to access the unique and engaging arts and cultural experiences we have to offer. Our Council has a vision for this to continue, grow and excel.

The process of developing this strategy created an opportunity to talk with and understand the aspirations and priorities of the diverse communities that make up the City of PAE.

We have seen that there is both need and opportunity in our City to use arts and culture as ways to foster a sense of wellbeing and encourage social connectedness, to contribute to the economic sustainability of the Council area, provide education and skills development opportunities for artists and arts and cultural organisations, and to showcase the character, diversity and heritage of the City of PAE.

We describe the combination of elements that make up the context for arts and culture in our City as the “Arts Ecology”. It is the complex interaction of many individuals, places, organisations and communities of interest that combine to create our broader arts community and creative economy.

ENCOURAGING SOCIAL CONNECTEDNESS

MAYOR'S FOREWORD



UNIQUE PLACES AND SPACES

The idea of an arts ecology references the environmental concept of ecology and acknowledges that all parts need to be healthy and well-functioning to enable the greater whole to flourish.

This strategy outlines where we, as a council, have a role and can have the greatest effect.

Placemaking is a priority in the City of PAE's City Plan. So much of our identity is derived from our unique places and spaces. They bring inspiration, serve as venues for creative expressions, are markers of our heritage, and are destinations for interested visitors from outside the City. It is not surprising then that this strategy makes Placemaking a focus area for arts and culture, through approaches that activate and improve places, and that use those places to drive creative opportunities and experiences.

Arts and cultural activities and experiences can be valued in different ways. Art can have intrinsic, stand-alone value. It can also create value by being a way to achieve a particular objective; its instrumental value. Art's ability to address issues of importance in our community, to create connections, and foster community resilience is recognised as a great opportunity for our City. We want to see art and cultural experiences embedded in the everyday life of our community, become tools for change and growth, and to have prominence in our organisational strategies.

Putting this strategy in place provides an opportunity for Council to implement activities which are informed by the community's needs, are strategic and self-assured, and create value from resources. Our strategy reflects and invites community interest and supports community wide buy-in to the cultural and creative development of the City of PAE.

Mayor Claire Boan



Local Artists and Francois Knoetze
(South Africa) - 'The Art of Mongo' -
Port Fringe 2018

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.



Artist Uncle Moogy Major Sumner
and Tal-Kin-Jeri Dancers - Tarnanthi in the Port 2017

We define our arts and
cultural ecology as the
interactions between the networks of
creators and supporters that shape
the demand for and creation of art in
our community.

WHAT IS ARTS AND CULTURE?

The City of Port Adelaide Enfield Arts and Culture Strategy 2020-2025 provides a foundation for sustaining, growing and developing creativity, arts and cultural heritage in our City. It positions arts and culture as shapers of places and creators of community and presents a vision for a strong, creative, impactful and sustainable arts ecology. It provides a framework for arts and culture to support and deliver multiple outcomes across all areas of the City of PAE City Plan.

ARTS and CULTURE DEFINITION

The following definitions provide an overview of what we are talking about when we use the terms “arts” and “culture”. In the context of local government arts and cultural activities are generally focused on community needs and can involve the supply of venues and resources for arts and cultural interactions and activities. These include public art, performances, exhibitions, workshops, industry development, festivals, collection management and heritage preservation and interpretation.

Cultural organisations and institutions focus on the creation, development, sharing, preservation and promotion of arts and culture. Examples include galleries, studios, theatres, museums, artist collectives, performance spaces and libraries.

Participation in arts and culture is a relatively normal part of life in Australia although many people involve themselves in activities like reading, listening to music and attending festivals without calling it engaging in arts and culture.



33% of Adelaide
residents
aged 15+ participate
in arts and
cultural activities

The Australia Council for the Arts

*“Everyone has the right to
actively participate in
the cultural life of the
community, to enjoy
the arts and its
benefits” – Universal
Declaration of
Human Rights
Article 27.*

Art includes but is not limited to..

*sculpture, film, drawing, painting, music,
poetry, literature, theatre, television shows,
fashion, architecture, design, crafts,
textiles, dance, comedy,
circus, puppetry,
storytelling, digital
media,
photography etc*

ARTS

Arts refers to the
tangible and intangible
products of creativity.

It is a way of expressing
and imagining ideas both real
and unreal and using a variety of
media to create something that can be
experienced either temporarily or in an
ongoing or permanent way.

CULTURE

Culture encompasses the customs, values, beliefs,
characteristics, heritage, traditions, norms and
social behaviours shared by people on a
community level.

It is expressed and acknowledged in a
variety of ways through arts-based
activities, engagement with creativity
and social interactions. Culture
evolves and changes and
is shaped by local and
global influences, our
education, history and
engagement with
each other.

*Our
culture is
often reflected
in art along with
the stories we share,
language, cuisine,
architecture, fashion, our
neighbourhoods, festivals
and collective gatherings.*

OUR RECENT ARTS AND CULTURE ACHIEVEMENTS

Creative community

In 2018 and 2019 local artists were commissioned to make street flags and banners for Santos Tour Down Under Peloton in the Port events. 1,416 local community members of all ages, including from schools and community organisations, designed and created 287 applique flags.

Through a partnership with a locally based arts organisation, local artists participated in masterclasses by international artists Francois Knoetze (South Africa) 2018 and Ella Ziegler (Germany) 2019 resulting in temporary art performances and installations.

As part of a streetscape upgrade, artists worked with community members and local organisations to create 30 locally specific banners for Jetty Road and Esplanade, Largs Bay.

Community members worked together with a local artist to create three huge mosaic panels which have helped transform the façade of the Kilburn Community Centre.

Wonderwalls

The City of PAE has been a partner to the Wonderwalls Port Adelaide Festival since it began in 2015.

Wonderwalls has transformed the streets of Port Adelaide with over 50 murals by local, national and internationally renowned street artists.

Four Wonderwalls festivals have left a street art legacy that now attracts visitors to Port Adelaide from across the world, and which has been featured in the Lonely Planet – Street Art publication (2017).

In 2019 The City of PAE sent two Wonderwalls artists – Elizabeth Close and Jimmy C – to Cherbourg in France to paint a spectacular wall of their own as a gesture of partnership and cultural exchange.

