Cultural Mapping Project

Community Engagement Report

March 2021

northern beaches council

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Northern Beaches Council Arts & Culture 2021

We acknowledge the traditional owners of this land and elders past and present. We recognise Aboriginal people as the original custodians of the Northern Beaches. Aboriginal culture is integral to our understanding of belonging, community and care of the land.

Executive summary

The Northern Beaches Cultural Mapping Project is one of the first key projects in implementing *Connected through Creativity 2029, Council's Arts and Creativity Strategy*. The Strategy identifies a cultural mapping and needs analysis as a key action (p39): *We will: Build a deeper understanding of the creative sector through cultural mapping and needs analysis*.

In terms of understanding what Council would map or audit, it draws its definition from the 2001 UNESCO Universal Declaration on Cultural Diversity:

Culture is considered as an inclusive term incorporating creativity, community, diversity, knowledge, heritage and expressed imagination that creates the way of life unique to the Northern Beaches.

Creative industries include a range of businesses that use creativity and knowledge as their primary source of economic generation. This may include:

- Aboriginal arts
- Advertising
- Audio-visual
- Craft
- Cultural heritage
- Design, including architecture, fashion and graphic, industrial and interior design
- Radio, film and television
- Makers
- Media and digital media music
- Publishing
- Performing arts
- Visual arts

Cultural mapping is a planning tool that uses multiple data sources and community engagement to document a community's cultural assets or resources. The process of mapping or auditing a community's cultural resources often focuses on mapping two key areas:

- Resources, such as tangible assets in place.
- Identity, such as intangible elements that reflect for example stories and collective memory that create a sense of identity.

A core objective of Council's Cultural Mapping Project is to build a deeper understanding of Northern Beaches' cultural resources, to identify barriers and understand how to build capacity and sustainability across the sector. This will be achieved through the creation of an evidence-base to inform future planning, decision-making and program development.

> *Culture is key to what makes cities attractive, creative and sustainable. History shows that culture is at the heart of urban development, evidenced through cultural landmarks, heritage and traditions. Without culture, cities as vibrant life-spaces do not exist; they are merely concrete and steel constructions, prone to social degradation and fracture. It is culture that makes the difference.*
>
> – UNESCO. (2016). *Culture Urban Future.* Paris: United Nations Educational, Scientific and Cultural Organisation. Pg 3

Introduction

The Northern Beaches is home to thriving and diverse creative communities across its beaches, bushlands, urban and industrial areas and has been a place for cultural practice for tens of thousands of years.

This report summarises the key findings, themes and feedback received during community engagement conducted for the Cultural Mapping Project. Essentially, the survey data and community consultations echoed key outcomes from the Council's Arts & Creativity Strategy, revealing the fundamental importance of the arts and creativity to the Northern Beaches way of life and the community's wellbeing.

The Northern Beaches arts and cultural sector is a mobile and in-demand group that works across Sydney, nationally and internationally, as well as in the local area.

Despite this solid foundation, Council's engagement revealed the need to harness, strengthen and support the arts and creativity sector; to lead an innovative, strategic and informed approach, specific for the Northern Beaches.

Our engagement highlighted the need for:

- connection with like-minded creatives, collaboration and mentoring opportunities, to enhance their network and creative practice
- purpose-designed, multifaceted and affordable creative spaces and places
- a cohesive engagement strategy to increase the visibility of Council's creative resources, programming and creative opportunities
- greater cultural vibrancy, including more integration with the Greater Sydney creative arts scene and programming.

> *[in the Northern Beaches] a hidden network exists – we need to make it visible... and provide the eco-system where that network is naturally generated.*
>
> – Creative conversations participant, Nov 2020

Background

A comprehensive engagement program was implemented to ensure the Northern Beaches creative community's voice was heard throughout the culture map development.

To complete this project, Council developed the following approach:

- Feedback analysis from the initial Arts & Culture Strategy engagement consultations (800 participants from stage one (May - Sept 2018) and stage two public exhibition via Your Say)
- Desktop research on best practice approaches to cultural auditing
- Setting up an internal cross-Council project working group to work collaboratively and deliver better integration
- Development of a cultural resources framework, for example, the categories or classification of resources
- Collection, collation and review of existing data, local artists and creatives, organisations and businesses, community cultural organisations, places and spaces
- **Stage 1 community engagement: Creative Northern Beaches Survey** - participation, collection, collation and review.
- **Stage 2 community engagement: Creative Conversations** - focus group participation, collection, collation and review
- Data analysis to identify niches, opportunities, gaps and needs
- Consolidation of data to inform the design and functioning of the online Northern Beaches culture map
- Presentation of a final Cultural Mapping Project to Council for endorsement and public launch of the culture map online.

During Stage 1 community engagement, the impacts of the COVID-19 pandemic were being felt, with stay-at-home orders and shutdowns. We therefore, revised our community engagement to ensure the online survey captured feedback regarding the impacts of COVID-19 on the changing creative, social and economic landscape. We also re-visited this question during our Stage 2, virtual focus group sessions.

Engagement, method and results

Informed by the project approach previously detailed, we delivered our community engagement using the following method and received the results as outlined below.

Stage 1 - Creative Northern Beaches Survey

Engagement

632 participants took part in this survey that was open on Council's Have Your Say online platform for 24 days, from 28 August to 20 September 2020, to collect data and feedback from the local creative community for the Northern Beaches Culture Mapping (Survey data detailed in Attachment 2).

1,791 people viewed the survey with 632 people answering some or all the questions.

Method

The objectives of the survey data and feedback engagement in Stage 1 were to capture:

- insights from the creative community about local cultural resources
- a snapshot of the complexities of the local creative eco-system to identify opportunities, gaps, barriers and needs
- a measure of the economic and social impact of COVID-19 on our local cultural and creative industries
- an evidence-base to inform Council's future planning and decision-making.

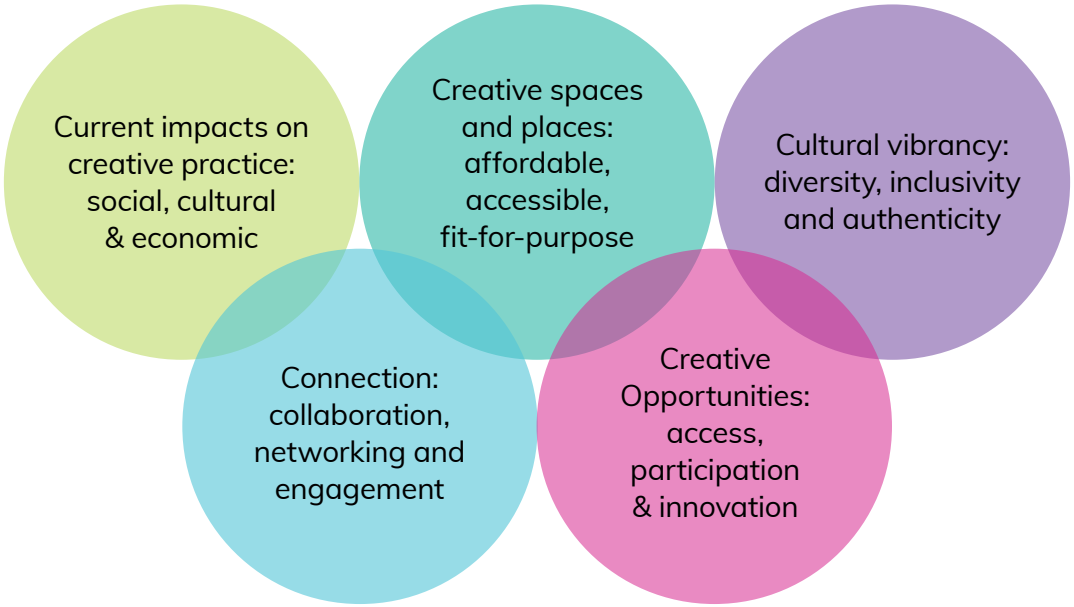
The survey comprised 26 questions, which included 18 quantitative (option selected) questions and five qualitative (written answer) questions and 4 instructions. These were divided into six sections, giving respondents the option to leave the survey at question 12.

The survey questions were designed with the following approach: Questions 2-8 sought to capture a sample of the range and scope of the local creative community's activities and the impact Covid-19 had on those activities; Questions 9-11 sought feedback about the impact of Covid-19 on their practice and business; Question 12 gave respondents the option to skip the free-form questions. Questions 13 - 15 asked for feedback about creative opportunities associated with the three outcome areas listed in the Arts & Creativity Strategy. Questions 17 - 18 asked for location of residence and employment and Questions 19 - 23 focused on capturing demographic details. Finally Questions 24 - 26 sought respondent details and permissions. Each question and graphical illustration of responses can be found in appendix item 2.

Results

- 1,791 people viewed the survey with 632 people answering some or all the questions
- 943 comments were recorded
- 210 respondents left both their name and email address at the end of the survey and consented to their data being added to the Northern Beaches Culture Map database and receiving project updates.

Five themes emerged from the Survey responses:



Stage 2 - Creative Conversations

Engagement

Over three virtual meetings and some additional phone conferences Council staff met 23 local creatives who provided input and feedback centred around the five survey themes.

- online conversation 1, 12.30 – 1.30pm Wed 4 November, 2020: 8 participants
- online conversation 2, 6.00 – 7.00pm, Wed 4 November, 2020: 5 participants
- online conversation 3, 12.30 – 1.30pm, Thurs 5 November, 2020: 8 participants
- phone conferences (various dates in November 2020): 3 participants

Method

The objectives of the community engagement in Stage 2 were to engage directly with the local creative community, as key-knowledge holders and to:

- assist Council in determining key themes and understanding issues relevant to them and their sector, and;
- include council staff in the engagement process.

Council identified a range of representatives from various creative sectors, including Creative Community Grant and Arts & Creativity Grant recipients, seeking their input in the conversation sessions. A range of representatives were invited by email to participate in one of three online conversation meetings.

24 participants were engaged through online meetings and/or phone calls to capture their feedback.

The conversations were structured following a presentation (Attachment 1), that provided an outline of:

- the purpose of the Cultural Mapping Project
- the Arts and Creativity Strategy
- the Cultural Mapping Framework
- key survey data.

The remaining slides and in-depth conversation focussed around the five core themes that emerged as a result of the Stage 1 Survey, where an outline of the theme was provided and participants asked, does this accurately represent their views, or do they have points to add.

Results

The conversation sessions echoed similar themes and results captured in the Stage 1 Survey. A detailed discussion of emergent themes can be found in the next section, Emergent themes.

Emergent themes

Our community engagement helped us understand the current and future needs for developing and supporting a thriving and sustainable arts and creativity eco-system across the local government area.

Core themes emerged from our engagement in both the Stage 1 Survey, and Stage 1 Community Conversations:

- greater cultural **connection** with like-minded creatives, collaboration and mentoring opportunities, to enhance their network and creative practice
- purpose-designed, multifaceted and affordable **creative spaces and places**
- a cohesive engagement strategy to increase the visibility of Council's creative resources, programming and **creative opportunities**
- greater **cultural vibrancy**, including more integration with the Greater Sydney creative arts scene and programming.

Stage 1 Survey: emergent themes

The following figures illustrate key survey responses in response to these core emergent themes. Further breakdown of survey responses can be found in Attachment 2.

