

Connected Through Creativity 2029

Northern Beaches Arts and Creativity Strategy



northern
beaches
council

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Message from the Mayor

On the Northern Beaches, we are fortunate to have a passionate and creative community and it's time we highlight the vital role that arts and culture play across our lives. There's no doubt the arts enrich us as individuals and as a community by contributing to our health and wellbeing as well as our broader education and emotional understanding of people and the things around us.



As our community grows and changes, we must make space for arts and creativity and remember to value our artists and their processes.

We live in unprecedented times that will require innovative approaches to meet the challenges ahead - supporting homegrown creativity and opening up conversations about what is possible is a key part of ensuring our community thrives in the future.

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 vibrant arts and creative opportunities and unique cultural experiences.

My thanks to the many community members who have supported and contributed to this Strategy, their input has been invaluable.

I am very much looking forward to seeing what we can create together.

A handwritten signature in black ink that reads "Michael Regan". The signature is fluid and cursive, with a long horizontal line extending to the right from the end of the name.

Michael Regan

Mayor

Aunty Jenny Thompson, Smoking Ceremony Weaving Bridges Project 2019



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.

Summary

Connected through Creativity 2029 sets out Council's commitment to supporting and growing a vibrant creative culture, authentic to the Northern Beaches. The Strategy presents three key outcomes supported by nine strategies to cultivate creativity, identify opportunities for arts and cultural expression and connect our diverse communities.

Figure 1

The Strategies three key outcomes supported by nine strategies

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

The nine strategies each have associated actions. Some of these actions are happening now and some are future commitments.

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.

We recognise that creative communities need creative Councils to understand and support them, and we are committed to exploring new ways of working with the community.

How the Strategy works

The Strategy provides a framework for future planning, provision and investment in arts and culture over the next decade. It has been developed in consideration of broader Government policy such as NSW Arts and Policy Framework (2015), NSW Government Cultural Infrastructure Action Plan (2018), Create NSW Cultural Infrastructure Plan 2025 and NSW Health and the Arts Framework.

Integrating arts and creativity into Council's planning framework

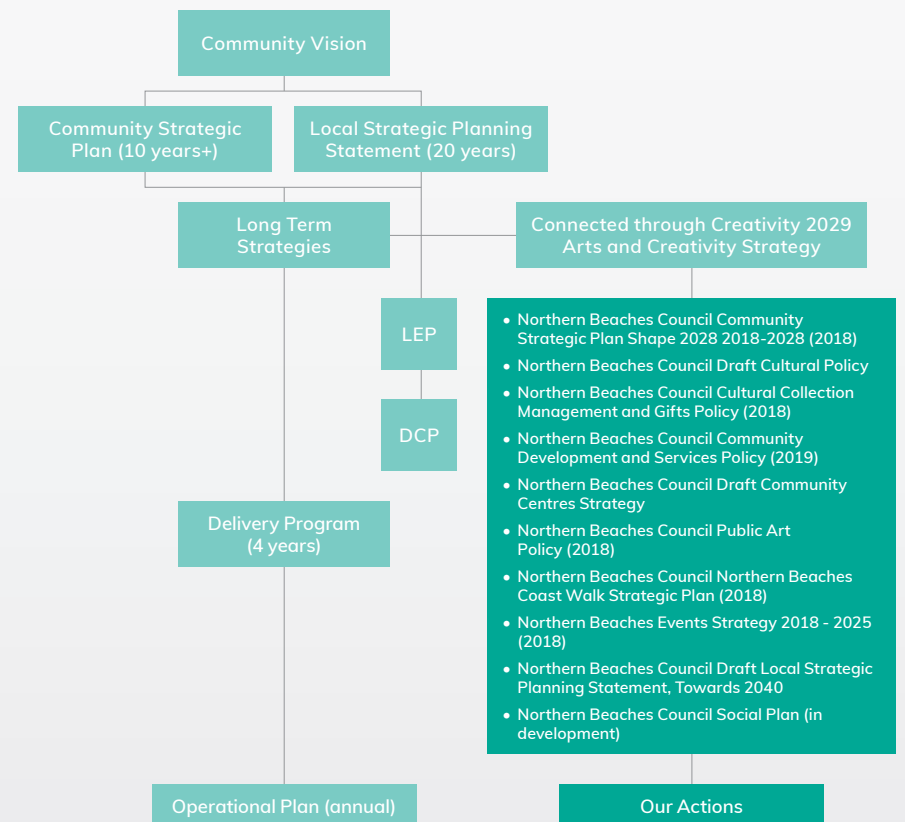
The Strategy will tie in with Council's other programs and strategies to maximise outcomes for the community. The actions in this Strategy are closely aligned to the Community Strategic Plan Shape 2028 that identifies our community's vision for the Northern Beaches and includes high-level cultural outcomes for the area.

Aim

The Strategy is aimed at helping our people and communities increase participation in their chosen creative life while supporting the growth of sustainable creative industries.

Its actions are about maintaining the area as a place where people are free to express their ideas and connect with the community. The Strategy and actions take care to support grassroots and community culture, nurturing excellence and cultural tourism, and valuing different layers of expression as integral to the whole.

Figure 2
Northern Beaches Council - Plan Structure



Emma Kidd, Creative Space resident 2019



“

I like the fact that your aim is to embed the arts into the long-term planning of all areas of Council. Art and creativity not as a stand-alone activity but integral to all areas of planning and action.

- Your Say feedback, 2019 ”

What do we mean by arts and creativity?

Council considers art to be the manifestations of culture encompassing visual and performing arts, crafts, fashion and design, film and screen-based works, literature, digital and new media, and hybrid and new forms of creative thinking and expression. It also includes community arts, exhibitions, museums and galleries, and activations in public space.

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

Arts and creativity

'Arts experiences play an important and growing role in international tourism to Australia. They engage international visitors with the uniqueness, depth and diversity of Australian culture, support local economies and share Australian stories and perspectives with the world'
- International Arts Tourism: Connecting Cultures', Australia Council

There is a wealth of evidence that shows that the arts contribute to making our lives better. The arts both reflect and enhance our culture, connect us together and to something bigger than ourselves, contributing to community cohesion, health and wellbeing, education, the economy, tourism and protection of the natural environment.

Arts and creative expression also connect us to new ideas, spark our imaginations, challenge our attitudes and inspire new ways of thinking. Creativity is the dynamic vitality of all human activity, at the heart of science, business, education and often leisure. Nurturing creativity in children, enabling creative opportunities for young people, and fostering lifelong creative learning ripple through communities and make our futures.