Living landscapes

The Living Environment Strategy 2022 introduced the Living Landscapes Initiative to identify opportunities to promote the value and living history of the City's built, cultural and natural heritage and to provide opportunities for residents and visitors to 'experience' and interpret this heritage.

Expressions of Interest were sought from artist teams to utilise contemporary, temporary art to respond to our unique natural environment and explore connections between the landscape and the community.

OSCA (Open Space Contemporary Art) were commissioned to develop Landscape Stories – Mutton Cove, which documented stories from local community members about this unique area, set against moving images of a performance artist in the landscape, as well as images of the flora and fauna of the area.



Artist Datsun Tran - 'The Gathering',
The Lights Community and Sports Centre

Port Adelaide laneways

The City of PAE has shown leadership in creative placemaking and support for individual artists through the activation of the Port Adelaide laneways precinct.

The Council purchased two heritage buildings, backing onto each other across an unappealing laneway, and offered them for a peppercorn lease for the purpose of creative uses and cultural activation.

These once empty buildings have gone on to house multiple individual artist studios, a gallery space, workshops for community arts programs, a live music venue, and a café and bar.

The laneway between the buildings has been invigorated through art, lighting and cultural programming to become a location for music, dance, small community events and parties, and even private photo shoots.

Tarnanthi at the Port

Tarnanthi is a hugely significant festival of contemporary Aboriginal and Torres Strait Islander (ATSI) art delivered by the Art Gallery of South Australia.

In 2017 we hosted Tarnanthi at the Port, a one day, community focussed event celebrating the arts and cultural heritage of ATSI people in our community.

A key feature of the program was a large scale smoking ceremony and dance bringing together generations of Aboriginal performers from across South Australia.

Tarnanthi at the Port was an opportunity for the wider community to enjoy and experience diverse art forms including weaving, music, comedy, craft, dance and street art.

Public art commissions

Karl Meyer – Exhibition Studios was commissioned to create sculptures for the new Parks Library, Angle Park, consulting with community stakeholders in the design development stage and creating patterns with students from a local school.

Twelve Artists were engaged to develop concept designs for large-scale murals for The Lights Community and Sports Centre, Lightsview, consulting with community members and sporting clubs beforehand and presenting to stakeholders as part of the selection process. Three works were commissioned and showcased to the public on the Centre's opening day.

The redevelopment of Roy Marten Reserve, Taperoo, provided an opportunity for artist Will Hendriks - ABC d'art to interpret the history of the Broken Hill summer camps on that site through his sculptures Tent Line. The works have become a defining feature of the park and a central gathering point for communities.

A further commission at Roy Marten Reserve saw Aboriginal artist Tony Wilson paint a mural that reflected the strong cultural importance of the location to Kurna people.





Artist Thomas James/Jeremy Bolton - 'A Colourful Town Emerging From The Mangroves' Wonderwalls Port Adelaide

OUR PRINCIPLES FOR DECISION MAKING

These principles convey how the City of PAE will operate in relation to the implementation of the Arts and Culture Strategy. They align with the broader values of the organisation and will help guide decision making that is relevant to arts and cultural development within the Council area.

We believe that art is part of everyday life

The Universal Declaration of Human Rights says that celebrating culture and participating in creative activities is considered a human right. Council is committed to arts and cultural programs and activities that are inexpensive to access, physically and socially accessible and available as part of people's everyday lives.

Our programs reflect the character and identity of the community

A commitment to arts and cultural activities that respect and reflect the values, identities, needs and character of our diverse cultures and communities.

Our arts and cultural activities provide value across a range of areas

Recognition and support for arts and cultural activities that impact on other areas of community life including health and wellbeing, education, environmental sustainability and economic development.

We commit resources long term and want to contribute to sustainable arts outcomes

A commitment to ongoing support and resourcing that offers time for the growth and development of cultural activities, artists, arts workers, creative and cultural industries and arts-based organisations. Understanding that achieving goals takes time.

We work with communities to build on their momentum and energy

Recognition that communities are innovative and entrepreneurial and Council needs to adapt, collaborate and provide support that enables communities to lead creative activities and cultural interactions in their own right.

Aboriginal people have danced, told stories, communed and lived here for more than 40,000 years – providing context for arts and cultural development in the Council area.

We monitor, evaluate and are informed by evidence

We will monitor our progress and measure our success as we implement this Arts and Culture Strategy. We will base our future decisions on what this evaluation tells us. Our evaluation methodology ensures that:

- We put the goals and strategies at the forefront of our planning conversations when developing initiatives.
- We plan our evaluations from the outset – establishing both what to measure and how, in order to evaluate the impact of our work against our strategies and goals.
- We engage with participants, audiences, recipients and stakeholders to evaluate our work.





ARTS AND CULTURE STRATEGY GOALS

1

A VIBRANT ARTS ECOLOGY

A productive, sustainable and connected arts and culture community that includes successful and engaged artists, strong and creative industries, organisations and businesses investing and engaging in arts and culture.

2

GREAT CULTURAL PLACES AND SPACES

Vibrant places and spaces that support and encourage the development of, participation in and celebration of arts and culture.

3

ART MAKING WITH IMPACT

Arts and cultural activities are valued for their contributions to the whole community and as a fundamental part of life. They are recognised and sought out to provide cultural, social, economic, environmental and health benefits.

STRATEGY SNAPSHOT

GOALS

STRATEGIES

OUR ROLE

1. A VIBRANT ARTS ECOLOGY

A productive, sustainable, connected and evolving arts ecology that includes successful and engaged artists, strong and creative industries, organisations and businesses investing and engaging in arts and culture.

- Support artists to play an active role in the cultural life of our community through their creative practices.
- Build the capacity, sustainability and networks of local arts and cultural heritage organisations.
- Drive local economic development through support of creative industries and the visitor economy.
- Encourage investment from a range of sources to support both existing and emerging arts and cultural activities.

City Plan Alignment – Community, Leadership, Economy

To support the arts and culture community as one of many contributors.

To focus on building a strong foundation for culture - as a collaborator, funder, partner and supporter.

2. GREAT CULTURAL PLACES AND SPACES

Vibrant places and spaces that support and encourage the development of, participation in and celebration of arts and culture.

- Share, celebrate and foster the value of our diverse built heritage through arts and culture.
- Use arts and culture to create and activate distinctive and vibrant public spaces that are enjoyed by locals and attract visitors
- Enable increased access to great facilities, spaces and places for arts and cultural engagement.

