

Let's get creative about Victoria's future

Developing Victoria's first Creative Industries Strategy

Overview

The City of Melbourne applauds the Victorian Government for initiating a state-wide conversation in the development of the first Creative Industries Strategy. We recognise the strong position of the creative sector in Victoria, especially the arts infrastructure in our capital city, supported by a regional network of galleries and performing arts centres, and our global reputation as a centre of design excellence.

The City of Melbourne, like the Victorian Government, understands that arts and design are integral contributors to the city's landscape and economy. The City is increasingly aware that arts, design and creativity play a crucial role in addressing the challenges that we as a capital city face now and into the future.

The City of Melbourne's Arts Strategy 2014-17 outlines a blueprint for how the arts contributes to making our city stronger, bolder, more inspirational and sustainable. The strategy has been designed to nurture, support and contribute to creating and maintaining a thriving arts industry in Melbourne.

The City of Melbourne recognises the need for a healthy creative industry as important to balance the city's retail, hospitality and commercial life, and to support the city's international reputation as an arts and design hub. The state and city governments' significant investment in the arts, as well as in design, knowledge, business, tourism and international engagement continues to ensure that Melbourne is a centre for creativity and industry development.

A strong capital city feeds an economically robust and socially cohesive State of Victoria. A thriving creative industry in the capital city is mutually beneficial and directly contributes to our joint ambitions.

About the City of Melbourne

Melbourne is Victoria's capital city and the business, administrative, cultural and recreational hub of the state. The City of Melbourne's city centre covers 37.6 sq km and has a residential population of around 122,000, with an additional 720,000 people working in or visiting the city each day. The City of Melbourne encompasses the Melbourne CBD, Southbank, Docklands and eleven of Melbourne's inner-city suburbs.

In 2013 the Gross Local Product of the City of Melbourne economy was \$86.7 billion including 438,972 local jobs, 7.49 million sq metres of office space and 1.39 million sq metres of retail space. The City of Melbourne is a major contributor to the Victorian and Australian economies, accounting for 27% of Victoria's Gross State Product, and 6% of Australian Gross Domestic Product. Of the 438,972 jobs in the municipality, the Arts and Recreation sector is estimated to encompass 22,983 jobs and have an industry economic output of \$1.53 billion. Melbourne is a centre for global business, education and cultural institutions, attracting a diverse vibrant and fast-growing community.

The City of Melbourne works with other local councils and the Victorian Government to ensure that Melbourne is one of the safest, healthiest and cleanest cities in the world. It supports Melbourne's position as Australia's pre-eminent centre for arts, cultural and creative industries, as well as education, dining and shopping.

The City of Melbourne's general response to the discussion paper

The City of Melbourne welcomes the opportunity to make a contribution to the development of a new integrated blueprint for the Creative Industries Strategy sector and is confident that it will help guide Melbourne and Australia's approach to the opportunities and challenges of a growing creative sector.

The City of Melbourne encourages consideration of the following within the strategy:

- a) Reinforcement of a 3-tiered government system and the integration and partnership approach to planning and policy, to ensure a thriving creative sector.
- b) Recognition of the central role of arts and creativity in driving economic prosperity as well as social wellbeing and participation in the community.
- c) Importance of the leadership role the Victorian Government plays through data, research and evaluation in promoting the intrinsic and instrumental benefits of the arts and creative sector. An expansion of current social indicators and datasets is required to capture both state and local government data.
- d) Importance of strengthening a partnership approach between Creative Victoria and the City of Melbourne on planning, policy, infrastructure, services and operations in the creative sector.
- e) The development of a strategic and planned approach to identifying the strong connections between Creative Victoria and key City of Melbourne work areas; Arts Melbourne, Events Melbourne, Business and Tourism Melbourne, International and Knowledge. These connections would leverage resources, skills and knowledge that advance the creative sector in Melbourne.
- f) Fostering a strategic alignment to the City of Melbourne's Arts Strategy 2014-17 and Creative Victoria on matters concerning arts infrastructure (assets and buildings) and arts programming (including developments, presentations, events and festivals).
- g) Promotion of Victoria with a focus on international engagement that profiles Melbourne products, markets, makers and knowledge core to our diverse creative sectors.
- h) Strengthening international investment in the city and future philanthropic / private ventures, as outlined in the City of Melbourne Arts Strategy 2014-17.
- i) Recognition of the vital role that design plays in the ongoing evolution of the City of Melbourne.