Finding balance and searching for connection is becoming increasingly important to Australians' sense of wellbeing, and the role the arts play is now recognised at a public policy level. The integration of arts into the design and delivery of public health services and messaging, both at federal and state levels, is growing. There is a significant body of evidence that demonstrates how the arts can help build resilience, confidence and communication.

With modern economies increasingly reliant on knowledge and innovation, successful cities are creating the conditions that creatives and knowledge workers seek, such as being distinctive and liveable. Creativity, innovation and the arts drive these conditions and also attract tourism, bringing a flow of economic benefits to business and community in general. We know a broad range of creative and cultural activities encourages a greater diversity of people of all ages to gather in our spaces and places. Music venues, small art galleries, evening classes and sketch-clubs all diversify the night-time economy, encourage people to gather to engage in the local culture and contribute to creating places that are welcoming.

Figure 3

How the Arts impact our lives





Northern Composure, Youth Band Competition

Deeper Dive

Arts and creativity on the Northern Beaches

Our creative community

The Northern Beaches is home to thriving and diverse creative communities across its 254km² of beaches, bushlands, urban and industrial areas and has been a place for cultural practice for tens of thousands of years.

This creativity is embedded in the spirit of place, signalled by its first artists in the area's ancient Aboriginal rock carvings that remind us of a culture of belonging, community and care of the land.

More recently, it has inspired artistic practice along the stunning coastline from Port Jackson to Pittwater from the organic architectural homes around Avalon by Walter Burley Griffin, Alexander Stewart Jolly and Richard Le Plastrier to the iconic Modernist photographs of Manly by Frank Hurley and Max Dupain and paintings of angophora by Archibald Prize winning artist, Arthur Murch. While Peter Rushforth, known as the influential father of Australian ceramics, had his pottery studio overlooking Pittwater.

Artists have been long attracted to this region due to its relative isolation and affordability. Painters Edward Combes and George Penkivil Slade discovered the peninsula in the 1860s and captured the beauty of the landscape for over 20 years. Early twentieth-century artists, Antonio Dattilo-Rubbo, Margaret Preston, Thea Proctor, Will Ashton and Lloyd Rees were instrumental in the establishment of the Manly Art Gallery in 1930.

The area has also been home to writers such as Henry Lawson, who briefly called Manly home at the turn of the twentieth century, as have other writers such as Thomas Keneally, Bruce Beaver, John Flanagan and Liane Moriarty. The high concentration of artists and creatives living here now attests to the peacefulness, unique quality of light and sense of connectedness.

Lifting a ban on day-bathing in 1903, Manly Council laid way for the birth of Australian surf culture that has influenced generations of artists and creatives. After Isabel Letham surfed with Duke Kahanamoku at Freshwater Beach in 1915, her father built a board for her, arguably starting one of the area's oldest continuous creative industries. Over time, beach culture filtered into broader culture and can be heard in the music of artists like Flume and Angus and Julia Stone. Local bands like Lime Cordiale and Ocean Alley cut their teeth through the youth band competition, Northern Exposure, which is still run by Council to this day.

Local music gained international prominence in the seventies and eighties with bands like INXS, with Midnight Oil and their fierce commitment to environmental, social, anti-war and indigenous rights that built audiences in the pubs of the Northern Beaches, going on to influence Australian culture for over 40 years.

With such a rich and layered cultural heritage, remarkable landscape, unique natural spaces, town centres and harmonious community life including aspects of sport, it's no wonder so many tourists and visitors also seek out the Northern Beaches.

Surfboard shaping DJB Surfboards



“ I love what I do, shaping to me is still an art form.

- Daniel Bekis, DJB Surfboards, 2019 ”

Our Northern Beaches community

Like the rest of Sydney, the population of the Northern Beaches is growing. By current trends, its population of over 250,000 will see an extra 39,000 people calling the Northern Beaches home over the next 20 years. Housing, services and social and economic opportunities will grow and adapt to meet the needs of those who live, work and visit here.

Despite the restrictions in transport and competing land-use pressures, the Northern Beaches has a strong and stable economy valued at \$14.85 billion in 2016.

Unemployment is low and our workers are highly professional and well educated, with over half of our residents also working locally.

In 2016, the five largest ancestries in the Northern Beaches Council area were English, Australian, Irish, Scottish and Italian, with emerging British and Chinese communities. Just over 15% of the community speak a language other than English at home, with Italian and Mandarin the most common.

Our population is ageing and young people are increasingly leaving the area. The Census 2016 showed the proportion of elderly people was relatively large compared to other parts of Sydney, while young people aged 18 to 34 years is significantly lower. Over sixteen hundred young people aged 25 to 34 left the Northern Beaches between 2006 and 2016, likely due to the lack of access to education and lack of affordable housing options.

Young people on the Northern Beaches are acutely aware of and engaged in the world around them. With the groundswell of participation in grass-roots events calling for action on climate change, both locally and globally, the time is right to harness this energy and create space and opportunities for young people to express their ideas and creativity, as they seek self-discovery, identity and belonging.

Participation in arts and culture

Our community strongly supports the arts. The majority of community members actively participate in creative or cultural activities and events, with 96% of residents supportive of the arts and Council's continued role in arts and creativity.

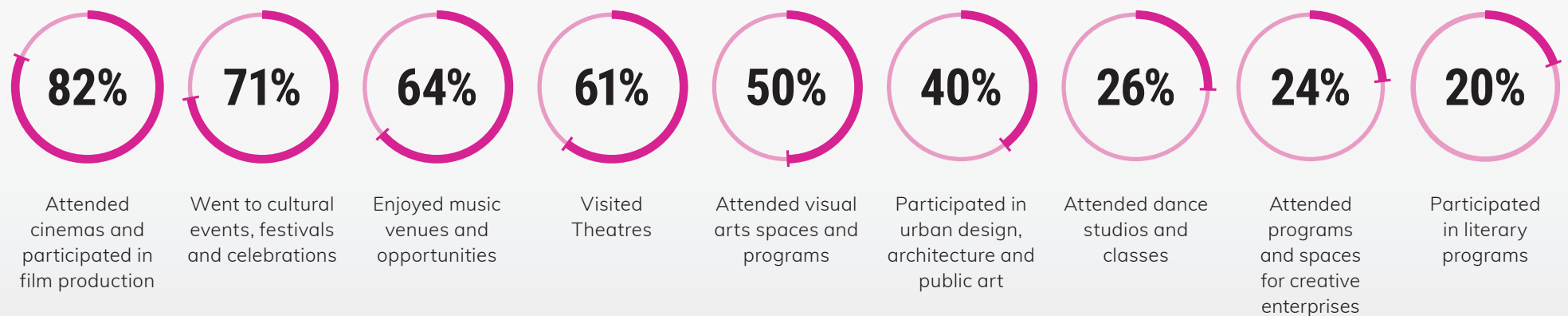
During the last five to 10 years, community interest and participation in the arts has grown on the Northern Beaches. The high level of engagement in the development of the Arts and Creativity Strategy suggests that the arts and creativity are becoming increasingly important in our everyday lives.