City Plan Alignment – Placemaking, Community, Environment

To provide and manage spaces and to work with others to make these spaces vibrant and engaging.

To advocate and partner with others to develop and preserve spaces.

3. ART MAKING WITH IMPACT

Arts and cultural activities are valued for their contributions to the whole community and as a fundamental part of life. They are recognised and sought out to provide cultural, social, economic, environmental and health benefits.

- Develop and deliver creative opportunities that provide instrumental value for individuals, groups and the broader community
- Encourage community organisations to lead and develop arts and cultural activities.
- Provide opportunities to share and preserve stories, increase community pride and foster a greater sense of belonging and wellbeing.
- Utilise arts and cultural activity to address key social, economic and environmental challenges and opportunities identified in Council and stakeholder strategies.

City Plan Alignment – Leadership, Community, Placemaking, Environment

To provide opportunities for participation and engagement.

To employ arts and culture as an instrument for change and development – within council and in collaboration with others.

GOAL 1: A VIBRANT ARTS ECOLOGY

A productive, sustainable, connected and evolving arts ecology that includes successful and engaged artists, strong and creative industries, organisations and businesses investing and engaging in arts and culture.

STRATEGIES

Support artists to play an active role in the cultural life of our community through their creative practices.

Build the capacity, sustainability and networks of local arts, culture and heritage organisations.

Drive local economic development through the support of **creative industries** and the visitor economy.

Encourage investment from a range of sources to support both existing and emerging arts and cultural activities.

ACTIONS

New directions and significant projects

- I.1** Use arts and culture to develop the night-time economy of our tourism precincts
- I.2** Partner and collaborate with others to become a key metropolitan venue for Adelaide's iconic festivals
- I.3** Acknowledge the ongoing contributions of artists to our City by exploring ways to support them to continue to live and work here affordably

Developing areas of work

- I.4** Ensure our funding programs support and are aligned to our arts and culture goals by monitoring and reviewing funding programs regularly
- I.5** Create networking and collaboration opportunities for local cultural organisations
- I.6** Foster a connection between business and the arts
- I.7** Contribute to the growth of tourism through a collaborative approach to cultural tourism opportunities
- I.8** Maintain and grow our cultural exchange with the City of Cherbourg-en-Cotentin, Normandy

Continued focus

- I.9** Grow and support Kaurna heritage and Aboriginal and Torres Strait Islander arts and cultural practice
- I.10** Create professional development opportunities for local artists
- I.11** Promote arts and cultural activities occurring across the City
- I.12** Show our commitment to locally developed cultural content in local festivals and events
- I.13** Maintain our screen industry profile as a diverse and unique filming location

What we will measure

- How our support for artists increases their participation in the cultural life of PAE
- How our support for arts and cultural organisations improves their capacity to collaborate and operate effectively
- The capacity for our arts and cultural activities to attract visitors to the region
- How our support helps creative industries to grow
- Our success in encouraging investment in arts and culture from outside the Council

For more information about what an Arts Ecology is, and how it looks in the City of PAE, please go to page 47.

The creative industries are sectors of our economy driven and shaped by creative enterprise. For example; design, filmmaking, games development, fashion, architecture and the performing and visual arts.

Night Time Economy

In an initiative that responds to our economic development, tourism and placemaking commitments, we will make live music an area of focus for our night-time activation. We will build on Adelaide's status as a UNESCO City of Music, and the State Government's commitment to music development to create opportunities for local musicians, and to support increased visitation and business growth in key locations



Gospo Collective - Port Fringe 2018

GOAL 2: GREAT CULTURAL PLACES AND SPACES

Vibrant places and spaces that support and encourage the development of, participation in and celebration of arts and culture.

STRATEGIES

Share, celebrate and foster the value of our diverse natural and built heritage through arts and culture.

Use arts and culture to create and activate distinctive and vibrant public spaces that are enjoyed by locals and attract visitors.

Enable increased access to great facilities, spaces and places for arts and cultural engagement.

ACTIONS

New directions and significant projects

- 2.1** Take a **place-based** local approach to the delivery of arts and cultural experiences which reflects the diversity and differing priorities of our communities across the City of PAE
- 2.2** Make Port Adelaide the arts and culture hub of our region

Developing areas of work

- 2.3** Develop a public art asset management plan and policies to ensure a strategic and managed approach to the care and development of public art
- 2.4** Increase cultural use of underutilised public, private and commercial places
- 2.5** Develop and support arts and cultural experiences that are responsive to and reflective of our unique urban form, natural living landscapes, Kaurana heritage and Aboriginal culture

Continued focus

- 2.6** Activate the streets and laneways of Port Adelaide through collaborations with local businesses, organisations and artists
- 2.7** Maintain, grow and support sustainable cultural tenancies in Council owned properties
- 2.8** Deliver great cultural events for our community in key local locations
- 2.9** Commit to ensuring arts and culture is part of the project and resource planning of our major infrastructure and asset projects

What we will measure

- How arts and cultural activities encourage people to interact with and value our natural and built heritage
- The care and sense of value the community have for our cultural places and spaces
- The quality and ease of use of our facilities, spaces and places for arts and cultural activity
- The extent to which our cultural places and spaces attract visitors

A place-based approach supports PAE's Placemaking focus. Placemaking is the act, art and science of making great places from multiple perspectives. Placemaking has a focus on physical places and spaces, but is equally about the creation of community wellbeing, social participation and contribution, and local economic and environmental outcomes.

Place-based Approach

We will look at our many built and natural assets differently to find ways to use community facilities, such as libraries, community centres and public open spaces as locations for creative activity. We will take our lead from local communities and artists to program activities and cultural experiences with local relevance in local places. This approach will help our places come alive, and will align and support our future Placemaking, Events and Community Health and Wellbeing strategies.

Adelaide Film Festival 2018

GOAL 3: ART MAKING WITH IMPACT

Arts and cultural activities are valued for their contributions to the whole community and as a fundamental part of life. They are recognised and sought out to provide cultural, social, economic, environmental and health benefits.

STRATEGIES

Develop and deliver creative opportunities that provide **instrumental value** for individuals, groups and the broader community.

Encourage community organisations to lead and develop arts and cultural activities.