Figure 1
Percentage of comment responses to Stage 1 Survey, grouped by theme

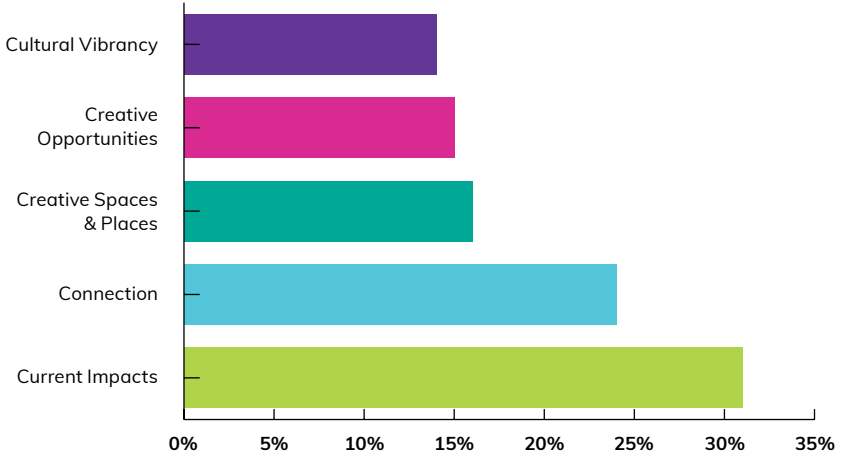


Figure 2
Stage 1 - Survey Snapshot

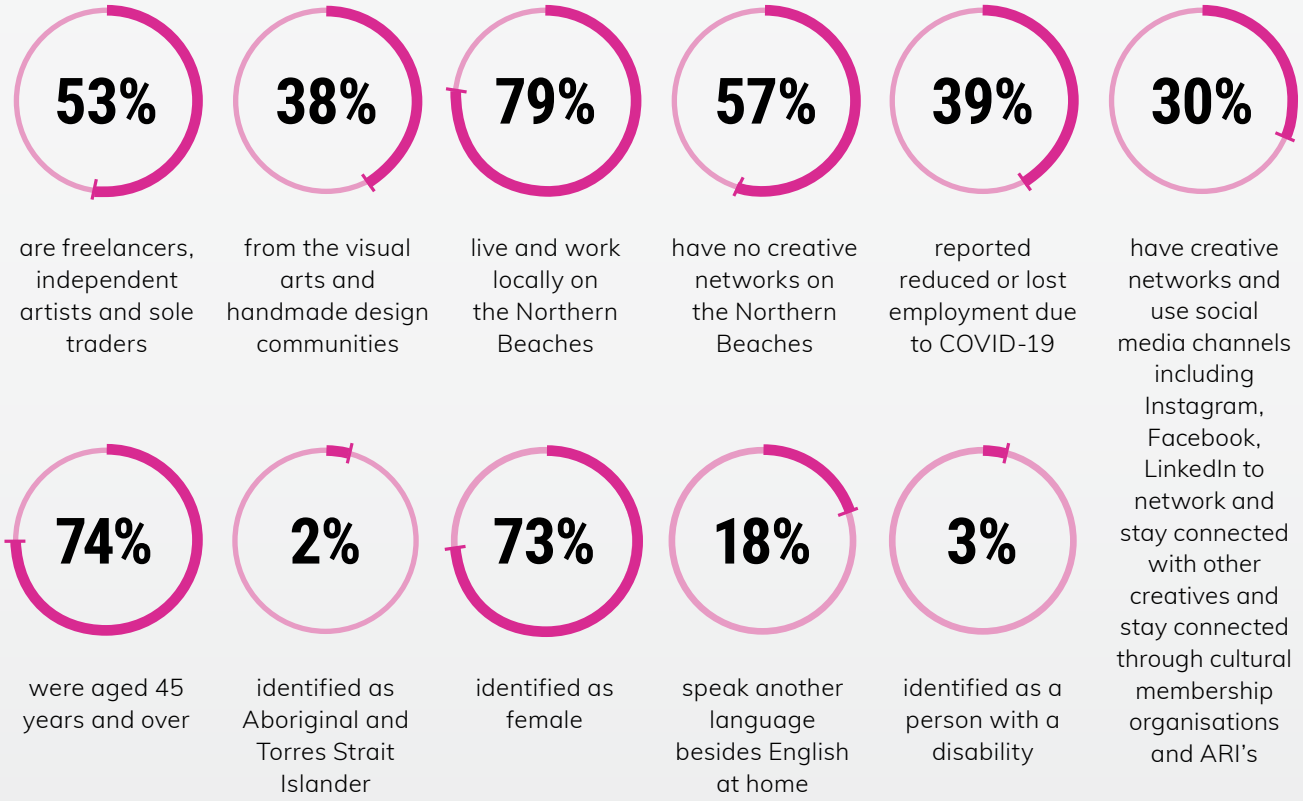


Figure 3
How do you think public spaces could be used to allow for more creative expression?

Creative places and spaces	Creative opportunities	Connection (collaboration and engagement)	A vibrant cultural life	Current impacts on creative practice (cultural, social and economic)
62 comments (32%) covering the following topics	62 comments (32%) covering the following topics	5 comments (3%) covering the following topics	50 comments (26%) covering the following topics	14 comments (7%) covering the following topics
• Affordable and accessible makers' spaces, artists' studios and exhibition and performance spaces • Pop ups in commercial and public spaces • Flexible and accessible 'event ready' outdoor spaces • Update creative facilities and resources • Better planning and design • Education and development spaces	• Public art • Collaborative community participation • Street art	• Creative hubs • Networking	• Make room for Aboriginal creative expression • Make diversity more visible through artwork • Support innovative practice and emerging artists • Festivals and events • Exhibitions / installations • Live music and performance • Night-time activations • Markets and pop ups	• Creative business support (remove red tape and reduce fees) • Partnerships with local, state and federal government

Figure 4
What do you think are some key collaboration and innovation opportunities to support creative sector vitality?

Creative places and spaces	Creative opportunities	Connection (collaboration and engagement)	A vibrant cultural life	Current impacts on creative practice (cultural, social and economic)
62 comments (28%) covering the following topics	36 comments (17%) covering the following topics	69 comments (32%) covering the following topics	25 comments (12%) covering the following topics	26 comments (11%) covering the following topics
• Affordable and fit-for-purpose makers' spaces, artists' studios and exhibition spaces • Pop ups in commercial spaces • Performance and rehearsal spaces • Education and development spaces	• Public art and architectural competitions • Artist residencies and Art Prizes • Street art • Music and performance • Literature and writing • Makers markets	• Creative hubs - online platforms and places to connect and gather • Creative sector directory / map • Marketing and promotion • Networking and business opportunities	• Make room for Aboriginal creative expression • Broaden the definition of creativity • Inclusive community art projects • Festivals and events • Exhibitions / installations • MAG&M • Guerrilla art projects	• Grant programs • Partnerships with local. state and federal governments • Advocacy • Professional development

Figure 5
How could creativity become more inclusive on the Northern Beaches?

Creative places and spaces	Creative opportunities	Connection (collaboration and engagement)	A vibrant cultural life	Current impacts on creative practice (cultural, social and economic)
31 comments (17%) covering the following topics	39 comments (21%) covering the following topics	34 comments (19%) covering the following topics	56 comments (31%) covering the following topics	22 comments (12%) covering the following topics
• Affordable and accessible makers' spaces, artists' studios and exhibition and performance spaces • Pop ups in commercial and public spaces • Accessible 'event ready' outdoor spaces • Update cultural and creative facilities and resources • Better planning and design	• Public art • Collaborative community participation • Live music • Writing and poetry • Art trails, prizes and markets	• Creative hubs • Creative sector directory / map • Marketing and promotion • Education and development partnerships and collaborations • Networking and partnership opportunities	• Make room for Aboriginal creative expression • Broaden the definition of diversity in creative practice • Support projects that promote connection with more diverse groups and practitioners • Affordable and accessible festivals and events • Exhibitions / installations • Multicultural, multi-disciplinary and multi-generational events • Already inclusive	• Funded residencies and grant programs • Advocate for the creative community • Subsidised creative programming for community

Figure 6
Select comments, grouped by theme, from Stage 1 Survey respondents

Current impacts on creative practice

"I've changed what I do. 'Pivoted' completely"

"Investing in the creative sector during this time will support the local economy, as most creatives, collaborate with other local skills"

Connection

"Networking opportunities would be great. I have struggled to connect with local creatives"

"Connections between local businesses and the arts so the creative economy is nurtured and supported"

"A directory of the Northern Beaches creative sector"

Creative spaces and places

"A genuine mix of creative interests in one space... artist studio / photography / meeting room spaces etc. Creative hubs that bring people together"

"Affordable quality rehearsal spaces and more live music venues - performance spaces are very limited and expensive"

Cultural vibrancy

"Make room for more provocative, edgy, political creative expression"

"Reach out widely to all communities for a diversity of creative practitioners"

Creative opportunities

"Link local artists to bigger opportunities"

"Tell our stories and share our work"

"Opportunities for diverse communities to come together around ART"

"Commission innovative and imaginative public art"

Stage 2 - Creative Conversations emergent themes

> *We are more than the surfie lifestyle and beach culture. There is a more sophisticated arts scene here, but the disparate networks would benefit from being coordinated and brought together."*
>
> – Creative conversations participant, Nov 2020

Creative practitioners described the creative sector within the Northern Beaches as strong in foundation, but with a lack of visibility and cohesion. Creative precincts are emerging organically across the region where there is affordable space. Creative hubs in Brookvale and Avalon are attracting like-minded people and organisations to work and create alongside each other, enabling opportunities for collaboration, experimentation and cross-pollination of ideas and artistic practice. However, the nature of the emerging hubs and precincts is generally fragile and requires nurturing and ensuring their ongoing viability. Also expressed was the need for greater diversity of affordable, fit-for-purpose and multi-disciplinary creative spaces.

The arts, culture and creative sectors are predicted to be key drivers in future economic growth. Council, as our conversations revealed, therefore needs to work more closely with local creative industries, business and Greater Sydney to ensure development of an agile and more sustainable sector, alongside greater visibility of our local creatives, more collaborative spaces, mentorship opportunities and long-term commitment to the arts and creativity.

Overall, participants in the community consultations expressed enthusiasm regarding the Cultural Mapping Project – to improve access and awareness of creative opportunities, places, spaces and people in the Northern Beaches.

They said:

- "A creative directory is a great idea as long as it includes... the diversity of activities and offerings in the creative ecosystem to join everyone up in the community."
- "We are more than the surfie lifestyle and beach culture. There is a more sophisticated arts scene here, but the disparate networks would benefit from being coordinated and brought together."
- "Visibility allows collaboration to occur."

Figure 7
Other comments from the Stage 2 Creative Conversations, grouped by theme, echoed similar sentiments expressed during the Stage 1 Survey engagement:

Connection

[in the Northern Beaches] "a hidden network exists – we need to make it visible... and provide the eco-system where that network is naturally generated."

"A creative directory is a great idea as long as it includes... the diversity of activities and offerings in the creative ecosystem to join everyone up in the community."

"Make outreach to other parts of Greater Sydney a normal part of engagement."

"We need a coordinated artists' trail / open studios and exhibitions event."