Over 15,000 people across the region participate in ensembles, bands and choirs while the Northern Beaches instrumental music festival has 4,000 students and attracts an audience of approximately 10,000 people.

A random telephone survey of over 400 Northern Beaches' residents showed that there was strong interest and high participation in the arts. The top barriers to participation were work and domestic responsibilities, lack of opportunities in a particular type of art, personal choice (e.g. no interest) and lack of information on what is available.

Figure 4

How we got creative over the last 12 months



Our creative sector

Currently, around 8% of our Northern Beaches workforce is employed in cultural or creative occupations.

From the photographic studios in Warriewood to the surfboard shapers in Brookvale, the artist-run initiatives in Seaforth, lapidary and silversmith studios, ceramics groups, glass artists, painters, sculptors, poets, writers, film-makers, screen-printers and musicians, the Northern Beaches is a powerhouse of creative industries.

The evolving and diverse arts and cultural ecology includes artists, creative and cultural workers, volunteers, private and not-for-profit organisations and a plethora of industries, each with their local, regional or international networks, some high-profile while others are emerging and underground. From our community groups, community celebrations and heritage to schools, cafes and beach communities, our local cultural ecology continues to grow.

Creative precincts are emerging organically across the region where there is affordable space. Creative hubs in Brookvale, Seaforth 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 emerging hubs and precincts are generally fragile and require support and nurture to ensure their ongoing viability.

With knowledge and creativity predicted to drive our future economic wellbeing, the arts, culture and creative sector are expected to be a key driver for economic growth in the future. Council needs to work closely with local creative industries, business and government to ensure the development of an agile and sustainable sector, more co-working spaces, start-ups and technology hubs, particularly if our community aspires to be leaders in innovation.

Tep Pluangwam



Creative places and spaces

The natural beauty of the Northern Beaches has inspired generations of artists and creatives, while well known cultural venues like the Glen Street Theatre, Manly Art Gallery & Museum and the Creative Space continue to attract locals and visitors alike. With more than 175,000 yearly visits to these key cultural facilities, it is clear that being involved with the arts is important for our community.

Arts education facilities

With a long-standing reputation for providing strong ceramics tuition, Northern Beaches Ceramics at Brookvale TAFE has supported emerging ceramicists, while Point Break Drama provides acting studios and C3 College Oxford Falls campus provides creative arts courses. There are also a number of community colleges, individual art teachers and not-for-profit organisations offering arts education throughout the area. Despite this, the closure of Seaforth TAFE in the late nineties has contributed to a lack of higher arts education in the area.

Artist run initiatives, studios and co-working spaces

From La Crème Creative 'where good things happen and creative minds meet', Bushwick South and Evergreen Music in the industrial heartland of Brookvale, to artists creating at Kimbriki 'tip' or in the tranquil bushland of Eramboo Artist Environment in Terrey Hills, the Northern Beaches is home to many independent artist groups and studios. Further north, the Pittwater Artist Trail engages the community to walk through their open studio events. More recently newer initiatives have been popping up across the Northern Beaches including Sydney Road Gallery, Art & Soul Collective, Yaw Way, Sydney Art Space and Be Brave Artspace.

Book shops

Local book stores from Manly to Avalon, in addition to selling books, host poetry readings, author talks and stand-up performance.

Cafes, bars and food culture

The Northern beaches has a vibrant and diverse food culture from the beach side eateries, pubs and microbreweries to the growing artisanal food scene and cafes.

Cinemas

The cinemas of Avalon, Collaroy, Brookvale and Warriewood have long screened films.

Community centres and facilities

With 37 Council-run centres, and several offering access to affordable arts facilities, ample opportunities exist for all to unleash their creative potential, or teach others how to. In centrally located Narrabeen, the Tramshed Arts and Community Centre includes a fully equipped ceramics studio and teaching space, while the Avalon Annexe is host to popular tap dancing classes and Forestville Community Arts Centre hosts 'Artability' for people with disabilities.

The PCYC at Dee Why and other facilities, such as YoYos at Frenchs Forest, are the location of all ages band nights and the strong annual Northern Composure youth band competition.

Creative industries

Creative industries are dotted all over the Northern Beaches, with the heartland of industrial Brookvale home to printing studios, surfboard shapers, artist studios, fabric designers and recording studios while Mona Vale has a similar industrial vibe and offering.

Film are often on-location around our beautiful bushland, beaches or landmark buildings making the most of the perfect backdrop for blockbuster films and television series.

Creative Space

Providing affordable exhibition and studio space over the last five years, the Creative Space at North Curl Curl has come into its own, drawing local emerging artists to come together, explore and realise creative potential.

Glen Street Theatre

Our most enduring performing arts centre, Glen Street Theatre has been captivating audiences since 1973 through presenting a stellar line-up of theatre productions and concerts from many of Australia's major performing arts companies. Productions have included performances by such celebrated actors as Jonathan Biggins, Jacki Weaver and Barry Otto to name just a few.

“ **The National Park has played a huge role in my creative practice and my wellbeing... it's immersive and seductive.**

- Susan Milne, Artist Collaboration Milne and Stonehouse ”