Provide opportunities to share and preserve stories, increase community pride and foster a greater sense of belonging and wellbeing.

Utilise arts and cultural activity to address key social, economic and environmental challenges and opportunities identified in Council and stakeholder strategies.

ACTIONS

New directions and significant projects

- 3.1** Demonstrate our organisational commitment to arts and culture through our approach to strategic organisational planning

Developing areas of work

- 3.2** Develop community resilience and wellbeing through arts and cultural activities and programming in partnership with non-arts organisations and artists
- 3.3** Tell our stories through interpretation of objects and documents in our collections and those of our partner organisations

Continued focus

- 3.4** Grow and support opportunities to celebrate and participate in Aboriginal and Torres Strait Islander arts and cultural practice
- 3.5** Support diversity, understanding and community cohesion through arts and cultural activities and programming

What we will measure

- How our work improves the capacity for arts and non-arts organisations to deliver arts and cultural activities that address community or social issues
- The relevance and quality of the projects and programs we deliver and support
- The extent to which the arts and cultural activities we deliver support people to build positive wellbeing
- The contribution arts and cultural activities make to addressing challenges across the breadth of Council's areas of work

The instrumental value of arts is its ability to deliver a social, economic or policy outcome. Examples might include the improved mental health for isolated individuals who join a community choir, or the generation of economic activity in Port Adelaide by visitors to Wonderwalls.

The City of PAE is host to many community service organisations including those that focus on mental health, refugees, community safety and individual welfare and social support. We plan to increase our engagement with non-arts organisations working with communities to increase their appreciation and use of the arts as a powerful tool for their work. We also aim to build stronger links between mainstream community organisations and our local creative community to increase collaborations, and opportunities for artists and organisations alike.

CITY OF PAE ARTS AND CULTURE STRATEGY 2020-2025

ACTION PLAN



Artist: Will Hendriks - ABC d'art
"Tent Line" Roy Martin Park Taperoo

STEPS FOR GOAL 1: A VIBRANT ARTS ECOLOGY

New directions and significant projects

1.1 We will use arts and culture to develop the night-time economy of our tourism precincts by:

- a) actively supporting and developing live music through collaboration with the State Government's Music Development Office
- b) exploring opportunities to leverage Adelaide's UNESCO City of Music status
- c) developing partnerships to create opportunities for night-time cultural activity
- d) maintaining support for community or business led night-time activations (such as SALA After Dark)
- e) exploring options for illumination and night-time activation of key Wonderwalls murals
- f) scoping the development of a permanent outdoor projection gallery.

1.2 We will partner and collaborate with others to become a key metropolitan venue for Adelaide's iconic festivals. This includes:

- a) continuing to partner with state-wide events such as Adelaide Film Festival, SALA, Fringe, SA History Festival, Umbrella Festival, and Tarnanthi and responding to other opportunities as they arise
- b) highlighting our commitment to festival partnerships in our Event Strategy
- c) scoping major festival opportunities as they emerge in collaboration with commercial and community-based event operators.

1.3 We will 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.

Developing areas of work

1.4 We will ensure our funding programs support and are aligned to our arts and culture goals by monitoring and reviewing funding programs regularly.

Over the period of this plan we will actively consider the following factors and how these are reflected or could be improved in our funding programs:

- ways to fund individual artists to develop projects that align with Council strategies
- existing subsidies to artists and the value they present for artists and the community
- funding security for arts organisations
- arts and culture funding relative to other areas of Council funding
- funding flexibility to support entrepreneurial behaviour
- incentives for arts / business partnerships
- incentives for non-art organisations for cultural projects.

1.5 We will create networking and collaboration opportunities for local cultural organisations by:

- a) working with State Government and other stakeholders to facilitate and support the development of stronger arts boards
- b) seeking out partnerships with neighbouring Councils for regional

approaches, and with our collaborator Councils (City of Charles Sturt and Marion) to achieve shared cultural outcomes

- c) co-ordinating or facilitating workshops, seminars and networking opportunities for cultural organisations

I.6 We will foster a connection between business and the arts by:

- a) investigating relevant financial structures for private and commercial investment in arts and culture
- b) collaborating with businesses on a pilot program of cultural exchanges.

I.7 We will contribute to the growth of tourism in the City through a collaborative approach to cultural tourism opportunities that:

- a) strengthen arts and cultural content in existing tourism products including the Visit Port Adelaide App., commencing with improved Wonderwalls content
- b) engage artists in the development of content, experiences and products that relate to visitor attraction
- c) engage with tourism operators and link to the Visit Port Adelaide brand with arts and culture as opportunities arise.

I.8 We will maintain and grow our cultural exchange with the City of Cherbourg-en-Cotentin, Normandy through:

- a) artists exchanges, including hosting a French artist(s) in Port Adelaide
- b) the delivery of themed events
- c) a program of PAE / Cherbourg library and event collaborations.

Continued focus

I.9 We will grow and support Kaurna heritage and Aboriginal and Torres Strait Islander (ATSI) arts and cultural practice through:

- a) supporting opportunities to include Aboriginal arts and cultural practices across our region

- b) support for projects that document, preserve and promote key Kaurna cultural heritage sites and other forms of tangible and intangible heritage.

I.10 We will create professional development opportunities for local artists by:

- a) co-ordinating or facilitating workshops and seminars for artists
- b) hosting or facilitating at least one international and/or interstate artist in residence or program per year
- c) co-ordinating or facilitating an annual program of networking opportunities.

I.11 We will promote arts and cultural activities occurring across the City by:

- a) developing and implementing a targeted communication strategy that best utilizes our existing corporate communications tools
- b) supporting artists and cultural organisations to make effective use of other relevant promotional mechanisms and organisational networks.

I.12 We will show our commitment to locally developed creative content in local festivals and events by:

- a) commissioning and supporting local content development for our key events like: Twilight Christmas Parade, Port Fringe
- b) ensuring a focus on locally developed cultural content and programming for our Council Events is reflected in our Events Strategy.

I.13 We will maintain our screen industry profile as a diverse and unique filming location by:

- a) developing networks with key stakeholders including SA Film Corporation and the local film industry to grow our profile in this sector
- b) maintaining our partnership with Adelaide Film Festival.