"The existing [creative] network is strong – but the lack of visibility of the sector to the wider community has never improved. We must also look beyond what is here because there is a lot lacking – make outreach to other parts of Greater Sydney a normal part of engagement - higher visibility in a larger pool garners other opportunities."

"We are more than the surfie lifestyle and beach culture. There is a more sophisticated arts scene here, but the disparate networks would benefit from being coordinated and brought together."

Creative opportunities

"Tell stories and experiences of the local area by everyone and more diverse groups."

"Make community cultural organisations more visible so that they can be partnered with."

"We live here because of nature, but we currently go elsewhere for our culture. What can we do to stop our community from going away for their cultural experiences?"

"Encourage collaborations between different artforms."

"Make the professional creative sector more visible to the community through mentoring emerging creatives."

"Facilitate and support creative short-term pop-up opportunities in empty or unused spaces."

"Make all art practices (eg. music, writing, poetry and visual and performing arts) more visible."

"Mentorship and professional development are key to building a vibrant creative community."

Current impacts on creative practice

"My writer's Group has no physical space to meet and gather."

"We need Council to support our network and provide us with opportunities to help find other local creatives."

"Financial support through funding and grants is essential. Council can provide in-kind support through promotion, free venue hire and removing red tape to use Council facilities."

"There is a huge and ongoing impact on the world of literature – launch events cancelled, which affects sales, promotion and has delayed the publication schedule which means no income for many months ahead. The effects are cumulative – long term impacts. grant program funding is essential from Council. Therefore, we need to increase the visibility of local creatives."

Creative spaces and places

'Short term pop ups in empty spaces – reference to Renew Newcastle.'

'Affordable, accessible multipurpose spaces."

"The expense of living and working is significant - it's a hurdle."

"Provide facilities and you will find artists who come to use them."

"Collective workshops are needed – innovation follows collaboration."

Rehearsal and performance spaces are just not available. Ensembles and larger musical groups can't use community halls because they have very specific needs it's a constant compromise for both the musicians and the audiences.

"Available spaces are not currently properly equipped so invest in fit for purpose facilities."

Cultural vibrancy

"Our local indigenous communities and young people are bursting to tell their stories."

"Connect with what's happening in the city – this is essential for creating vibrancy and energy."

"Integrate diverse cultural practices across Council creative facilities to give opportunities and raise visibility of the creative community. Eg Local authors books for sale at the Creative Space."

"Make the professional creative sector more visible to the community. Eg. mentoring emerging creatives; this will bring people to the beaches."

"Be a part of larger events that are multicultural and happening elsewhere, eg. A Northern Beaches satellite event"

"There is so much going on already – need to tie it all in and bring it to one place."

"We need innovative programming around diverse and big ideas."

"There needs to be more discussion, awareness of and presentation of indigenous stories and histories."

What's missing

"Link students to the pathway to make the creative journey to adulthood as creative practitioners."

"There are lots of facilities and resources for children but not a lot around for professionals that's what is missing. There's no pathway for children to see how to be an artist post-secondary school."

"Practicing artists can mentor emerging artists."

"Casual childcare support at creative spaces could be an option for practitioners one day a week - like the aquatic centre for people swimming laps."

"Our TAFE has been cut back and dismantled – Council could advocate for that to be reversed so that there is a desirable arts education facility locally to support local teachers and practitioners."

“The existing [creative] network is strong - but the sectors visibility in the wider community has never improved. We must look beyond... and make outreach to other parts of Greater Sydney a normal part of engagement.”

– Creative conversations participant, Nov 2020

What's next

Council understands that thriving arts and creativity in diverse and inclusive communities will keep our cultural ecosystem strong, producing ideas that will allow us to meet challenges now and into the future.

Our engagement has provided us with invaluable input from the local creative sector. We will use the community's feedback to inform:

- the development of interactive, live Culture Map that will be available on Council's website
- the preparation of the Cultural Mapping report that will provide detail on the project and key outcomes.

The feedback we have captured through research and engagement activities have formed an evidence base that helps us to understand the diversity of our local creative and cultural sector, current and ongoing barriers. With this insight and knowledge Council can support the sector to be vibrant, visible, celebrated and self-sustaining.

Our aim for the Northern Beaches is that the area is not only recognised for its coastline, natural environment and active lifestyle, but also for its distinct and vibrant arts sector, unique cultural experiences and creative opportunities.

Appendices

northern beaches council

Northern Beaches Culture Map

Creative community conversations

November 2020

Agenda

1. Welcome
- Acknowledgement of Country
- Introductions and housekeeping

2. Cultural mapping of the Northern Beaches
- Arts and Creativity Strategy
- Cultural mapping framework
- Creative Northern Beaches Survey

3. Key themes to emerge from the Survey
- Connection
- Current impacts on creative practice
- Creative opportunities
- Creative spaces and places
- Cultural vibrancy

4. Next steps

Acknowledgement of Country

We acknowledge the traditional owners of this land and elders past and present. We recognise Aboriginal people as the original custodians of the Northern Beaches. Aboriginal culture is integral to our understanding of belonging, community and care of the land.

Introductions

About you:

- Name
- Creative practice

* To help us capture your feedback for the cultural mapping project we will be recording the audio component of today's meeting. All comments will be recorded as anonymous.

Cultural mapping of the Northern Beaches

Why are we doing it?

- To establish a deeper understanding of our local cultural resources to identify opportunities, gaps, barriers and needs
- Create an evidence-base to inform future planning, decision-making and programming to build capacity and sustainability across the cultural and creative sector
- Measure the economic and social impact of our local cultural and creative industries
- Establish and assess the complexities of the local creative eco-system and understand the communities within it

Arts and Creativity Strategy

Connected through Creativity 2029 sets out Council's commitment to growing a vibrant creative culture authentic to the Northern Beaches.

To achieve Outcome 1 - Inspiring Places & Spaces. We will:

1. Infuse public places with creativity
2. Make room for creative expression
3. Celebrate cultural heritage

To achieve Outcome 2 - Innovative & Creative Industries. We will:

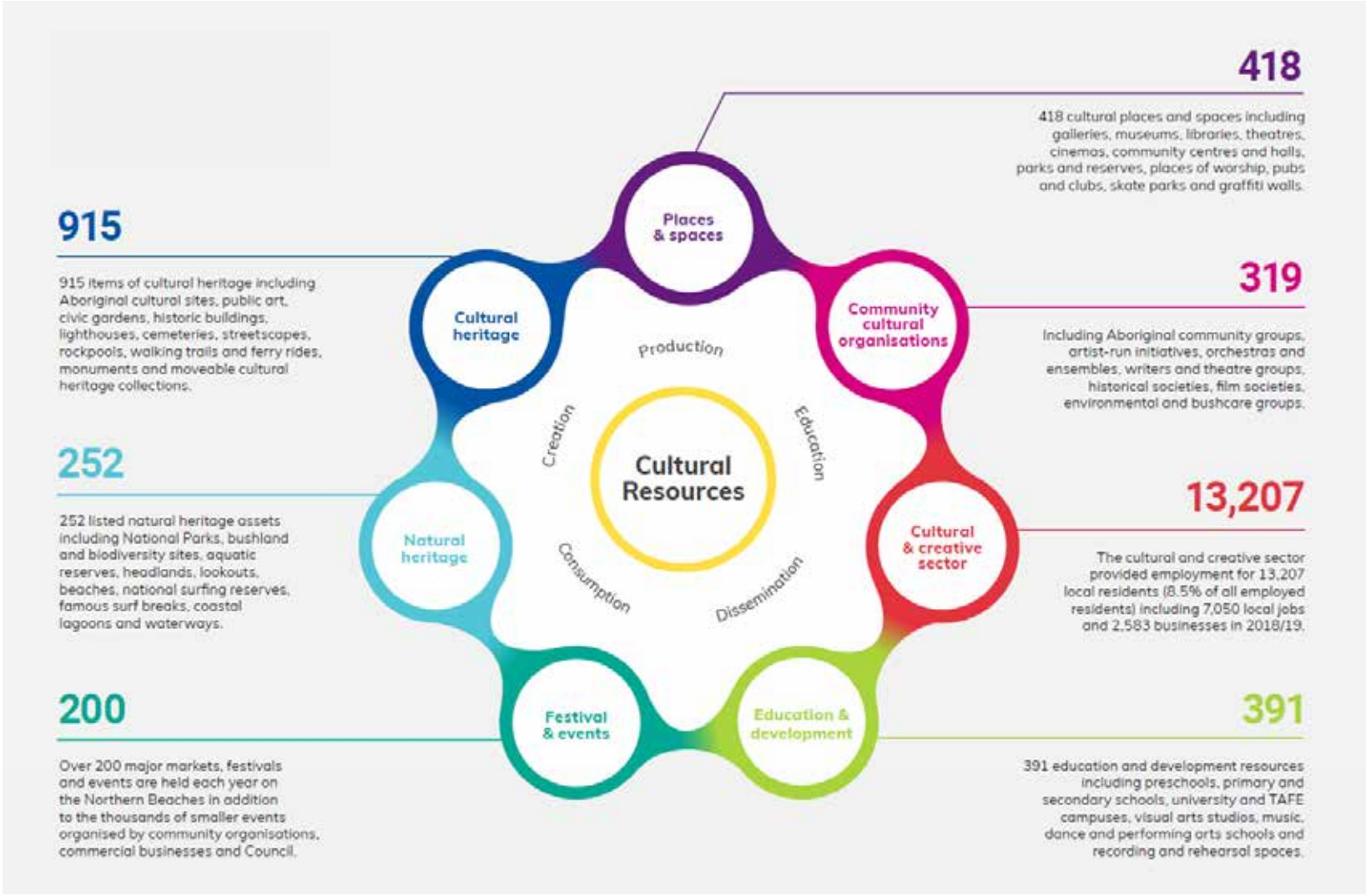
4. Enable creative sector vitality
5. Collaborate to innovate
6. Grow thriving arts hubs

To achieve Outcome 3 - Engaged Community. We will:

7. Share local stories
8. Listen to and support Aboriginal communities
9. Make creativity inclusive

Vision
Our community is enriched through the arts and connected through creativity