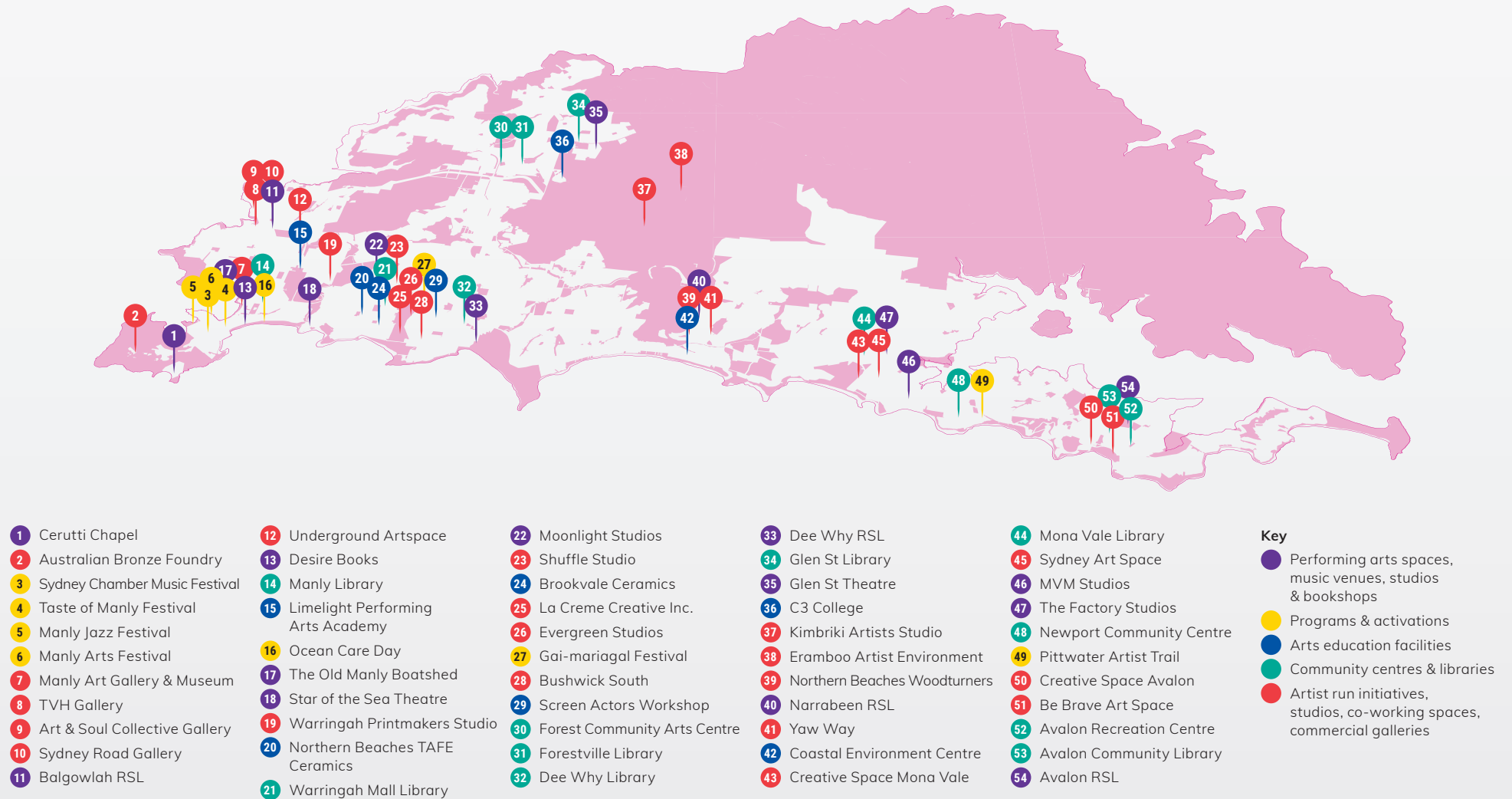
Legal graffiti walls

Legal walls for graffiti and street art are dotted around the Northern Beaches, providing spaces for creative expression for over twenty years. They can be found at Allambie, Belrose, Collaroy Plateau and Manly Vale for all ages and abilities.

Libraries

Our network of libraries are transforming into dynamic community spaces, and cultural and technology hubs where new ideas sprout and conversations begin. From author talks to poetry workshops and writing prizes, our libraries are places both young and old come to meet, learn, create and relax. Spread across the LGA, our libraries are welcoming spaces that support knowledge sharing, ideas and creativity. Our libraries are also the location of the 'Unplugged' acoustic music competition for our young people.

Figure 5
Snapshot of creative spaces and places



Please note: This map presents a range of creative places and groups across the Northern Beaches and is not intended to be representative of all creative industries. Please see Outcome 2 actions regarding planned cultural mapping.

Manly Art Gallery & Museum (MAG&M)

Since 1930, Manly Art Gallery & Museum has been presenting leading exhibition programs and providing opportunities for contemporary artists to present, develop their practice and audience. A thriving hub of creativity, that always exceeds expectations, with artist talks, kids workshops and volunteer opportunities, Manly Art Gallery & Museum is the cultural heartbeat of Manly, loved by locals and visitors and respected by its peers.

Performing arts spaces

Providing opportunities for young emerging performing artists to develop their craft, the Star of the Sea Theatre, a premier arts venue in the grounds of Stella Maris College, Manly, has presented a compelling program for the last 15 years. In Elanora Heights, the Elanora Players have staged quality theatre, engaging audiences for over 50 years.

Music venues

The Northern Beaches RSLs have produced some of Australia's best bands, including Midnight Oil. Nearly 50 years later, the Narrabeen and Dee Why RSLs continue to provide places for music while the Mona Vale Music Studios teach over 250 students a year.

Programs and activations

Festivals and events are an important part of our creative expression, bringing economic benefits to businesses across various sectors, particularly tourism. Over 350 events take place across the Northern Beaches every year, including the much-loved and internationally acclaimed Manly Jazz that attracts over 100,000 visitors every Spring long weekend. From New Orleans Jazz to Latin, blues and gospel, Manly Jazz has brought our streets alive for over 40 years. The Northern Beaches Art Prize established in 1955 and 26-year-old Express Yourself exhibition provide important platforms for artists and audiences to connect.

“ **So I bought this Saxophone in 1979... Around about this time we had returned to Sydney from Perth changed our name to INXS and were playing up and down the Northern Beaches. Our home ground was the Manly Vale Hotel, where you could look down from a fairly high stage on the fights breaking out below.**

- Kirk Pengilly, INXS, 2017 ”

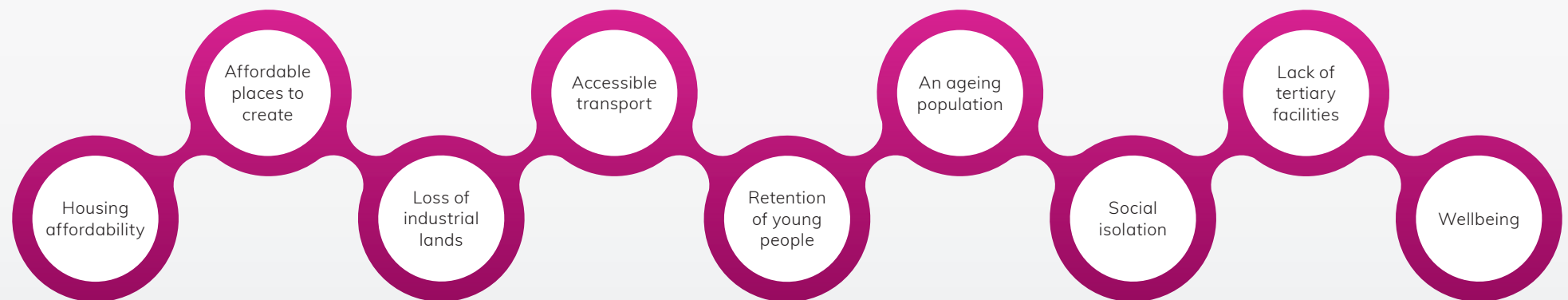
Key challenges and issues

As the 'metropolitan century' progresses, Sydney and areas like the Northern Beaches will continue to transform in density, diversity and form. Public spaces, where the human, natural, built and digital worlds meet and contribute to our sense, experience and understanding of community, will experience higher performance expectations.