STEPS FOR GOAL 2: GREAT CULTURAL PLACES AND SPACES

New directions and significant projects

2.1 We will take a place-based local approach to the delivery of arts and cultural experiences which reflects the diversity and differing priorities of our communities across the City of PAE by delivering arts and cultural experiences, programs and activities through:

- a) the use of Council's community and recreation centres, libraries and parks to engage with communities at a local level
- b) place-based artist residencies to create work that responds directly with specific places and the identity of different neighbourhoods
- c) public art developments that engage with the identity of local communities
- d) activating neighbourhood parks through arts and culture with creative placemaking projects using local green spaces for arts and cultural engagement
- e) directly connecting with placemaking initiatives arising from our Placemaking Framework

2.2 We will make Port Adelaide the arts and culture hub of our region by:

- a) developing and implementing a "Place Development Plan" for Port Adelaide that positions Port Adelaide as a key cultural place for arts development and a destination for arts and cultural experiences. Plan elements may include:
 - a review of existing cultural organisations including their needs, risks and potential for growth
 - a 'needs analysis and feasibility' for the development of a more formal 'cultural precinct' in Port Adelaide

- an audit of spaces within Port Adelaide and surrounding areas that are suitable for arts and cultural activation
- researching the development of a significant or "anchor" cultural facility, which can attract investment and be a catalyst for cultural growth
- developing a Place Program with key stakeholders that activates the area and ensures consistent approaches to engagement
- opportunities for bold programming
- alignment with other strategies and plans relating to urban design, economic development, traffic management and/or major developments
- mechanisms to work with key cultural institutions situated in the Port including Country Arts SA, Vitalstatistix, South Australian Maritime Museum, Port Adelaide Artists Forum, Port Community Arts Centre, Transport Museum Precinct and other community and cultural-based organisations
- linkages to relevant place development strategies in Council's Economic Development, Community Wellbeing, Placemaking and Tourism strategies.

Developing areas of work

2.3 We will develop a public art asset management plan and policies to ensure a strategic and managed approach to the care and development of public art.

- a) The public art plan and policies will address:
 - ongoing management and maintenance of the public art collection
 - future development priorities in relation to public art – including both temporary and permanent initiatives that have a specific focus and purpose

- interpretation of public art and the development of collateral that can be used for cultural tourism and/or educational purposes.
- the impact and value of public art in local communities and how it will reflect character and identity.
- the long term capacity and potential evolution of Wonderwalls.
- the role of Council to manage and maintain works in privately owned public locations.

2.4 We will increase cultural use of underutilised public, private and commercial places by:

- a) conducting an audit of under-utilised public, private and commercial indoor and outdoor spaces for potential use by artists, arts organisations and other cultural groups
- b) promoting and sharing audit findings widely within the arts community to drive new creative opportunities and activities
- c) encouraging existing tenants in Council owned community facilities to make their spaces available for cultural uses
- d) working with the South Australian Government, developers and property owners / managers to facilitate the best use of spaces for cultural interaction and celebration.

2.5 We will develop and support arts and cultural experiences that are responsive to and reflective of our unique urban form, natural living landscapes, Kaurna heritage and Aboriginal culture by:

- a) exploring the development of site specific, bespoke festivals, events and creative projects that are responsive to our unique urban and natural environments
- b) developing and supporting the delivery of creative projects that celebrate the natural heritage and encourage positive engagement with living landscapes
- c) developing and supporting projects that document, preserve and promote key Kaurna heritage and Aboriginal cultural sites and other forms of tangible and intangible heritage
- d) ongoing engagement through our Aboriginal Advisory Panel to explore the feasibility of developing an Aboriginal Cultural Centre.

Continued focus

2.6 We will activate the streets and laneways of Port Adelaide through collaborations with local businesses, organisations and artists by:

- a) developing and delivering a shared program of small scale activations in the Port Adelaide laneway precinct
- b) encouraging and supporting cultural programming by local businesses and arts organisations throughout the year.

2.7 We will maintain, grow and support sustainable cultural tenancies in Council owned properties through:

- a) leasing arrangement that ensure successful cultural outcomes are achieved from the tenancies at 175 St Vincent Street and 32 Nile St Port Adelaide
- b) ongoing support and collaboration for tenancies at 175 St Vincent Street and 32 Nile Street to maintain growth and cultural activities
- c) identification of and advocacy for future opportunities to activate vacant private or Council owned properties for cultural activities
- d) consideration of potential arts and cultural outcomes when commercial lease opportunities arise.

2.8 We will deliver great cultural events for our community in key local locations by:

- a) ensuring arts and cultural outcomes are a key theme in our Event Strategy
- b) activating public space and encouraging interaction with culture, identity and built and natural heritage through partnerships with key festivals
- c) growing relationships and establishing partnerships with organisations and stakeholders involved with festival development and delivery.

2.9 We commit to ensuring arts and culture is part of the project and resource planning of major infrastructure and asset projects.

STEPS FOR GOAL 3: ART MAKING WITH IMPACT

New directions and significant projects

3.1 We will demonstrate our organisational commitment to arts and culture through our approach to strategic organisational planning. This includes:

- a) applying an arts and culture lens to the drafting, implementation and review of key organisational strategies and plans over the lifetime of the Arts and Culture Strategy. (refer to strategic alignment page 44)
- b) collaboration across the organisation to use arts and cultural programming, projects and activities to achieve the objectives in all areas of the City Plan - Economy, Community, Environment and Heritage, Placemaking and Leadership and in the work of all Council departments.

Developing areas of work

3.2 We will develop community resilience and wellbeing through arts and cultural activities and programming in partnership with non-arts organisations and artists. This includes:

- a) supporting artists and non-arts organisations to work together to build positive wellbeing and address key community, social and environmental issues
- b) partnering with community service organisations on arts initiatives for 'at risk' and vulnerable individuals and communities
- c) growing understanding of the community benefits of impact based arts programs and initiatives through professional and information sharing networks and special interest forums
- d) supporting development of arts and cultural responses to priorities outlined in the Inclusive Communities Plan.

3.3 We will tell our stories through interpretation of objects and documents in our collections and those of our partner organisations by:

- a) engaging artists in projects to share and interpret local stories and heritage using Council, community and State Government owned collections
- b) digital residencies that focus on interpreting the built and natural environment in captivating ways that attract visitors to our region.