Northern Beaches Cultural Mapping Framework



Creative Northern Beaches Survey

A **snapshot** of our local creative sector pre and post COVID

632 responses

53% are freelancers, independent artists sole traders

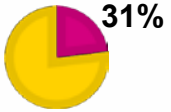
79% live and work locally

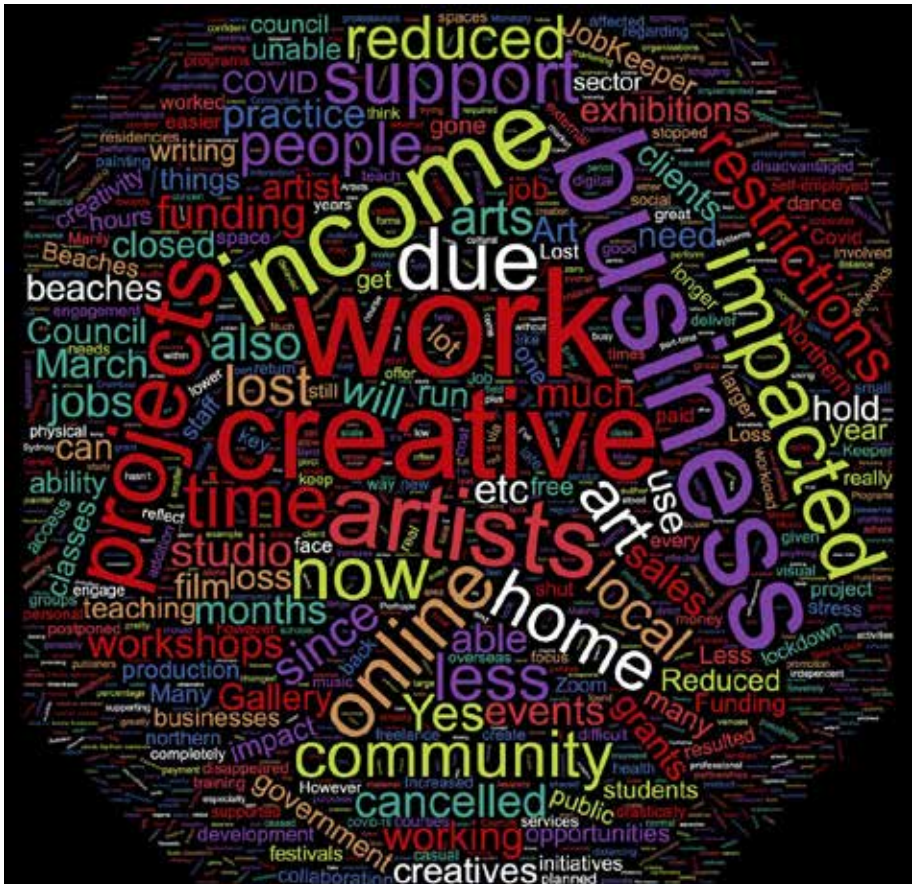
39% reported reduced or lost employment and creative opportunities due to COVID

943 comments

Five key themes

1. Current impacts on creative practice: social, cultural + economic





"Lost contracts, lost screenings, lost income"

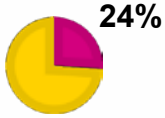
"We have lost many students who did not wish to keep learning by Zoom"

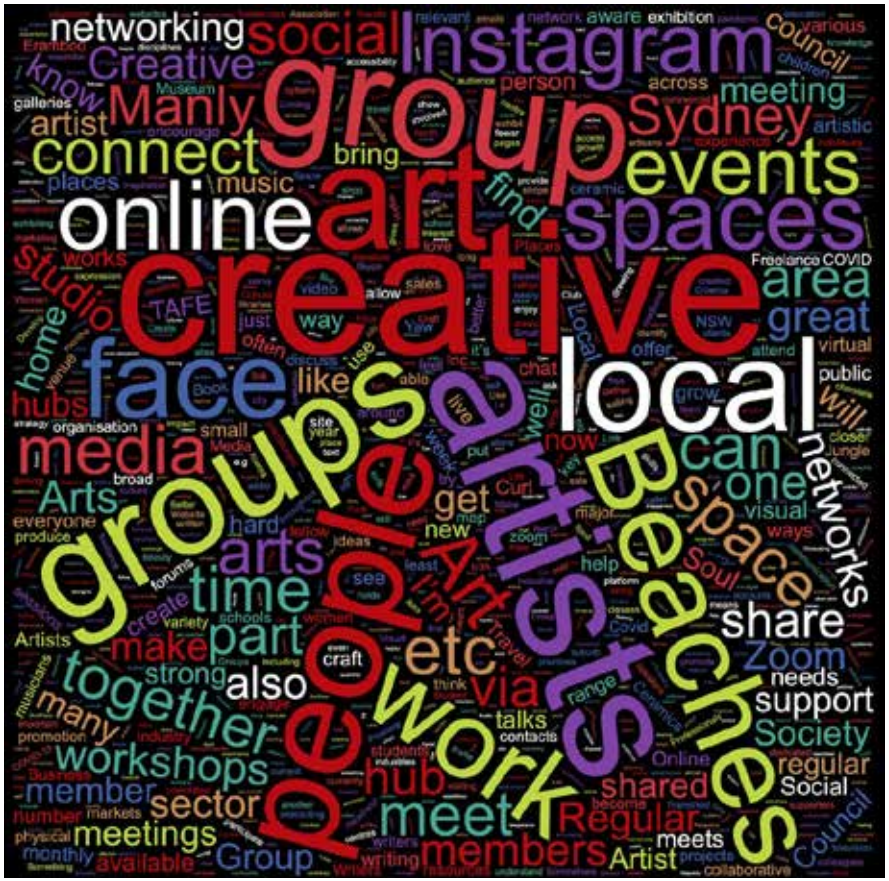
"I've changed what I do. 'Pivoted' completely."

"Investing in the creative sector during this time will support the local economy, as most creatives, collaborate with other local skills"

What do you think?

2. Connection: collaboration, networking and engagement





“Networking opportunities would be great I have struggled to connect with local creatives”

“Connections between local businesses and the arts so the creative economy is nurtured and supported”

“Online platforms - to connect and engage creatively with everyone”

“A directory of the Northern Beaches creative sector”

What do you think?

3. Creative spaces and places: affordable, accessible, fit-for-purpose

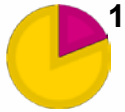
"A genuine mix of creative interests in one space... artist studio / photography / meeting room spaces etc. Creative hubs that bring people together"

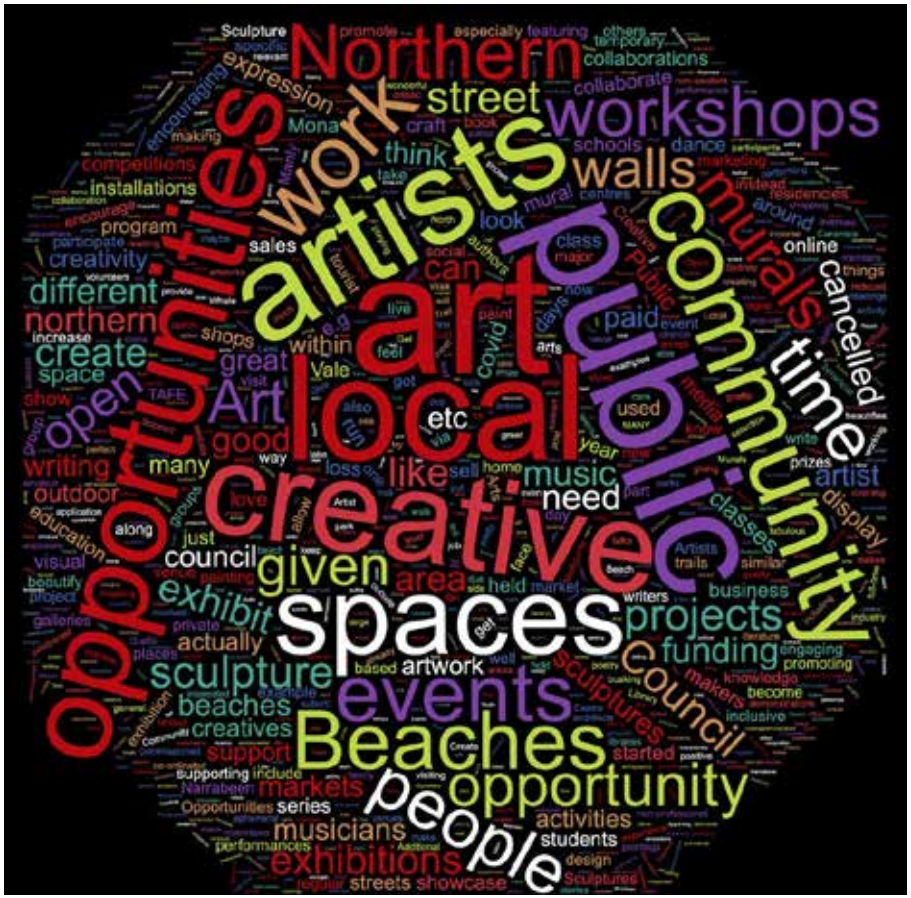
"Affordable quality rehearsal spaces and more live music venues - performance spaces are very limited and expensive"

"We need affordable creative spaces with super-fast internet, a podcast studio, a video studio to support teachers and students"

What do you think?

4. Creative opportunities: access, participation + innovation





“Link local artists to bigger opportunities”

“Opportunities for diverse communities to come together around ART”

“Commission innovative and imaginative public art”

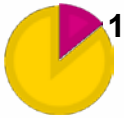
“Funding and opportunities to tell our stories and share our work”

“More makers markets and a proper art prize”

“Creative pop ups in empty shops”

What do you think?

5. Cultural vibrancy: diversity, inclusivity and authenticity



"Make room for more provocative, edgy, political creative expression"

"Reach out widely to all communities for a diversity of creative practitioners"

"Artist-run collectives support local culture and creativity"

"More pop-up concerts and live music, outdoor cinemas and film festivals"

"My Aboriginal groups are supportive, we share culture, learn, teach cultural practice and share skills"

What do you think?

Next Steps

Timeline

Apr 2020: Cultural resources framework
Develop a framework to map the categories of cultural resources

May - Aug 2020: Cultural database
Collect and review existing data including economic cultural data, organisations and businesses, community cultural organisations, places and spaces, local artists and creatives

Aug - Sep 2020: Creative Northern Beaches Survey
Survey the local creative sector to complete the cultural database and understand impacts of COVID19

Nov 2020 - Feb 2021: Northern Beaches Culture Map Report
Finalise the Northern Beaches Culture Map report identifying key themes and recommendations for Council

Mar 2021: Public Exhibition
Draft Northern Beaches Culture Map endorsed for, and placed on, public exhibition.

