



CITY OF
Port Adelaide Enfield

Creative **Port Plan**

Port Adelaide A vibrant, creative
destination known for its arts and culture



Introduction

This Plan is about laying foundations and increasing activity, in line with our longer-term vision of establishing the Port as a unique, vibrant and creative place known for its arts and culture. The City of PAE is committed to being bold and taking creative risks, and our long-term vision is of a precinct that:

- Hosts an empowered, connected and sustainable community of businesses, creatives and arts organisations
- Attracts new creative practitioners and contemporary arts outcomes
- Bustles with a thriving night-time economy

This plan is centred on projects that we will test and deliver over the next two years, providing short-term outcomes while paving the way for longer-term change. Its success will come through strong and enduring partnerships between PAE, businesses and creative practitioners.

Strategic Context

The Arts & Culture Strategy provides the impetus for this Plan. Goal 2 is 'Great Cultural Places and Spaces — Vibrant places and spaces that support and encourage the development of, participation in and celebration of arts and culture'. In particular, Action 2.2 states: 'Make Port Adelaide the arts and culture hub of our region.'

Beyond the Arts and Culture Strategy, this Plan connects strongly with the City Plan 2030 and the Placemaking Model — in particular, the 'Community Empowerment' and 'Activation and Invigoration' pillars; together with a number of other PAE strategies including the Tourism Strategy, Economic Development Strategy, Port Realm Place Shaping Framework and Port Adelaide Public Realm Guidelines.

Short-term Goals

We will take action to build the Port's reputation as a creative destination known for its cutting-edge arts and culture experiences by:

- Increasing the volume and regularity of arts offerings to establish a 'critical mass' of activity
- Improving how we communicate with and engage local businesses, creatives and arts organisations around placemaking and activation, with a view to building capacity and a sense of community pride
- Promoting the Port's arts and cultural activities as a cohesive set of offerings
- Activating public spaces and empty buildings — and making the most of our collective arts and culture assets
- Creating opportunities for artists to make new work and engage with audiences

Actions

We will work together with businesses, creative and arts organisations to advance the five areas for action listed below, using a combination of short and longer-term projects, together with strong and accessible support for the arts.



1. Live Music Activation Program

We will increase music activity in the Port by providing support for organisations, businesses and musicians to present live music. This is an opportunity to align the Port with Adelaide's status as a UNESCO City of Music and promote the region as a key destination for live music.

To achieve this, we will:

- Communicate State/Federal funding opportunities to enable local venues to host live music
- Deliver information sessions in partnership with industry professionals, aimed at supporting local businesses to program live music activity to drive visitation and night-time economy
- Provide funding that supports venues to host live music as part of open-access or Council-led events
- Create a 'How to program live music' resource pack for local businesses and community groups
- Build relationships with promoters or event companies to activate spaces with live music
- Include opportunities to program live music into events led by PAE and the community to showcase and support South Australian talent



2. Trails & Tours

We will develop existing and innovative, self-sustaining new trails to encourage visitation and exploration, while celebrating heritage through arts and cultural engagement.

To achieve this, we will:

- Develop a digital and print map that connects and promotes Port-based arts experiences
- Identify partnership opportunities to expand on existing 'outdoor gallery' concepts
- Identify public art opportunities within internal and external development projects
- Work with creatives, businesses and arts organisations to expand the range of trails and tours offered — ensuring regular, accessible arts and culture offerings in the Port



3. Creative Spaces

We will support our artists to use existing spaces and establish new sites to develop, present or sell work. Prominent vacant premises will provide an opportunity for rejuvenation. We will repurpose these untenanted spaces for activations to establish a critical mass of arts activity.

To achieve this, we will:

- Develop a Creative Place Guide that encourages use of spaces in the Port for arts and culture-related activity and events

- Investigate opportunities to support creative businesses and activity (including workshops, studios, live music, exhibitions, rehearsals, film screenings, contemporary installations, retail outlets and more) through partnerships with others
- Support cultural tenants in Council-owned or funded assets (e.g. Mixed Creative, Post Office Projects)
- Undertake an Arts Centre Scoping Study, to determine the need for a possible arts and cultural hub for the Port, as well as what the hub might look like and offer if established



4. Marketing & Promotions

We will create a communications platform that functions as a hub for sharing creative experiences in the Port, allowing PAE to effectively promote, connect and support the local arts sector. This platform will be a tool for storytelling and sharing high-quality local content that puts the Port on the map as a destination for arts and culture.

To achieve this, we will:

- Build a website and social media platform — including Instagram and Facebook — which enables PAE to publish high-quality visual content that speaks to an arts audience (practitioners and consumers)
- Use Electronic Direct Mail (EDM) marketing (i.e. an e-newsletter) that enables us to professionally and effectively communicate funding and engagement opportunities with our local arts community, as well as to promote what's on to local and external audiences
- Develop an integrated communications strategy
- Identify opportunities for impactful promotion of what's on in the Port, including local and national media channels and PR agencies

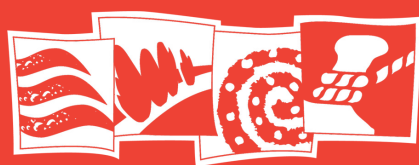


5. Events & Activations

We will develop a vibrant, regular and reliable calendar of events and programs that promotes the Port as a creative destination, builds community capacity, invigorates the precinct and provides support and engagement opportunities to local businesses and local arts practitioners.

To achieve this, we will:

- Deliver Council-led activations (i.e. Fringe, SALA, Umbrella Festival, Nature Festival) with clear communication to local businesses, artists and arts organisations about associated opportunities
- Review existing Council grants to ensure relevance and accessibility for creative practitioners, local businesses and event producers, and ensure that these grants support our community to develop creative outcomes, build capacity and increase sustainability
- Establish a monthly creative workshop series in partnership with local venues to facilitate relationships between creative practitioners and business owners and activate spaces
- Collaborate with local arts venues to host quarterly gatherings that enable local creatives and business owners to connect



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