Continued focus

3.4 We will grow and support opportunities to celebrate and participate in Aboriginal and Torres Strait Islander arts and cultural practice

3.5 We will support diversity, understanding and community cohesion through arts and cultural activities and programming. This includes:

- a) creative residencies within Council facilities to increase experiences of and participation in arts and cultural activities
- b) creating and supporting opportunities for culturally diverse communities to celebrate and share their arts and cultural practices throughout the community
- c) engaging with Aboriginal and Torres Strait Islanders and Culturally and Linguistically Diverse (CALD) communities in the development, delivery and support of cultural activities and events that celebrate cultural diversity and combat racism.



Tutti Arts



CITY OF PAE ARTS AND CULTURE STRATEGY 2020-2025

BACKGROUND INFORMATION





Artist Tony Wilson - Roy Marten Park

ABOUT US – THE PAE PROFILE

The City of PAE spans 97 square kilometres and enjoys a rich and diverse landscape. Its features include a long sandy coastline, the Port River and River Torrens, and many green corridors and reserves dotted throughout the suburban landscape. The Council area has wonderful natural features that are valued by its residents and visitors and connect them to the natural environment. The City of PAE is home of the largest constructed tidal wetlands in the world at Barker Inlet and there are state listed nature reserves including Mutton Cove, Adelaide Dolphin Sanctuary and Adelaide International Bird Sanctuary and the remnant bushland at Folland Park.

Port Adelaide is the location of South Australia's first State Heritage Area and derives much of its unique character from its maritime and architectural heritage. The heart of Port Adelaide contains the most substantial and continuous grouping of commercial and administrative colonial buildings in South Australia.

Like the landscape, the City of PAE people are diverse. The City of PAE is growing, with a 7.5% increase in population between 2011 and 2016, and a current population of 124,818. This level of growth is predicted to continue, with an additional 20,000 residents expected to move to the area in the next 10 – 12 years.

The area hosts a higher proportion Aboriginal or Torres Strait Islanders, 2.3% compared to 1.4% for Greater Adelaide. There is significant interest in celebrating and preserving Kurna heritage and Aboriginal culture within the City of PAE and to better reflect on the tens of thousands of years that Aboriginal people have lived in the area.

Thirty three percent of residents were born overseas, and in some areas this is up to 50% of residents. PAE has become home to increasing numbers of people from India, China and Afghanistan. This brings an exciting mix of cultural backgrounds, values and traditions, all of which add colour and vitality to the community. Almost a third of residents speak a language other than English at home.

The City of PAE's substantial industrial precincts, the many distinct retail strips and residential estates both old and new reflect a place that is busy and productive – where people live, work, gather and connect. It is home to significant infrastructure including port facilities, industrial land, commercial and retail areas and tourism assets. The biggest area of growth in recent years has been in defence related industries, predominantly based on the Lefevre Peninsula.

The granting of the Federal Government's submarine development program to a French company, who will operate out of this area, brings significant economic and cultural exchange opportunities.

The City of PAE faces similar future challenges to many other urban based Councils. The climate crisis continues to create issues that impact on industry, health and lifestyle and other environmental challenges relating to coastal and stormwater management. How land will be used over time to meet the economic, environmental and cultural needs of the community remains at the forefront of conversations with Council and its stakeholders. The area is becoming a more attractive option for developers and how these activities are supported alongside sustainability and cultural responsibilities requires innovation and foresight.



STRATEGY DEVELOPMENT

Research + Information Gathering

The development of the Arts and Culture Strategy started with research and information gathering, including the review of documents relevant to Council and the arts and culture sector which convey broader industry trends and developments. For example, the South Australian Government released its State Arts Plan in late 2019. Understanding how the City of PAE fits into the broader state context and what opportunities exist to align with State Government priorities is important. We also looked closely at Council's strategies and priorities across a variety of areas to better understand the potential role for arts and culture to support other areas of Council, including environment and sustainability, health and wellbeing, and economic development, together with our commitment as a Welcoming City signatory and our deeply held respect for our Kaurana and Aboriginal culture and heritage. Research and information gathering also involved looking at what is out there now and what has happened in the past. Prior to looking forward it is important to understand what has come before and what people, resources and activities are currently in place – it is important to know where the momentum is.

Consultation + Engagement

Talking to the community to understand what they value, how they see themselves and what priorities they have was an essential part of the process to develop the Arts and Culture Strategy. Discussions with businesses, community organisations and individuals, and arts and cultural experts have informed the contents and focus of the Strategy. Our conversations were open and diverse, but also included the following areas of focus: Places, Spaces and Resources, Character and Identity, Issues and Challenges and Activities, Programs and Events. The feedback and ideas provided reflected the diversity of our community and has helped to shape the vision, goals, strategies and actions contained in this document.

A UK study demonstrated that the social return on investment for creative craft making is 1 : 118, which means that for every £1 invested, a social value of £118 is generated, mainly in forgone treatment bills; reducing GP visits by 28% and attendance at emergency wards by 24%.

Ways to Wellbeing. Social Prescribing Program. Wellbeing Enterprises UK (2017)

The creative sector adds almost \$46billion in GDP for the Australian economy.

From the Creative Industries Innovation Centre report Valuing Creative Industries Final Report.

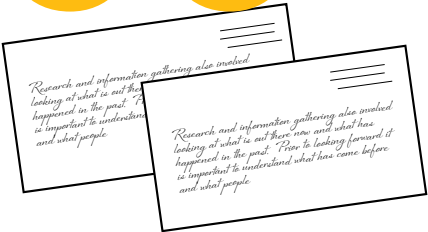
WHO WE TALKED TO...