May 2021: Northern Beaches Culture Map endorsed by Council
A resource for evidence-based planning, programming and future decision-making.

northern beaches council

Thanks for being part of the conversation

Attachment 2

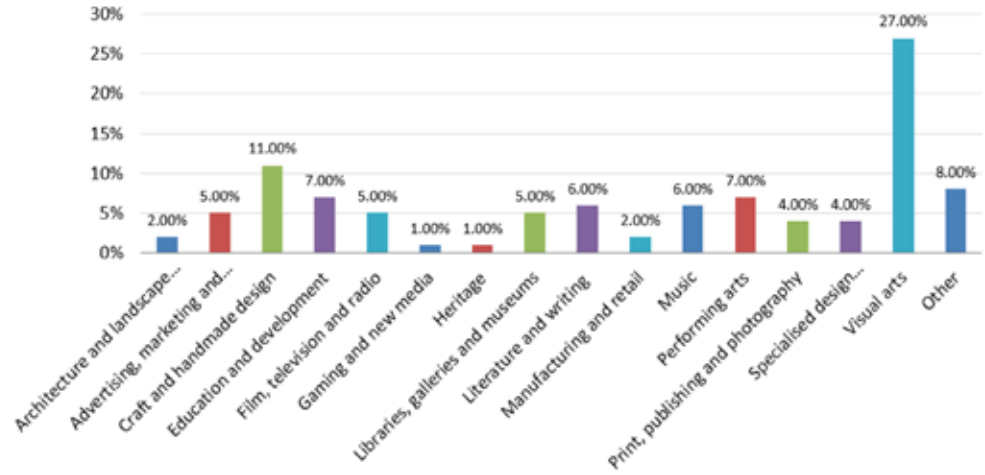
Creative Northern Beaches Survey Response Data

November 2020

northern beaches council

Working in the creative sector (pre and post COVID-19)

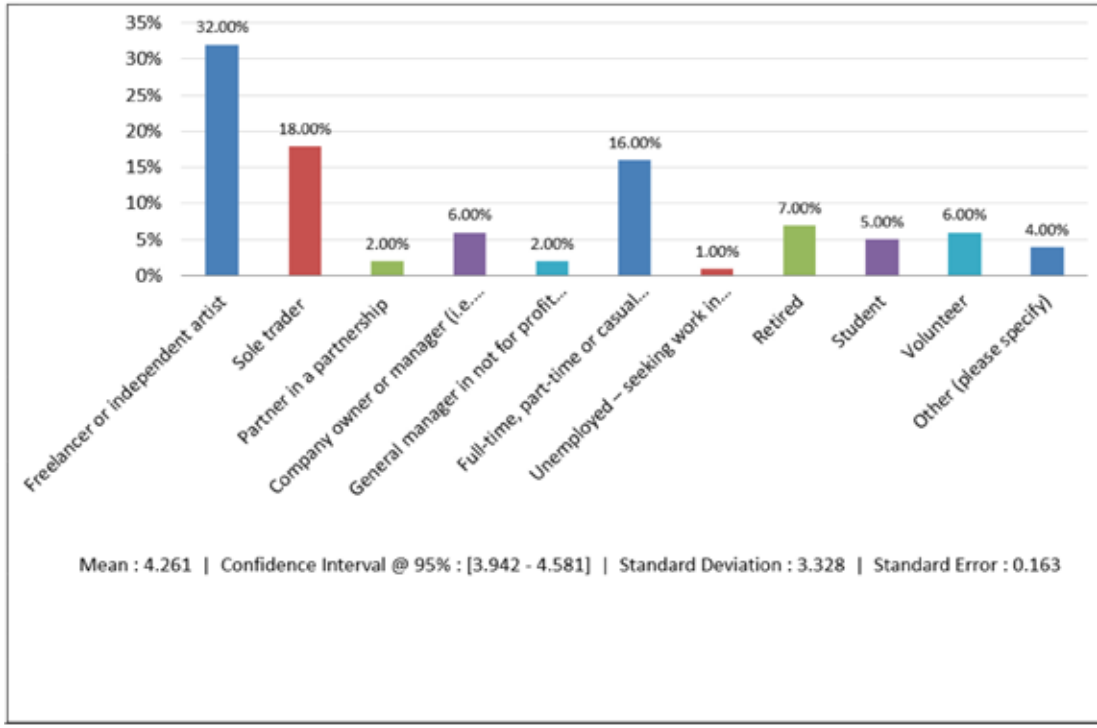
Q2: What type of work do you do in the creative sector? (Q2: 16 options *N=516*)



Mean : 10.116 | Confidence Interval @ 95% : [9.686 - 10.546] | Standard Deviation : 4.981 | Standard Error : 0.219

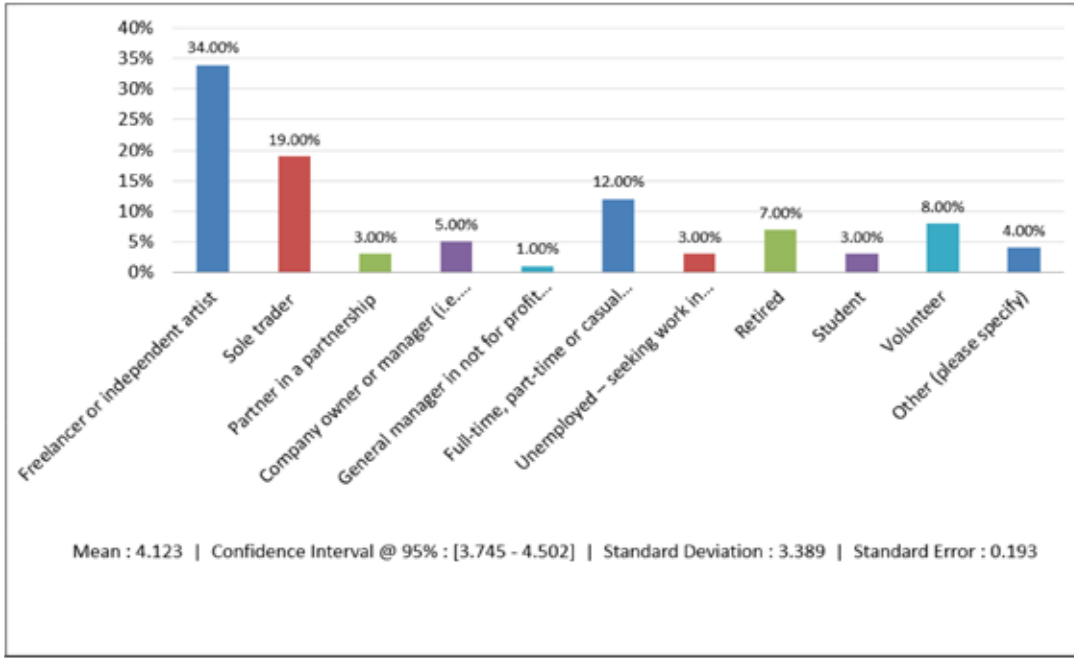
Answer	Count
Architecture and landscape architecture	9
Advertising, marketing and communications	24
Craft and handmade design	55
Education and development	36
Film, television and radio	27
Gaming and new media	3
Heritage	7
Libraries, galleries and museums	27
Literature and writing	29
Manufacturing and retail	9
Music	33
Performing arts	37
Print, publishing and photography	21
Specialised design (fashion/textile/graphic/industrial/interior)	21
Visual arts	**137**
Other	41
Total	**516**

Q3. Before March 2020 how were you involved in the creative sector? (Q3: 11 options *N=417*)



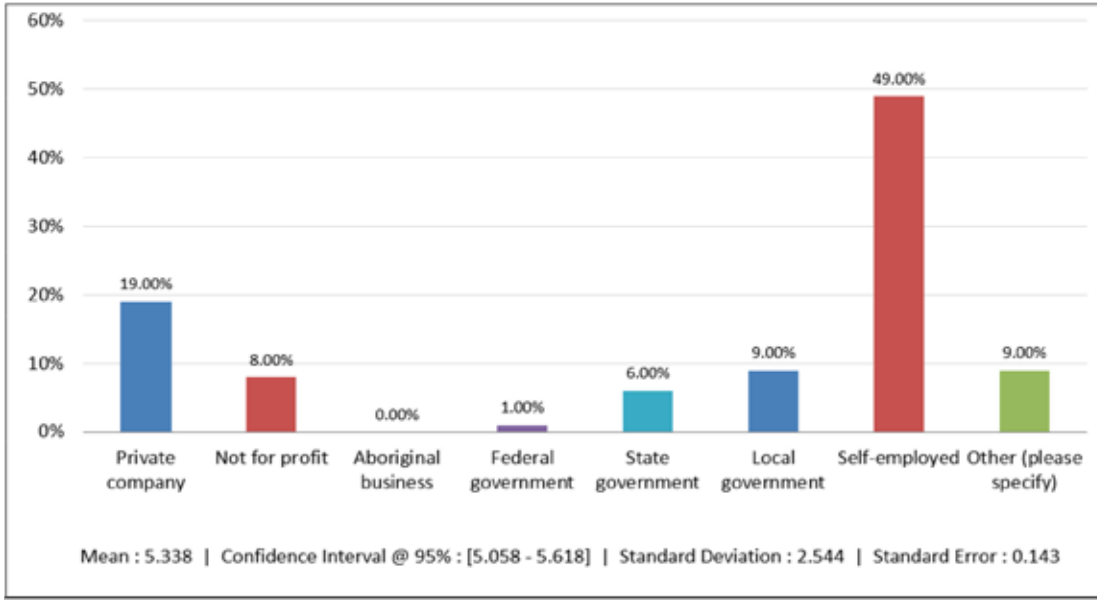
Answer	Count
Freelancer or independent artist	**133**
Sole trader	76
Partner in a partnership	7
Company owner or manager (i.e. CEO, General Manager, Executive Director, etc)	24
General manager in not for profit organisation (i.e. CEO, General Manager, Executive Director, etc)	9
Full-time, part-time or casual employee in an organisation or company	66
Unemployed – seeking work in creative industries	6
Retired	31
Student	22
Volunteer	27
Other (please specify)	16
Total	**417**

Q4. How are you involved in the creative sector now? (Q4: 11 options *N=308*)



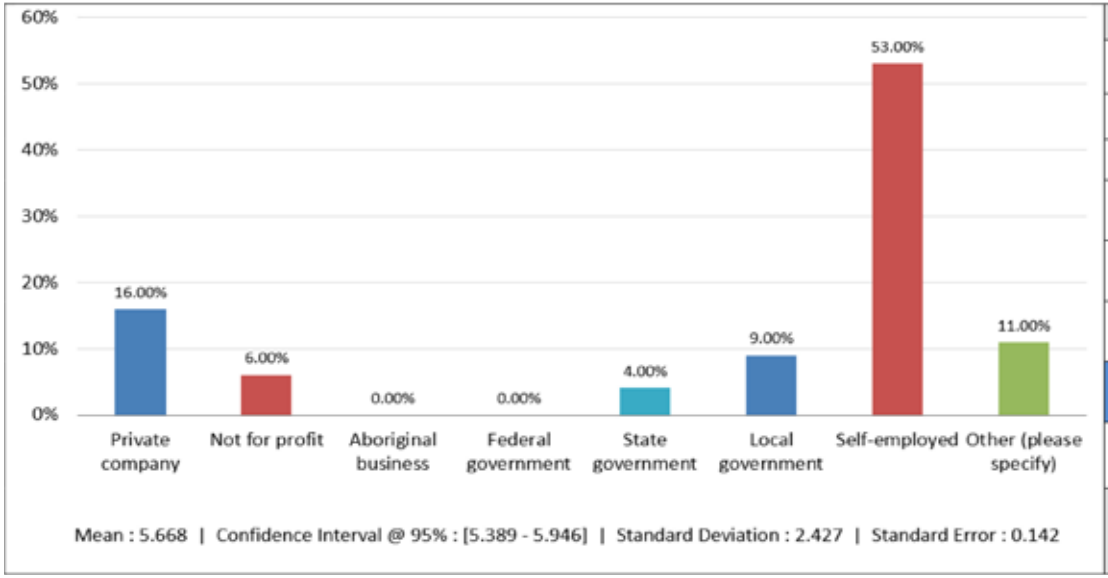
Answer	Count
Freelancer or independent artist	**104**
Sole trader	60
Partner in a partnership	10
Company owner or manager (i.e. CEO, General Manager, Executive Director, etc)	15
General manager in not for profit organisation (i.e. CEO, General Manager, Executive Director, etc)	3
Full-time, part-time or casual employee in an organisation or company	38
Unemployed – seeking work in creative industries	8
Retired	23
Student	9
Volunteer	26
Other (please specify)	12
Total	**308**

Q5. Before March 2020, who were you employed by? (Q5: 8 options *N=317*)