Globalisation, disruptive technologies, social media, climate change and urbanisation are some of the megatrends that have very real implications for how we live and how we are today and into the future. There are growing community expectations, particularly amongst millennials and Gen Z, for social connection, inclusion and meaningful, authentic art experiences that evoke stimulating ideas and feelings.

Figure 6

Key challenges for the arts and creativity on the Northern Beaches



United Cinemas, Collaroy



What you told us

Throughout May to August 2018, community engagement helped us to understand the current and future needs for the development of a thriving and sustainable arts and creativity eco-system across the local government area.

The engagement strategy included a review of available information from the development of Shape 2028 Community Strategic Plan, review of best practice processes and a series of engagement sessions with community and Council staff to identify priorities and future directions.

Following analysis of the community feedback from over 800 people, a draft Arts and Creativity Strategy was placed on public exhibition from November 2018 to February 2019. In response, Council received considered feedback from over 100 submissions on how the Strategy could be improved.

Summary of feedback:

- Strong desire to help co-create our spaces and enliven the urban landscape with street art, busking, music, colour and creative expressions - big and small - that could spark new thoughts, conversations or identity of place
- The main source of inspiration for creativity was other people; the social aspects of creativity were deemed inseparable for creative production for many people
- The natural environment was of high importance in sparking creativity
- Active participation in the arts was limited by a lack of multi-function creative spaces that incorporating art studios, exhibitions, learning and socialising
- Spaces for performing arts, including music enjoyment and rehearsal, and theatre production, were identified as a major gap with music spaces particularly important to younger people

- Concern about significant changes to the urban environment and that arts and creativity could help create new community identity for Frenchs Forest in the wake of significant changes to its urban landscapes and sense of identity
- Many community members expressed a desire to see a broader diversity in arts offerings across literary, musical, performance/theatre, film production, urban or industrial design initiatives, and visual arts
- Community members want to initiate and drive arts and creativity programs and need clearer processes, guidance and funding
- Strong community desire for Aboriginal arts and culture to be more visible, and a keenness to learn more about Aboriginal culture and heritage
- A concern with the state of our natural environment and interest in the role of the arts to create greater awareness of environmental issues.
- Young people were interested to incorporate discussion of community issues, such as climate change, into cultural events as a platform for engagement.
- Community members predominantly find out about creative opportunities via social media and have called for arts and creativity related information to be more easily accessible via different online platforms.
- Current participation in the arts is high across all demographics, but it could be even higher if existing opportunities and the importance of arts and creativity were better promoted.
- Strong understanding in the community generally that the arts are important to individual wellbeing as a way to relieve stress, express ourselves and share our stories.
- The community, as either practitioner, consumer or participant, expressed a strong appreciation of arts, creativity and cultural events as avenues for social bonding and cohesion.



Mia, Our Stories Youth Art Workshop, Manly Art Gallery & Museum 2019

Vision

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

Outcome 1: Inspiring places and spaces

Environments that connect us to the spirit of place and each other, enriching our communities and sense of belonging.

Place is not simply a destination. For tens of thousands of years, Aboriginal people have belonged to and taken care of the lands of the Northern Beaches, created community and shared their rich cultural heritage with the generations of migrants, visitors and tourists who have made their way to the area.

Place is defined by the meaning we give it and in turn, it influences how we feel and how we interact. With this knowledge, Council is committed to working collaboratively to protect, preserve, support and enhance our wealth of inspiring places and spaces.

Council is working on exciting new projects including the creative spaces at Avalon and Mona Vale (proposed) and a review of alternate uses for under-utilised space at the Glen Street Theatre. We are also partnering with the Department of Education in the provision of performance spaces as part of new developments at Barrenjoey High School and Mona Vale Public School.