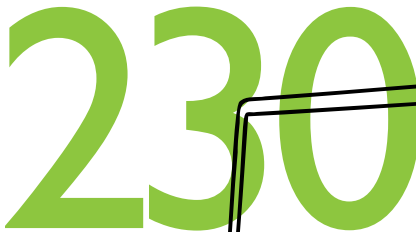
Participants at 7 Public Forums



Interviews with key individuals



Completed Feedback Postcards



Responses to our Online Survey

29



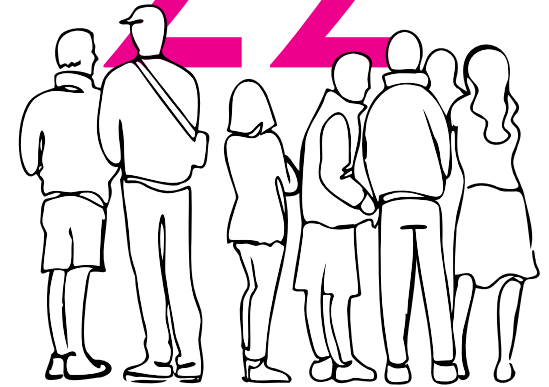
Participants at 4 Council staff workshops

4

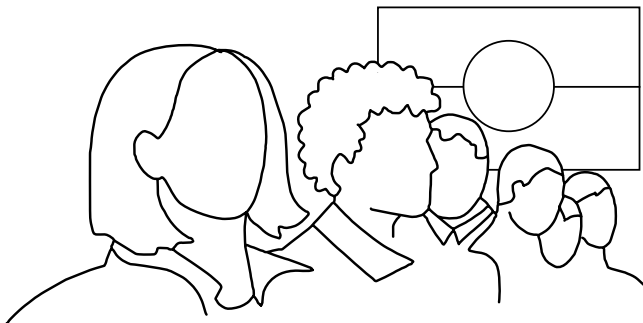


Public engagement activities at Parks Library, Churchill Road Shopping Centre, Port Mall and Greenacres Shopping Centre

22



Participants at 4 Focus Group sessions

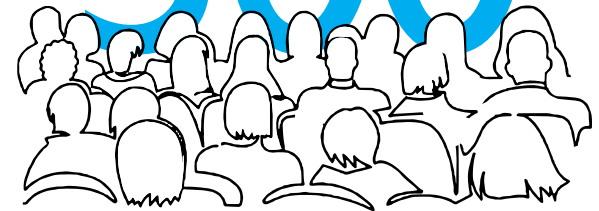


Discussion with the City of PAE's Aboriginal Advisory Panel



Workshops with Elected Members

500+



People consulted overall during the consultation period

KEY MESSAGES FROM OUR CONSULTATION

The City of PAE is many communities rolled into one.

Covering such a large area, the culture and identity of the Council area is characterised by diversity. There are many different communities that identify in diverse ways and enjoy different connections to their places – around natural features, transport corridors, education, employment, income, heritage, ethnicity, social identity, sport and cuisine.

Port Adelaide is rich with arts and heritage and has huge potential.

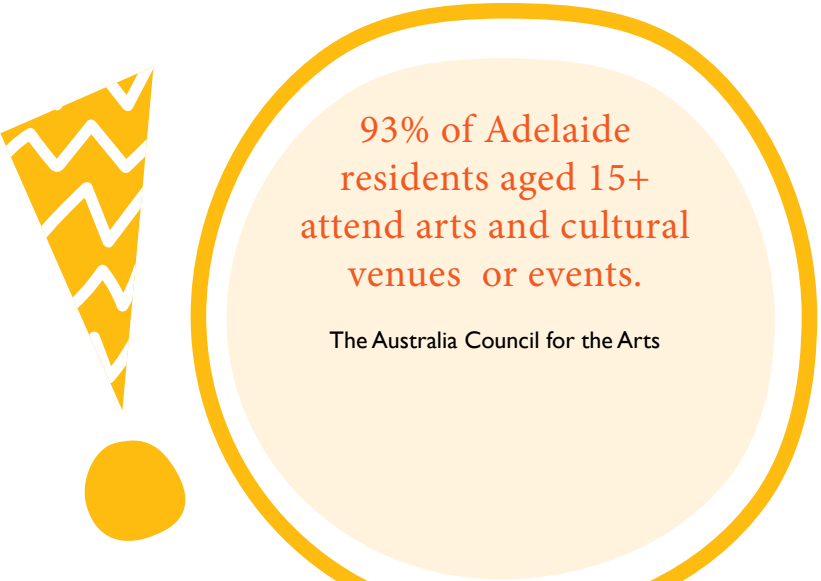
The Port is widely recognised for its unique landscape, iconic maritime and industrial heritage and for the Port River itself. Like many industrial port cities around the world that have experienced a renaissance, Port Adelaide has the potential to become a major destination. Its unique architecture, natural features, pro-active arts and cultural community, museums, housing and economic developments represent the key ingredients necessary to realise this potential.

The City of PAE has diverse physical landscapes.

Given its scale, the City of PAE has everything; large industrial corridors, sandy beaches, new housing developments, coastal and fresh waterways, growing urban density, significant Aboriginal sites, formal and informal green spaces, exciting hands-on museums and the iconic heritage wharves and warehouses in the Port. They all impact on the identity of people and place and can provide foundations for arts and cultural interaction and creative expression.

The City of PAE is home to a variety of cultures, and people are eager to showcase and celebrate Council's multicultural community.

A third of the Council population was born overseas and 32% speak a language other than English at home. Many communities across the City have migrant populations where 25% or more arrived within the last five years. Drawing on this diversity will strengthen the impact of the Strategy.



93% of Adelaide
residents aged 15+
attend arts and cultural
venues or events.

The Australia Council for the Arts

People are keen to tackle challenges through arts and cultural activities.

Engagement in arts and cultural activities can be a way to tackle challenges relating to climate change and sustainability, education, social-connectedness, racism, poverty and maintaining health.

There is a substantial ecology of professional artists, professional and community-based arts and cultural organisations and events in the City of PAE which need to be supported and capitalised on more.

The City of PAE is home to and/or a place of work for many recognised professional artists and arts workers who would like to engage more in the local arts scene but don't currently see the opportunities. There are also several arts and cultural organisations located in the Council area which rely on strong arts networks, funding, access to venues and promotion and marketing in order to survive.

Kaurna heritage and Aboriginal culture are important and need to be celebrated and preserved.

2.3% of the City of PAE population is Aboriginal or Torres Strait Islander (ATSI). Their culture and heritage is an important part of the City of PAE's story and the clear message from the community is to celebrate and acknowledge ATSI cultures – both historical and contemporary. Providing opportunities to reflect and learn more about the oldest living culture in the world is important.

Libraries, community centres and sport and recreation facilities are hubs for community engagement and participation.

Council invests heavily in these facilities and the community value the services and resources they provide. They could be further utilised for arts and cultural activities and engagement on a range of levels.