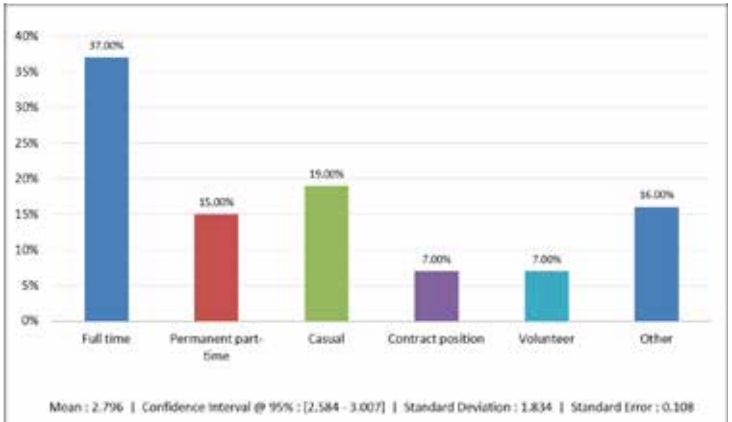
Answer	Count
Private company	59
Not for profit	25
Aboriginal business	1
Federal government	3
State government	18
Local government	28
Self-employed	**154**
Other	29
Total	**317**

Q6: Who are you employed by now? (Q6: 8 options *N=292*)



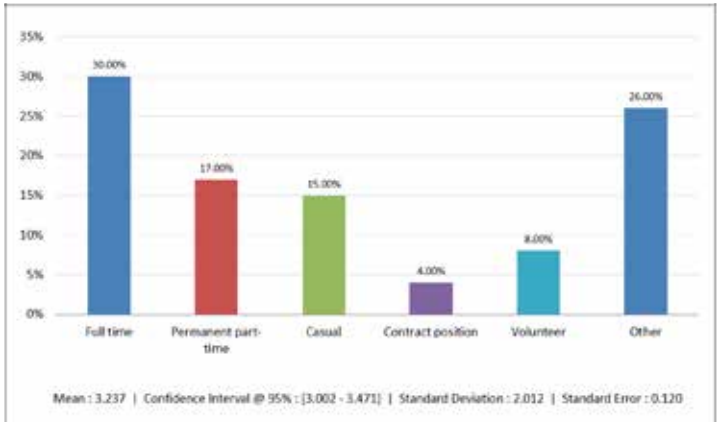
Answer	Count
Private company	47
Not for profit	17
Aboriginal business	0
Federal government	1
State government	12
Local government	27
Self-employed	**156**
Other	32
Total	**292**

Q7. How were you employed before March 2020? (Q7: 6 options *N=289*)



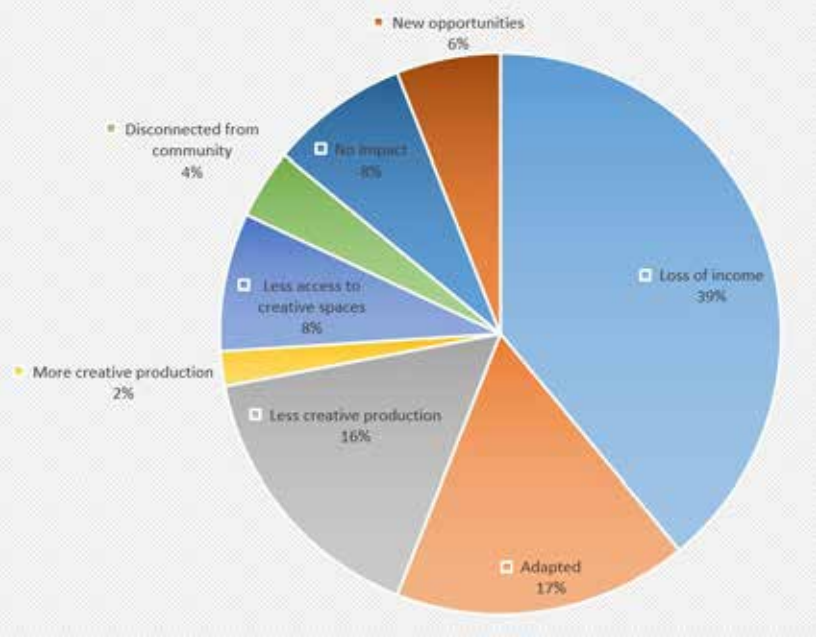
Prior to March 2020	
Answer	**Count**
Full-time	106
Permanent part-time	44
Casual	54
Contract position	19
Volunteer	20
Other	46
Total	**289**

Q8. How are you employed now? (Q8: 6 options *N=283*)



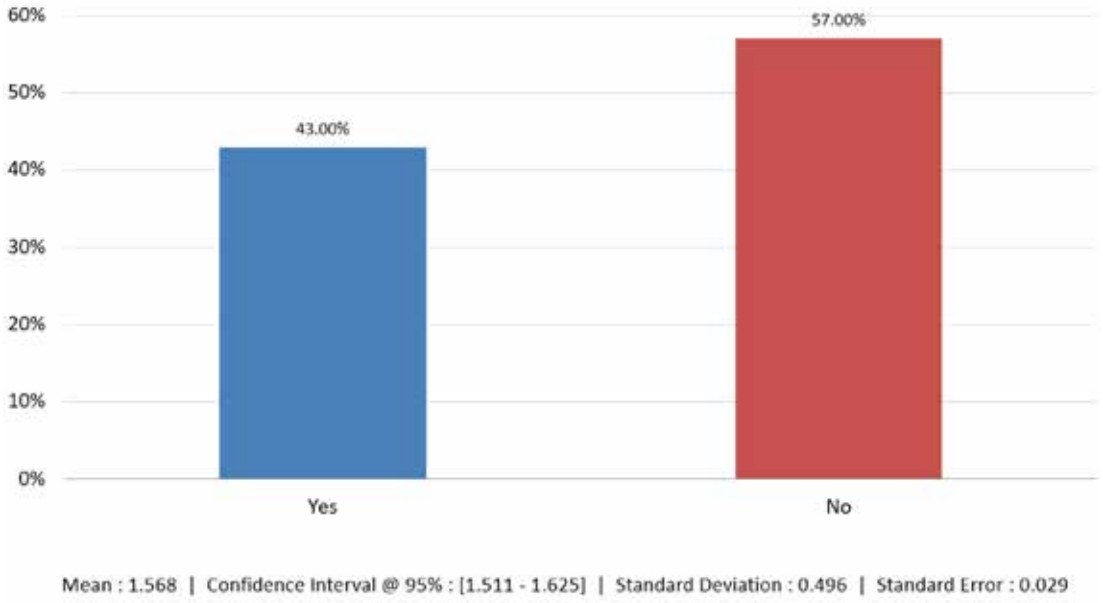
September 2020	
Answer	**Count**
Full-time	84
Permanent part-time	47
Casual	42
Contract position	12
Volunteer	24
Other	74
Total	**283**

Q9. How has the COVID-19 pandemic impacted your creative business or practice? (Q9: open-ended *N=236*)

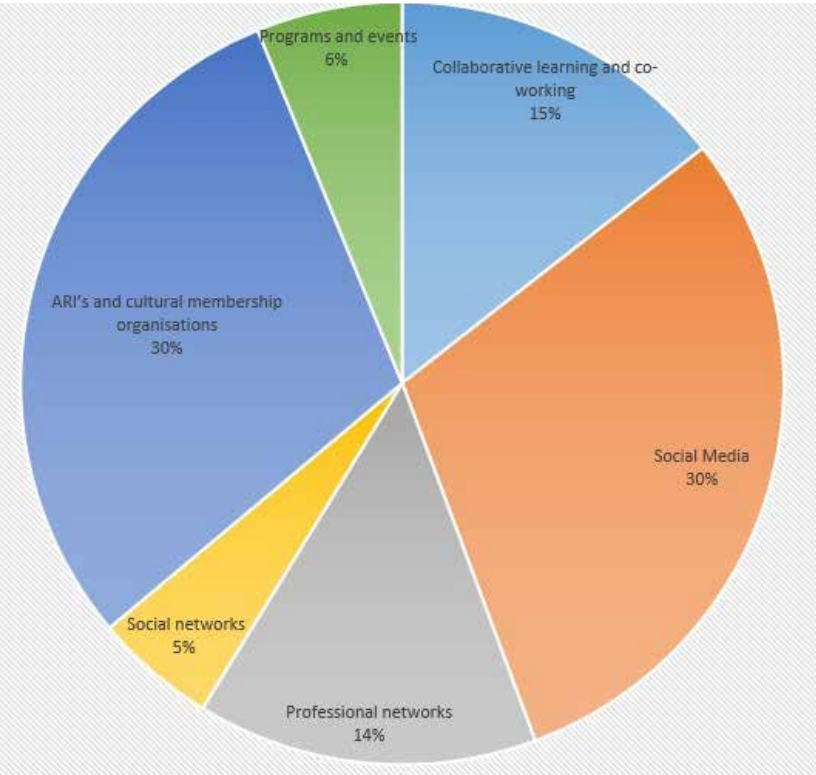


- **90** respondents reported reduced or lost employment and opportunities, with between 50-90% loss of income
- **40** respondents have continued to operate their face-to-face creative business or engage in their artistic practice by adopting COVID safe practices or moving their creative business and/or practice online
- **37** respondents have less time for creative activities due to an increase in other responsibilities and the impact stress and anxiety have had on their creative practice
- **4** respondents have found more time for creative expression with less commuting and fewer distractions
- **20** respondents have experienced restricted access to their studio, practice, performance and exhibition and teaching spaces
- **10** respondents reported being disconnected from their audiences, colleagues, clients and customers
- **20** respondents reported no change to their creative business and no impact on their artistic practice
- **15** respondents have found new creative and commercial opportunities during COVID-19 through pop-up exhibitions/shops/markets and/or changing their business model

Q10. Do you have face-to-face or digital creative networks (such as an industry based social media group) that you connect with regularly on the Northern Beaches? (Q10: 2 options *N=287*)