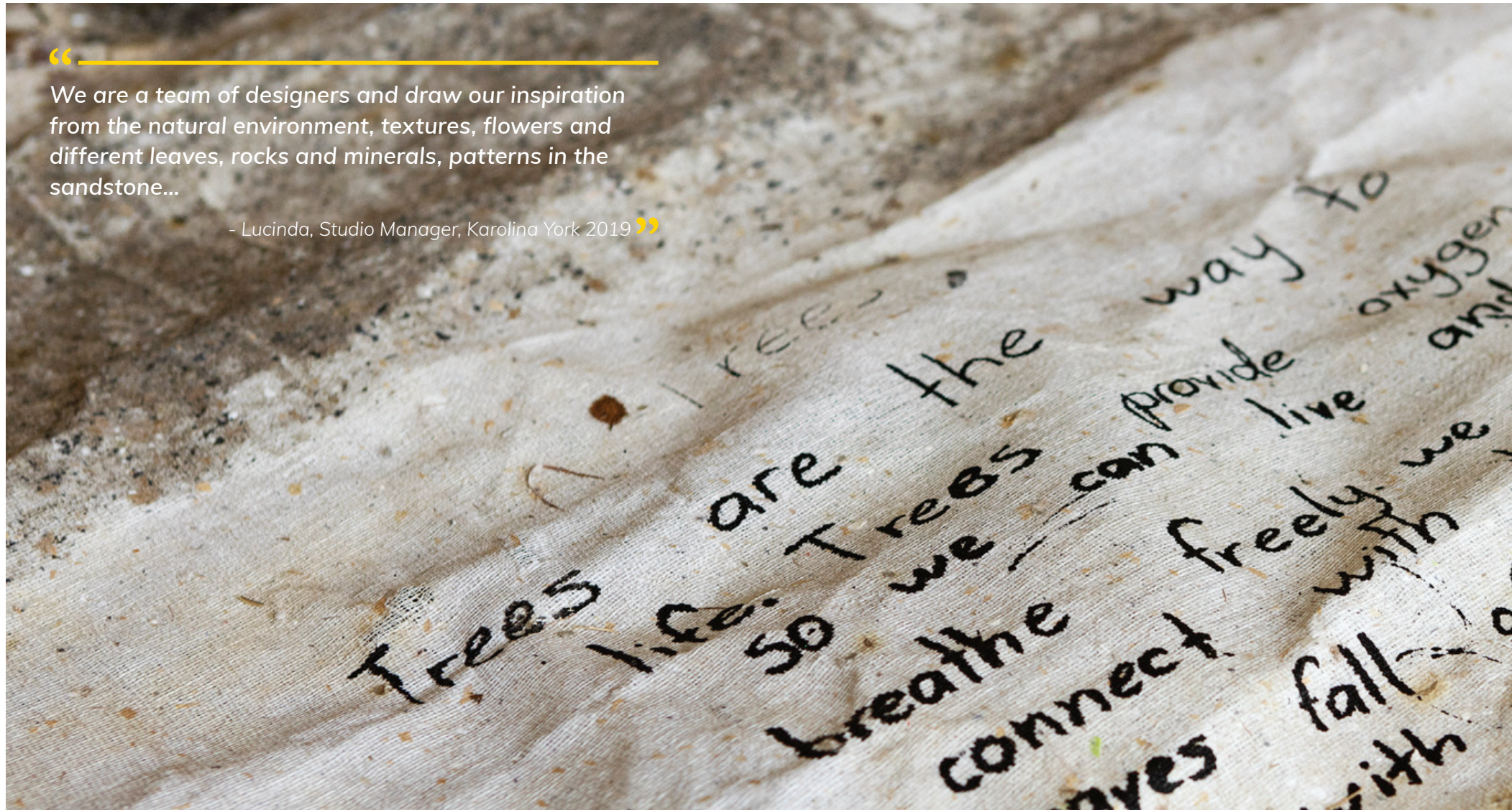
The Coast Walk Public Art Trail is a once in a lifetime opportunity for our community to receive a new collection of art in public places. This includes permanent and temporary work that will reflect our stories such as Aboriginal, environmental and cultural stories. The trail will enhance the Coast Walk as a destination for tourists and visitors, contributing flow-on benefits for our local economy.

We are also rethinking and renewing our approach to strategic land use, urban renewal, and economic, social and environmental planning. Addressing the NSW Government's 20-year direction for metropolitan Sydney through the North District Plan provides us with a great opportunity to ensure there are places and spaces for arts and creativity to flourish amidst a growing and ageing population. Council will collaborate with the NSW Government to enhance all aspects of our urban environments by putting creative and people-centred design at the core of our planning and development processes.

The Local Strategic Planning Statement, Local Environment Plan and development control plans provide an opportunity to strategically integrate creativity to ensure our urban centres and neighbourhoods are great places to gather, more creative and cultural spaces are planned and delivered, and industrial lands are retained for creative industries. Frenchs Forest and Warriewood Valley are examples of new developments where innovative design and cultural infrastructure will be essential to liveability. The proposed revitalisation and urban upgrades in Dee Why, Brookvale, Mona Vale, Avalon and Manly offer opportunities to incorporate the arts and pursue design excellence.

Council understands that ultimately, how we feel in our built places and spaces, welcome or wary, inspired or renewed, is the sum of thoughtful planning, considered function and excellent design. We recognise the need for considered planning to ensure our places and spaces are fit-for-purpose in the future.

Gloria Florez, Eramboo Artist in Residence & Zena Shapter, writer collaboration for Cromer Public School, 2019



We are a team of designers and draw our inspiration from the natural environment, textures, flowers and different leaves, rocks and minerals, patterns in the sandstone...

- Lucinda, Studio Manager, Karolina York 2019

Manly Jazz Festival, 2018



1. Infuse public places with creativity

Encouraging design excellence and creative expression in the public domain for distinctive communities.

We are currently...

- Engaging creative experts to collaborate in the development of project concepts in parks and open space
- Implementing a new public art policy and commissioning framework for public art, including a Public Art Working Group and Selection Panel
- Developing the Coast Walk Public Art Trail from Manly to Palm Beach
- Piloting new town centre activation projects, such as Market Lane in Manly and Dee Why Plaza live music program
- Developing the Avalon Place Plan, including opportunities for better design of the village centre
- Embedding creative expression in the public domain through art in public places, such as street art and other projects
- Implementing the new Collection Management and Gifts policy across all cultural collections

We will:

- Broaden the scope of art in public places to include temporary works, sensory experiences, immersive events and artwork on hoardings for long-term developments
- Develop a Manly Place Plan that facilitates creative spaces and cultural experiences in the public domain
- Increase understanding of the night-time economy and the role of arts and creativity to grow place vibrancy
- Consider public art in the Local Environment Plan review to reduce barriers to art in public and private development and embed creativity in our built environment
- Review land-use planning processes, policies, and development controls to encourage markets, live music and other cultural activities in our public spaces
- Develop policies for busking and street art, and a priority framework to improve artist access to space
- Develop a public art register to inform asset management

2. Make room for creative expression

Enabling space for artists, makers, hobbyists and dreamers to realise their potential and connect with others.

We are currently...

- Maintaining spaces for presentation, professional development and cultural enjoyment at Manly Art Gallery & Museum and Glen Street Theatre
- Providing affordable access to spaces, including the Northern Beaches Artists' Studios, Creative Space and community centres such as the Tramshed Arts & Community Centre and the Forestville Community Arts Centre
- Partnering with Eramboo Artist Environment and Kimbriki Resource Recovery Centre to provide Artist in Residence Programs
- Creating space for creative expression and music presentation for young people at Dee Why PCYC, our libraries and community centres
- Refurbishing our network of libraries to provide spaces for communities to come together

We will:

- Deliver and operationalise new spaces for creative work through the Creative Art Space North project, including repurposing part of Avalon Golf Clubhouse and Mona Vale Civic Centre
- Build community awareness and use of the Manly Library creative space
- Support the concept of new performing arts venues in the local area
- Investigate options for the hire of affordable rehearsal space at Glen Street Theatre
- Foster a diverse live music culture on the Northern Beaches, including small and large scale events, through a review of planning controls

3. Celebrate cultural heritage

Valuing and preserving our cultural places, inherited cultural objects, buildings and histories.

We are currently...