Nationally,
an estimated 65000 full
and part-time jobs are
created by monies spent on
live music.
Music SA

STRATEGIC ALIGNMENTS

Goal 3 takes advantage of a unique opportunity to influence and add value to the development and implementation of a several significant organisational strategies. It also aligns with early implementation of several key state level strategic directions. By shaping and aligning to these internal and external plans, the City of PAE will show its commitment to using arts and cultural outcomes to achieve the goals of Council and other stakeholders across a range of non-arts areas. Council will also be able to more effectively use its non-arts activities to help deliver arts and cultural outcomes across the City.

PAE STRATEGIC DOCUMENTS Current

- City Plan 2030
- Living Environment Strategy (includes built heritage)
- Inclusive Communities Plan
- Asset Management Strategy

PAE STRATEGIC DOCUMENTS

For review during 2020-2025

- Open Space Strategic Plan
- Active Recreation Facilities Plan
- Public Health and Community Wellbeing Plan
- Festivals and Events Strategy 2015-2018
- Economic Development Strategy
- Tourism Strategy

PAE GUIDING DOCUMENTS

- The Seven Ways to Wellbeing
- Welcoming Cities
- Adaptwest – Western Adelaide Region Climate Change Adaptation Plan
- MOU with the City of Cherbourg-en-Cotentin
- Marketing and Communications Framework and Action Plan 2020

PAE FUTURE STRATEGIC DOCUMENTS

- Placemaking Framework
- Libraries Strategy
- Marketing and Communications Strategy
- Community Centres Plan

STATE GOVERNMENT STRATEGIES

- Arts and Culture Plan, South Australia, Arts South Australia, Dept of the Premier and Cabinet
- South Australian Music Industry Strategy, Music Development Office, Dept for Innovation and Skills
- South Australian Visitor Economy Sector Plan 2030

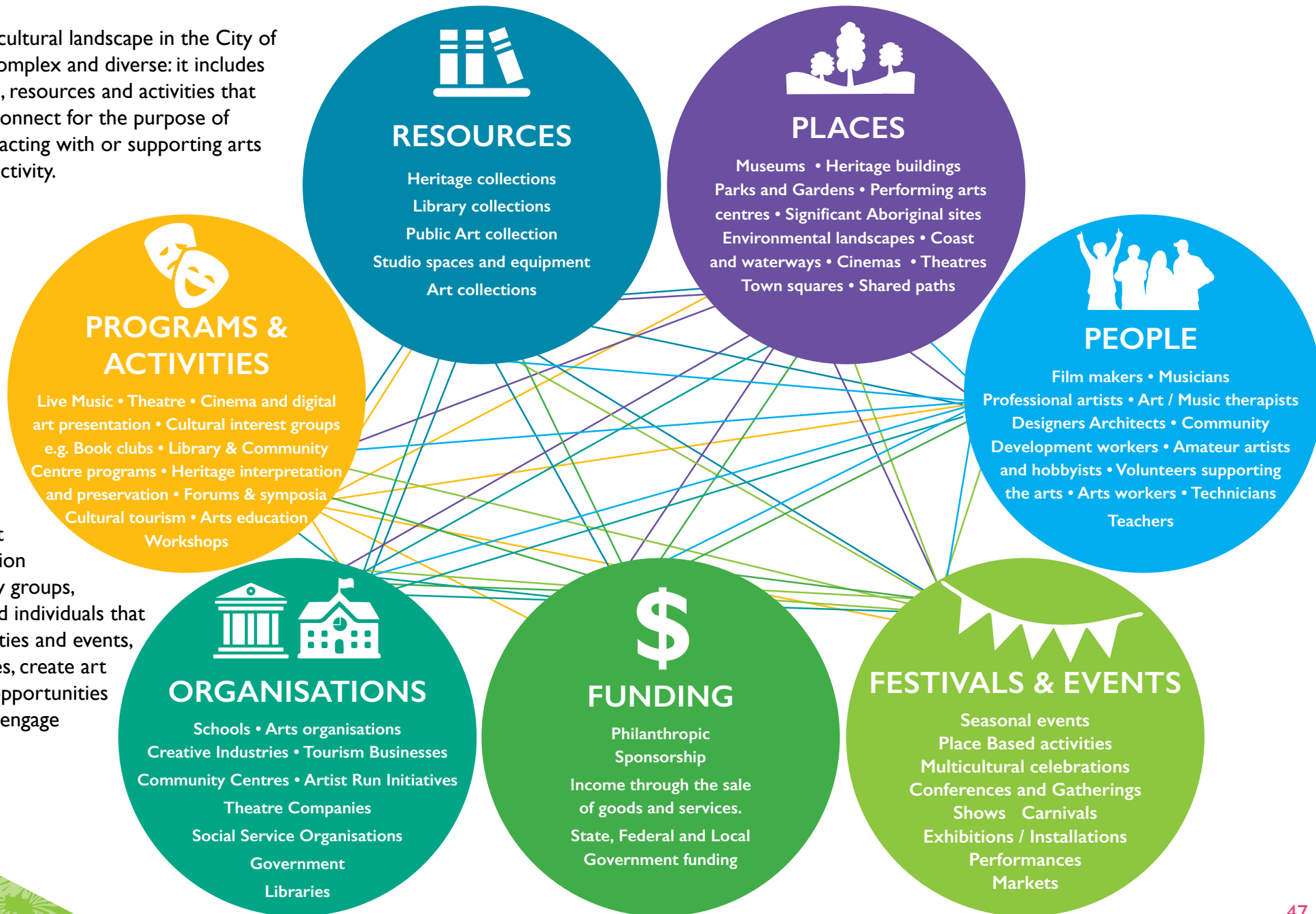
People who participate in 2 or more hours of arts-based activities per week experience significantly better mental wellbeing

(From Research undertaken by Dr Christina Davies 2016)



ARTS AND CULTURE ECOLOGY

The arts and cultural landscape in the City of PAE is both complex and diverse: it includes people, places, resources and activities that interact and connect for the purpose of creating, interacting with or supporting arts and creative activity.



Council is just one organisation amongst many groups, businesses and individuals that develop activities and events, manage venues, create art and provide opportunities for others to engage with culture.



CITY OF
Port Adelaide Enfield

Artists Charles and Janine Williams (New Zealand) - 'The Love Birds' - Wonderwalls Port Adelaide 2019