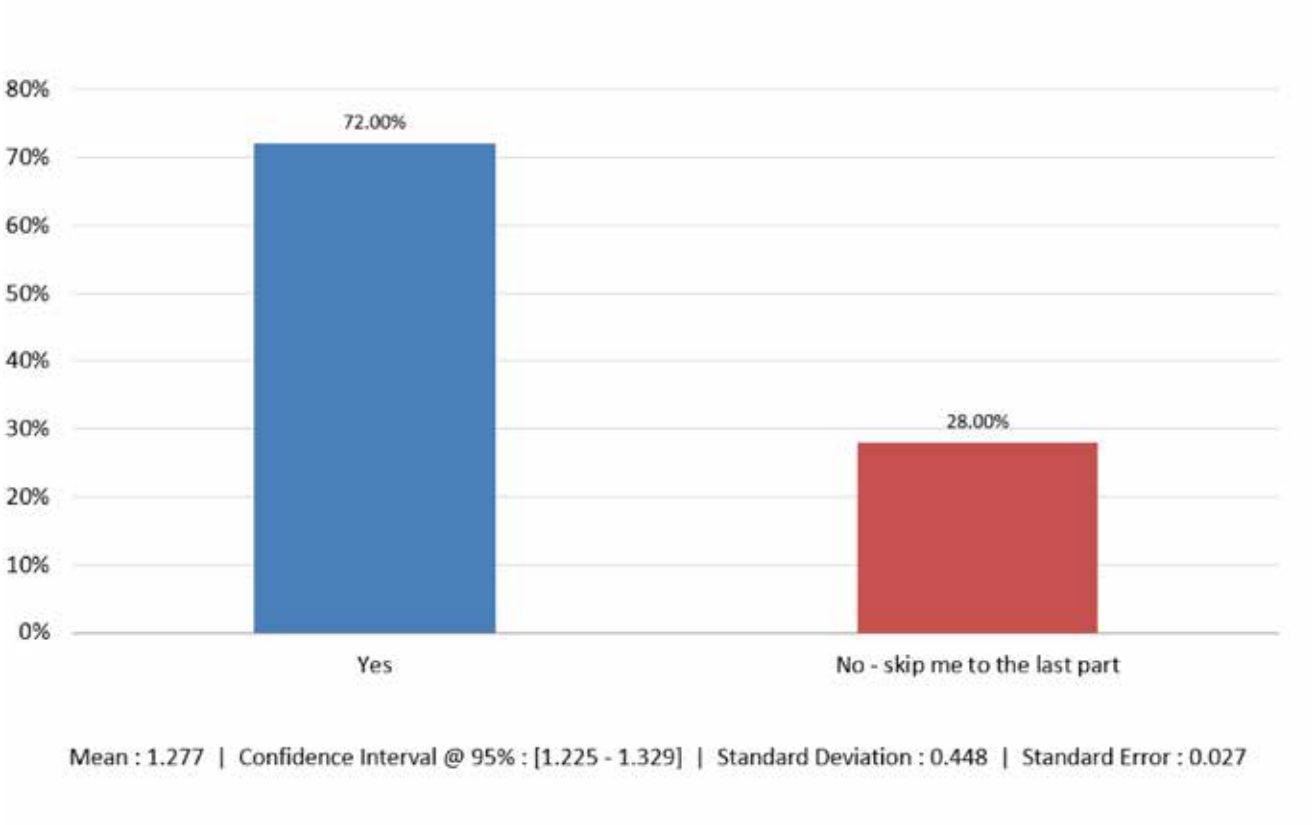


Q11. Tell us about the creative networks that you connect with regularly on the Northern Beaches? (Q11: open-ended *N=114*)



- **31** respondents use creative sector social media channels including Instagram, Facebook, LinkedIn and cultural organisations' e-newsletters as their creative networks
- **33** respondents stay connected with other creatives through membership organisations and ARI's such as Eramboo, Yaw WaY, Sydney Road Gallery, Art and Soul, La Crème, Northern Beaches Writers Groups amongst others
- **16** respondents use art classes and workshops to network (both face-to-face and online) including classes at Avalon Rec Centre, Tramshed Potters, Sydney Art Space and TAFE Ceramics Brookvale amongst others
- **21** respondents use local creative sector business and freelance networks
- **7** respondents use organised events and openings to stay connected with other creatives at places such as MAG&M and Creative Space
- **6** respondents use informal social networks to stay connected with their creative community

Q12. Would you like to answer a few extra questions about how we can grow a more sustainable and resilient creative community authentic to the Northern Beaches? (Q12: 2 options *N=285*)



Q13. What do you think are some key collaboration and innovation opportunities to support creative sector vitality?
(Q13: open-ended *N=156*)

Creative places and spaces 28%	Creative opportunities 17%	Connection (collaboration and engagement) 32%	A vibrant cultural life 12%	Current impacts on creative practice (cultural, social and economic) 11%
62 comments	36 comments	69 comments	25 comments	26 comments
• Affordable and fit-for-purpose makers' spaces, artists' studios and exhibition spaces (33) • Pop ups in commercial spaces (8) • Performance and rehearsal spaces (10) • Education and development spaces (11)	• Public art and architectural competitions (11) • Artist residencies and Art Prizes (3) • Street art (4) • Music and performance (11) • Literature and writing (4) • Makers markets (3)	• Creative hubs - online platforms and places to connect and gather (28) • Creative sector directory / map (8) • Marketing and promotion (8) • Networking and business opportunities (25)	• Make room for Aboriginal creative expression (4) • Broaden the definition of creativity (3) • Inclusive community art projects (5) • Festivals and events (6) • Exhibitions / installations (3) • MAG&M (3) • Guerrilla art projects (1)	• Grant programs (12) • Partnerships with Local. State and Federal government (5) • Advocacy (3) • Professional development (6)

Q14. How do you think public spaces could be used to allow for more creative expression? (Q14: open-ended N=146)

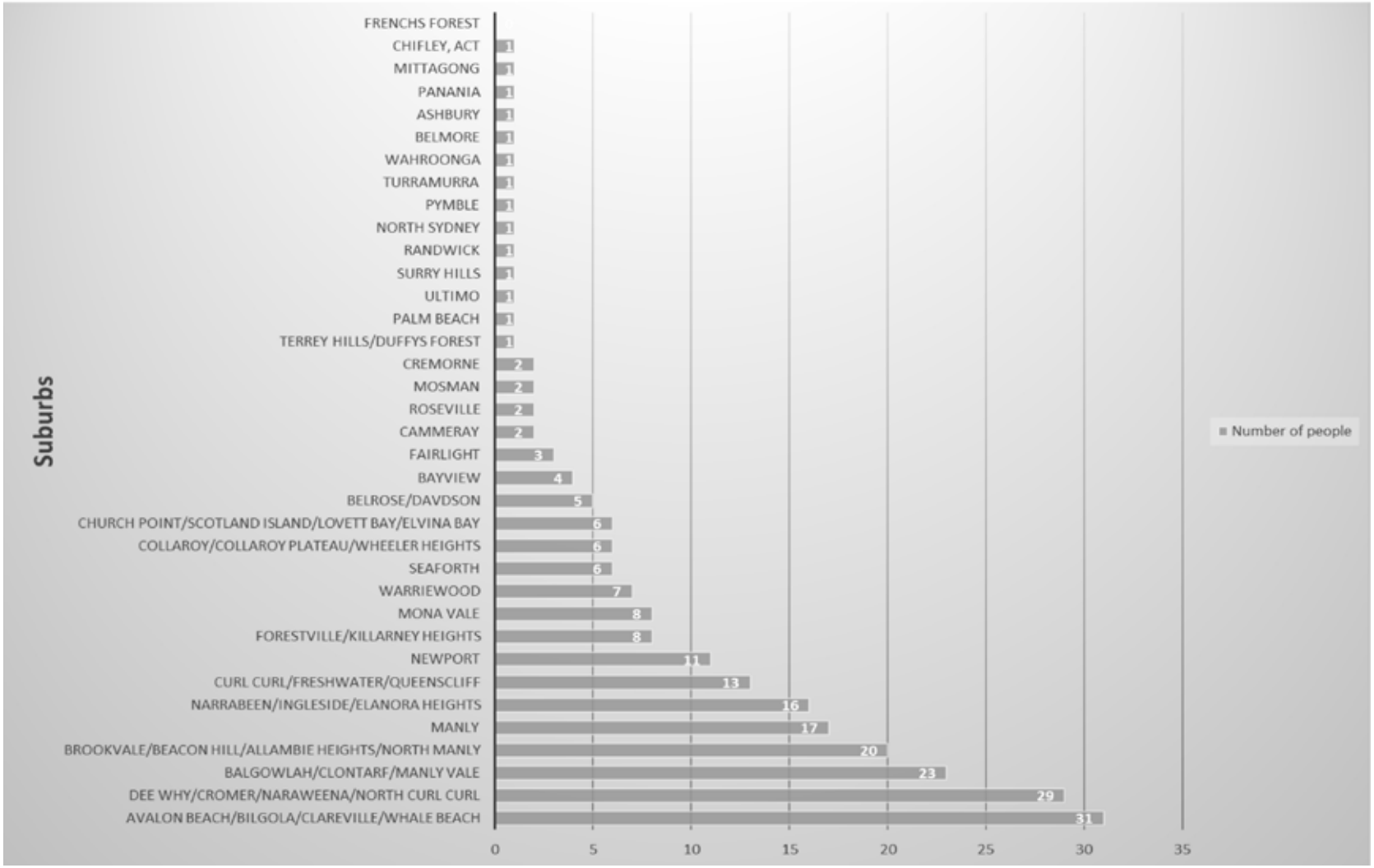
Creative places and spaces 32%	Creative opportunities 32%	Connection (collaboration and engagement) 3%	A vibrant cultural life 26%	Current impacts on creative practice (cultural, social and economic) 7%
62 comments	62 comments	5 comments	50 comments	14 comments
• Affordable and accessible makers' spaces, artists' studios and exhibition and performance spaces (12) • Pop ups in commercial and public spaces (8) • Flexible and accessible 'event ready' outdoor spaces (11) • Update creative facilities and resources (9) • Better planning and design (18) • Education and development spaces (4)	• Public art (27) • Collaborative community participation (21) • Street art (14)	• Creative hubs (4) • Networking (1)	• Make room for Aboriginal creative expression (3) • Make diversity more visible through artwork (1) • Support innovative practice and emerging artists (2) • Festivals and events (13) • Exhibitions / installations (10) • Live music & performance (11) • Night-time activations (3) • Markets and pop ups (7)	• Creative business support (remove red tape and reduce fees) (7) • Partnerships with Local. State and Federal government (7)

Q15. How could creativity become more inclusive on the Northern Beaches? (Q15: open-ended *N=135*)