- Partnering with local Aboriginal community members to deliver projects, such as Weaving Bridges as part of the Gai-maraigal Festival
- Supporting Manly Art Gallery & Museum's role in sharing stories and celebrating cultural heritage, including the development of a beach culture collection
- Digitising the Libraries' Local Studies Archive to make it more accessible to the community

We will:

- Integrate Aboriginal stories, language and heritage into our landscape and programs to increase respect and shared understanding amongst residents and visitors to the Northern Beaches, including the Coast Walk Aboriginal signage project
- Commemorate and celebrate community history through programs and events, and the 90th anniversary of Manly Art Gallery & Museum's opening in 2020
- Implement the Destination Management Plan and, in particular, leverage and promote existing facilities through linking creativity hubs and art trails.
- Make the cultural collections accessible to the community through Council's website and digital technology, including self-guided art trails and an online Manly Art Gallery & Museum collection management system

Outcome 2: Innovative and creative industries

Thriving creative industries, seeding and partnering in new approaches to arts, events and culture to drive the growth of a healthy and agile local economy.

Exploring new collaborative opportunities will be crucial to developing and implementing innovative high-quality programs over the next decade. We know New South Wales' arts, culture and creative sector is the largest in Australia and that it will be a key driver of the state's economic growth, exports and innovation over the next decade. We also know that the Northern Beaches is an important destination for tourism and home to a broad spectrum of creative activity.

There is exciting potential to work with our artists and creative industries to build the area's reputation as a hub for arts and cultural experiences, production and innovation. Fundamental to Council's facilitation of innovative projects will be the creation of new sustainable partnerships across sectors with a range of stakeholders including business, government, arts and the community, valuing our current key partners and fostering new relationships.

Our area is becoming known for its burgeoning creative opportunities and increased investment in the arts. Strategic partnerships will ensure a thriving arts and culture sector. Done right, support and development programs will draw on the energy of our community to bring more places to life, creating opportunities for production, employment, participation and enjoyment.

Our community has indicated they want more creative and cultural opportunities available on the Northern Beaches and our research indicates that there is a need for more diverse arts opportunities across all creative disciplines. Collectively, we must consider ways to expand opportunities for both emerging and established local artists, and facilitate offerings for creatives and artists visiting the area.

Council will develop programs that build the capacities of the local creative community to lead arts initiatives and cultural activations, independent from Council's larger-scaled productions, exhibitions and events. We will continue to harness the potential of our artists and creatives and work with them to integrate creativity into the fabric of our community. Deepening our understanding of the evolving cultural landscape will ensure we have the knowledge and resources needed to support our creative sector.

Colin Fraser, Kimbriki Artist in Residence 2018





1. Enable creative sector vitality

Supporting innovative ideas and building the capacity of the local creative sector

We are currently...

- Building the capacity of artists and creative professionals through programs such as Creative Toolkit
- Supporting artists and curators through programs such as the Northern Beaches Art Prize, Northern Beaches Artists' Studios, and the Manly Art Gallery & Museum
- Nurturing excellence through the Community, Arts and Culture Grants Program
- Delivering cultural events such as the Manly Jazz Festival, Taste of Manly and World Food markets.

We will:

- Build a deeper understanding of the creative sector through cultural mapping and needs analysis
- Review major Council produced arts events to meet changing community needs, including the Northern Beaches Arts Prize and Manly Arts Festival
- Develop a marketing strategy for cultural tourism and explore the option for local arts and culture initiatives
- Review and expand the Creative Toolkit series to address specific needs in the music community
- Develop partnerships and programs to support emerging artists and writers
- Research opportunities for philanthropic support, sponsorship and grant opportunities
- Review land use planning processes and controls to support a healthy creative sector
- Capitalise on opportunities to adapt spaces to changing social and technological demands, and plan for new technologies to ensure information is being shared quickly and easily

2. Grow thriving arts hubs

Supporting emerging arts hubs to create sustainable communities of interest.

We are currently...

- Integrating arts, culture and creativity into key planning documents such as the Local Strategy Planning Statement
- Supporting emerging arts hubs in areas such as Brookvale, Narrabeen and Seaforth
- Assisting local groups to build creative communities through the Community Arts and Culture Grants
- Delivering regular networking events for creatives to connect and share information, such as Monthly Mixers and Creatives Connect
- Producing Creative News monthly for over 2,000 subscribers

We will...

- Support the development of co-located cultural facilities such as the Glen Street Cultural Hub that includes Glen Street Theatre and Glen St Library, and the proposed co-location of a creative space with the Library at Mona Vale
- Understand and develop the unique offering of each of our cultural facilities, including Manly Art Gallery & Museum, Creative Space and new arts spaces
- Investigate opportunities for collaborative projects and shared use of government-owned properties such as schools and hospitals
- Connect professionals and emerging artists with the community to increase the sharing of art-making processes
- Improve Council's processes and industry relationships to provide agile and adaptable support for arts hubs and creative industry clusters
- Review Council's capital expenditure commitments and identify opportunities for creative and cultural uses of new and repurposed spaces
- Develop strategies to effectively promote the role of community centres in delivering arts and cultural activities
- Establish forums for creatives to come together, consider sector issues and stimulate an ongoing dialogue

3. Collaborate to innovate

Working in partnership across business, government, the arts and creative sector to enable ground-breaking initiatives and programs.

We are currently...

- Supporting new and innovative events through the annual Events Grants Program
- Delivering innovative exhibitions through cross-disciplinary collaborations and partnerships with diverse organisations
- Building new partnerships with childcare centres and primary schools to engage children in creativity

We will:

- Expand the creative and cultural networking opportunities through new programs
- Create partnerships with creatives, local chambers of commerce, business networks and government to explore new cultural tourism opportunities
- Host regular arts and cultural summits for thought leaders to present on current issues, emerging trends and opportunities
- Review Creative News to build an online platform for creatives to connect, collaborate, share information and skills
- Embed collaborative work practices in Council and with stakeholders to increase innovative service delivery outcomes

Outcome 3: Engaged communities

Community connections to place and each other are strengthened through easy access and participation in arts and creative experiences.

Active participation in the arts brings people together. It offers new perspectives and stimulates ideas that foster greater insight, awareness and action. Over the last decade, there has been a steadily growing interest in and awareness of the value of the arts amongst the community for wellbeing, work and enjoyment.

Through engagement, we know our community expects Council to play a stronger role in ensuring the long-term sustainability and viability of arts and culture across the Northern Beaches. Investment in increased arts participation and cultural engagement is an important part of this process and Council will review its programs to improve outcomes in this area.

Fundamental to achieving this outcome is listening to and supporting local Aboriginal communities in self-determination and to share their culture. Our Northern Beaches community has strongly indicated that they want to see Aboriginal heritage and culture receive greater public value, including respect for Aboriginal knowledge and how it can be shared to learn better care of the land and how to live in place.