The City of Melbourne's response to the ten themes outlined in the discussion paper

1. *Fostering creative excellence*

- a. We encourage Creative Victoria to maintain a financial commitment to independent artists and creative professionals, including small to medium and large organisations, and to forge closer ties with our granting and investment programs.
- b. We encourage Creative Victoria to invest in mentorship opportunities.
- c. We encourage the continued support of challenging and diverse creative expression across all arts forms.
- d. We encourage celebrating excellence in the creative sector through awards and investment.

2. Building audiences and markets

- a. We support Creative Victoria's investment in the arts to strengthen Melbourne's visitor economy.
- b. We encourage Creative Victoria's further research into cultural tourism, with a focus on domestic and international interest in Aboriginal experiences.

3. Enhancing creative spaces and places

- a. We encourage further investment in affordable, diverse and fit-for-purpose creative infrastructure.
- b. We encourage the continued collaboration of Creative Victoria and the City of Melbourne Creative Spaces program.
- c. We support a partnership approach between the Victorian Government and the City of Melbourne, in relation to Plan Melbourne and other Victorian Government policy platforms that address the current state of cultural infrastructure.

4. Cultivating skills, entrepreneurship and innovation

- a. A key priority of the Creative Industries Strategy should be to build capacity and confidence of artists and creative professionals through strategies that strengthen the relationship with the business sector.
- b. We support strengthening career pathways and support frameworks for artists and creative professionals to be more economically, socially and environmentally sustainable.
- c. We welcome a focus on funding innovation and cross-sector collaboration in the strategy.
- d. We support flexible, faster and reactive funding and investment programs that nurture and incentivise innovation and experimentation.

5. Harnessing the opportunities of digital technology

- a. We welcome investment in technology for the creation and engagement in new modes, generating new tools, techniques, audiences, networks, experiences and collaborations.
- b. We welcome collaborative opportunities for the creative sector with digital professionals and innovators.

6. Increasing participation and social impact

- a. We support the Creative Industries Strategy to prioritise the increased engagement and participation of underrepresented communities.

7. Supporting Aboriginal arts and culture

- a. We encourage the continued acknowledgement of the contribution Aboriginal arts and culture has on our cultural heritage and contemporary artistic expression.
- b. We encourage the investment in the development of, and presentation opportunities for, traditional and contemporary Aboriginal art.

- c. We encourage strategies that enable additional opportunities for every Victorian or visitor to engage and connect with Aboriginal arts and culture.
- d. We support a partnership approach and strengthen alignment to the delivery of the City the Melbourne Indigenous Arts Festival and other key program initiatives.
- e. We encourage the strategy to have a focus on capacity building in the creative sector to ensure that Aboriginal arts and culture are integrated and prioritised.
- f. We encourage the strategy to aspire to increase participation of ATSI people on key boards, panels, forums and within the administration of Creative Victoria to ensure that the voice and experience of first nation's people has critical influence.

8. Advancing regional Victoria and outer metropolitan Melbourne

- a. We encourage Creative Victoria to connect regional and metropolitan arts and culture through strategies that enable reciprocal exchanges and build cultural tourism and creative industries.

9. Enhancing international engagement

- a. We have identified the need for international live/work facilities for artists within the City and welcome closer ties to address this.
- b. We encourage the investment in socially engaged practice to promote Melbourne as a leader in this practice and to develop our international profile in the arts and innovation.
- c. We welcome a partnership approach to an international arts strategy that considers the following opportunities:
 - i. Leverage Melbourne's growing reputation as a creative city within Asia, and enable partnerships with key cultural institutions within Asia;
 - ii. Promote and profile local artists, makers and designers to visitors, responding to the demand for distinctive, original and well-crafted products and experiences;
 - iii. Leverage the City of Melbourne's international connections, including Sister City Relationships and identify further shared opportunities.

10. Increasing Tourism

- a. We welcome a partnership approach to increasing cultural tourism in the City of Melbourne aligned to the following key points:
 - i. Maximise and leverage the City of Literature status in attracting cultural tourists to Melbourne;
 - ii. Initiate research that explores the interest, needs and satisfaction of locals and visiting cultural tourists;
 - iii. The Victorian Government tourism portfolio should seek to promote Indigenous arts and culture as a central pillar of its work.