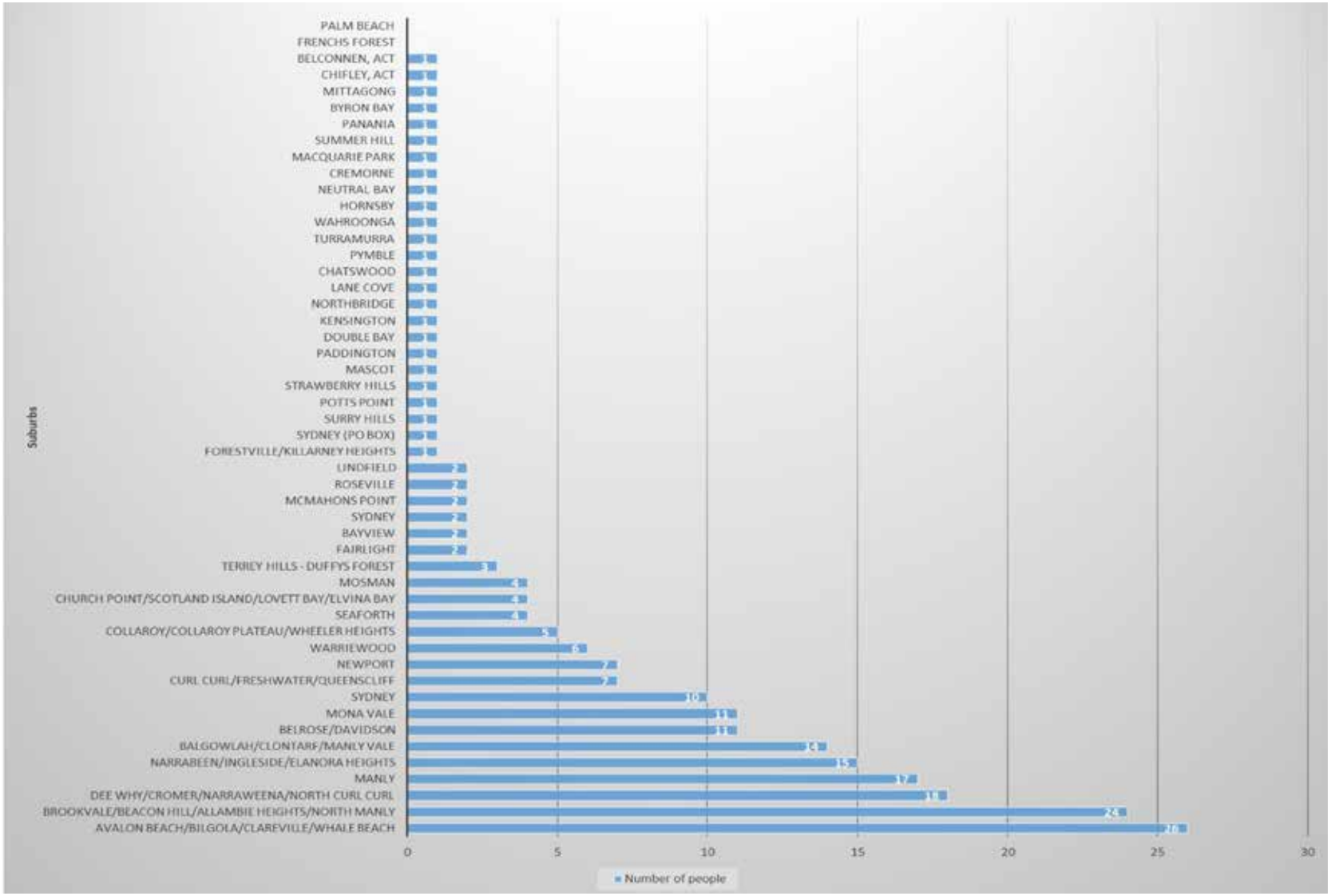
Creative places and spaces 17%	Creative opportunities 21%	Connection: collaboration and engagement 19%	A vibrant cultural life 31%	Current impacts on creative practice: cultural, social and economic 12%
31 comments	39 comments	34 comments	56 comments	22 comments
• Affordable and accessible makers' spaces, artists' studios and exhibition and performance spaces (17) • Pop ups in commercial and public spaces (5) • Accessible 'event ready' outdoor spaces (1) • Update cultural and creative facilities and resources (4) • Better planning and design (4)	• Public art (6) • Collaborative community participation (15) • Live music (6) • Writing and poetry (3) • Art trails, prizes and markets (9)	• Creative hubs (9) • Creative sector directory / map (4) • Marketing and promotion (13) • Education and development partnerships and collaborations (2) • Networking and partnership opportunities (6)	• Make room for Aboriginal creative expression (5) • Broaden the definition of diversity in creative practice (13) • Support projects that promote connection with more diverse groups and practitioners (17) • Affordable and accessible festivals and events (6) • Exhibitions / installations (4) • Multicultural, multi-disciplinary and multi-generational events (6) • Already inclusive (5	• Funded residencies and grant programs (9) • Advocate for the creative community (5) • Subsidised creative programming for community (8)

Section II: Snapshot of our creative community

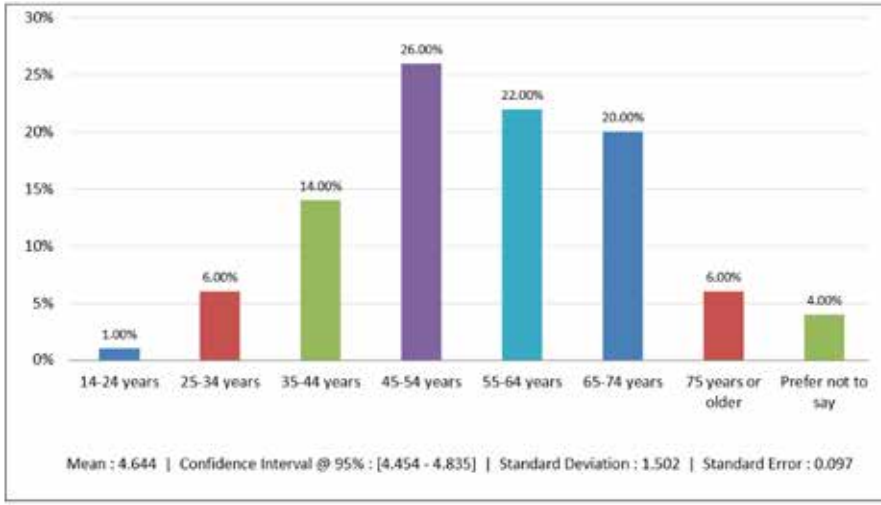
Q17. Where do you live? (Q17: open-ended *N=235*)



Q18. Where do you work? (Q18: open-ended *N=223*)

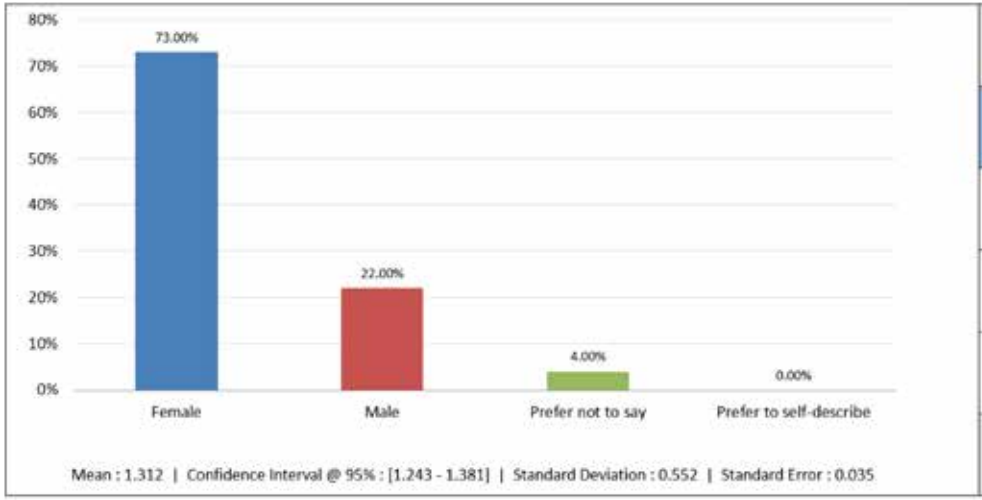


Q19. Age group? (Q19: 8 choices *N=239*)



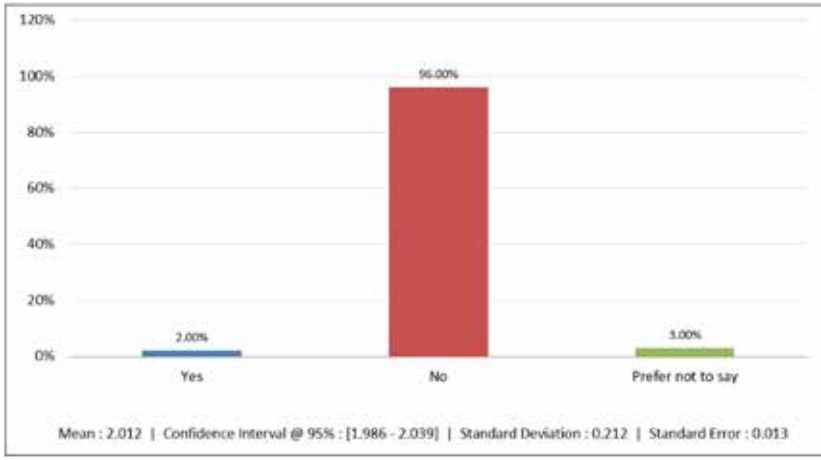
Age Group	Count
14-24 years	3
25-34 years	15
35-44 years	34
45-54 years	**63**
55-64 years	53
65-74 years	48
75 years or older	14
Prefer not to say	9
Total	**239**

Q20. What is your gender? (Q20: 4 choices *N=247*)



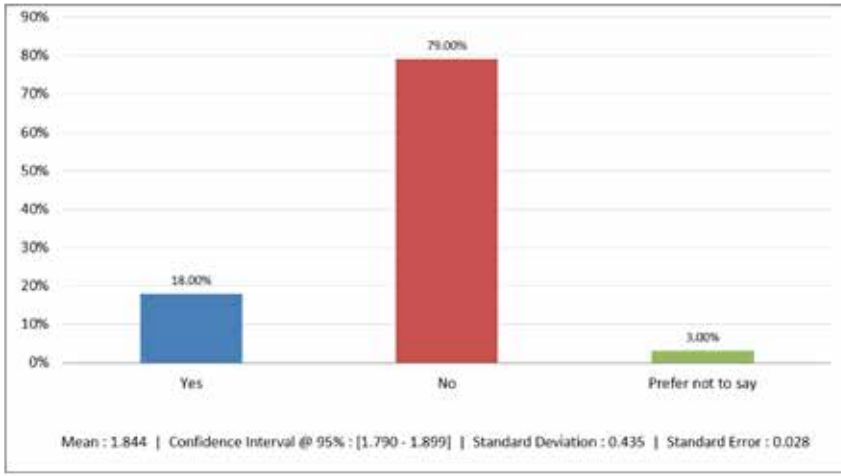
Gender	Count
Female	**181**
Male	55
Prefer not to say	11
Prefer to self-describe	0
Total	**247**

Q21. Are you Aboriginal and/or Torres Strait Islander? (Q21: 3 choices *N=246*)



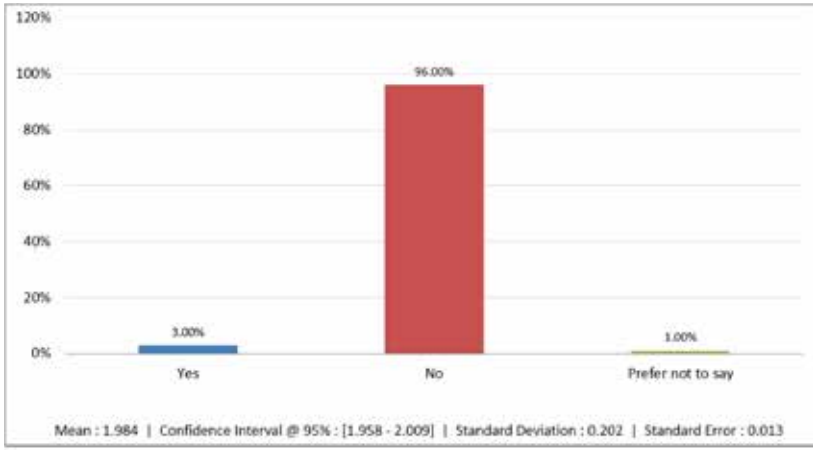
Aboriginal and/or Torres Strait Islander?	Count
Yes	4
No	**235**
Prefer not to say	7
Total	**246**

Q22. Do you mainly speak a language other than English at home? (Q22: 3 choices *N=244*)



Speak a language other than English at home?	Count
Yes	45
No	**192**
Prefer not to say	7
Total	**244**

Q23. Are you a person with a disability? (Q23: 3 choices *N=245*)



Are you a person with a disability?	Count
Yes	7
No	**235**
Prefer not to say	3
Total	**245**

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