While we are well connected digitally, we live in a global era of growing social, cultural and political division. The arts provide a common platform for engaging in important issues that are of value and concern to the community, such as climate change and environmental protection. Investing in creativity can produce ideas and innovations to address big issues through local solutions.

Young people are especially keen to actively engage and use creativity to shape the future of our community, they see it as a way to generate mutual understanding and shared meaning as well as a source of education and work.

Arts and creativity programs are becoming more accessible to the community and participation in creative pursuits and cultural entertainment is growing but our community has told us that more opportunities are needed. We will work closely with our community to find ways to make creativity more inclusive for everyone, regardless of age, background, ability or circumstance. Council understands that breaking down barriers, promoting inclusion and creating understanding across diverse groups is fundamental to our future as a cohesive community.

1. Share local stories

Building belonging and community through storytelling of local histories, contemporary life and imagined future.

We are currently...

- Partnering with Office of Environment and Heritage to highlight local heritage site and stories
- Delivering the Human Library project across the Local Government Area
- Delivering a program of exhibitions at Manly Art Gallery & Museum that explore diverse aspects of local life on the Northern Beaches
- Maintaining a collection of local history through Manly Art Gallery & Museum and Library Local Studies collections
- Encouraging conversations about important issues impacting our community, such as climate change, through programs such as the Big Ideas Forum and the Waste to Art Prize
- Delivering creative workshops to primary and secondary students at the Coastal Environment Centre

We will:

- Explore contemporary approaches to engage local communities in the expression of local stories through program review and development across arts, culture and events
- Encourage conversations and public discourse through cultural forums and other opportunities to build our collective cultural knowledge

Caroline Glass-Pattison, Weaving Baskets, 2019

“

A desire to have more public information about the Aboriginal history and knowledge in these areas - language, place names, culture systems, bush foods & medicines, technology - and present-day community knowledge & activities.

- Aunty Clair Jackson 2019 ”

2. Listen to and support our Aboriginal communities

Building understanding and support for local Aboriginal communities in self-determination.

We are currently...

- Talking regularly with the local Aboriginal stakeholders about an agreed approach to reconciliation and respect for Aboriginal culture and heritage
- Celebrating contemporary Aboriginal creativity and culture through programs such as the Weaving Bridges, Weaving Baskets and the Gai-mariagal Festival
- Supporting the Aboriginal Heritage Office and Keeping Place at Freshwater

We will:

- Work with local Aboriginal communities to establish a reconciliation action plan or treaty for the Northern Beaches
- Finalise and implement the Children's Services reconciliation action plan, including initiatives to share and increase knowledge of Aboriginal culture amongst local children
- Support Aboriginal led creative workshops, education and exhibitions to build community understanding and share knowledge
- Work with local Aboriginal communities to implement art in significant locations that express Aboriginal heritage and meaning

3. Make creativity inclusive

Enabling opportunities for everyone in our diverse community to participate in their chosen cultural life.

We are currently...

- Sharing information about creative opportunities and events through Creative News, social media and Council's website
- Nurturing creativity in children through theatre programs at Glen Street Theatre, art workshops at Manly Art Gallery & Museum, and integrating arts content across our children's' centres and services
- Providing opportunities for young people through programs such as the 24/7 Youth Film Festival, Northern Beaches Young Writers' Competition, Northern Composure Band Competition, Unplugged music event, Acoustic night, Zine Festival, ARTDECKO and the annual Express Yourself exhibition
- Delivering programs to increase participation of older people, such as Music at the Glen, Grandparents Day and Seniors Festival creative program
- Increasing access for people with a disability through programs and services, such as Discobility and Club All In

We will:

- Implement a communication strategy to increase awareness of local creative opportunities and events
- Create opportunities for young people to gain easy access to music making and design programs
- Explore opportunities to increase representation of community diversity in the public domain, including people with disabilities, and culturally and linguistically diverse and LGBTIQ communities
- Develop new audiences and expand knowledge sharing to increase participation across arts programs and cultural events
- Build capacity amongst community groups to produce events, including delivering workshops and toolkits
- Diversify mainstage program offering at Glen Street Theatre to increase engagement with younger audiences
- Review the Community Arts and Culture Grants to better support emerging community needs

Youth Advisory Group , PCYC Dee Why





Henry Curchod, mural Avalon

Keeping on Track

Implementation and evaluation

The commitments in this Strategy will be prioritised and included in Council's annual Operational Plan and business plans over the 10-year period of the Strategy.

We will know the aims have been realised when the outcomes listed under each community priority have been delivered. Council will monitor and review our progress by keeping track of outcome indicators through our annual community reporting process and annual performance scorecard to Council.

Outcome indicators

We will use the following outcome indicators to see how we are progressing against each of the strategic areas.

Inspiring places and spaces

- Aboriginal heritage and contemporary culture is more evident in the public domain
- Creative diversity and cultural heritage are visible and supported through arts and cultural programs and grants
- Public art and other creative expressions are visible aspects of our landscape
- Quality design outcomes and creativity are evident in the urban environment
- Town centres are vibrant and socially inclusive and investment in place making is evident
- Cultural institutions, including galleries, studios, theatre and libraries, are actively engaged with the local creatives and community organisations
- Artists and creatives have affordable spaces to create and present
- Mapping and data has been used to inform strategy and tactical plans
- Grants programs reflect the needs of the community
- Use of community centres and libraries is consistent or increasing
- Tourism and visitors are consistent or growing

Innovative and creative industries

- Number of creative industries is stable or growing
- Creative community members report a greater sense of connection and network
- Forums exist for knowledge sharing and innovation
- Talent, innovation and enterprise are showcased and supported through local business partnerships and funding
- Satisfaction with community events is consistent or improving
- Active partnerships with key stakeholders are balanced with direct service delivery
- Increased local opportunities for higher arts and creative education
- Council is more agile in responding to changing sector needs, making policy clearer and processes easier for people to engage with the organisation

Engaged communities

- Aboriginal communities report satisfaction with progress towards self-determination
- Opportunities to express and share Aboriginal cultures through arts and cultural programs and grants are evident
- Our community reports an increased sense of connectedness
- Consistent participation and community satisfaction with arts and cultural programs and events
- Higher participation of children and young people in arts and creative expression
- Higher participation and visibility of people with disabilities
- Higher participation and visibility CALD communities
- Higher participation and visibility of LGBTIQA communities

“ **Without an Arts and Creativity Strategy, little can be achieved.**

Your Say Feedback, 2019 ”

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