



**CREATIVE
CITY**

**HOBSONS BAY CITY COUNCIL
ARTS AND CULTURE PLAN
REFRESH 2018 – 2022**

Draft Prepared by Arts and Culture Unit,
Cultural and Economic Development
May 2018

Shaun Diamond 'Spheres'
Logan Reserve. Art in Public Places 2015



Tony Mead at Mason Street, Newport, for Art and Industry Festival 2016.

INTRODUCTION

The PLAN refreshed

Creative City 2018-2022 is developed as a 'refresh' of the Hobsons Bay Arts and Culture Plan 2011-2015, the framework that has provided Council's direction in the development and support of a strong arts and cultural sector for the city over the past seven years.

Council extended the 2011 plan while other strategic work was undertaken, including the community driven Hobsons Bay 2030 and the Hobsons Bay Council Plan 2017- 2022.

In the development of Creative City 2018-2022, Council determined to retain the principles and the primary program areas of its earlier plan, which had been overseen by a steering group comprising local arts representatives. During consultation in 2017 for Creative City, these principles and program areas were tested and with a few minor adjustments came up as a positive and useful framework to go forward in.

Between the time that Council developed its earlier arts plan and the preparation of Creative City, Council also endorsed the Hobsons Bay Events and Festivals Plan which has enabled a finer focus on cultural events and the Hobsons Bay Economic Development Strategy 2015-2020, informing a focus on creative industries and reinforcing the positive role a strong arts sector plays in helping position Hobsons Bay as a creative city and the benefits that has all.

The importance of arts and culture

Access to arts and culture is integral to a vibrant community. It makes a positive contribution to the very livability of a city. The arts enable the celebration of diversity, creativity and innovation, while participation in arts and culture can help create opportunities to build social connection, understanding and cohesion.

The realm of arts and culture creates an environment for residents and visitors to reflect, explore, be challenged, play and learn. People in our community identify with the arts across a broad spectrum and the positioning of Hobsons Bay as a Creative City is aimed to create the most inclusive approach, empowering the makers and creators, artists and administrators, historians, designers, volunteers, producers, performers - and people simply enjoying the experiences that the arts can deliver. A strong cultural reputation as a Creative City provides a context for visitors, and the positioning of Melbourne and Victoria as incredible and compelling cultural destinations highlight that the arts and creative industries are an important economic contributor.

Why have an Arts and Culture plan

A defined commitment to the arts will ensure the provision of unique cultural experiences close to home, giving people the opportunity to experience arts as part of everyday life. It also serves to enhance the reputation of the city, providing a competitive edge.

Creative cities don't just happen. They are the result of creative thinking, innovation, coordination and commitment through policy work and allocation of resources. It is a multi-faceted area that shouldn't stay prescribed but allowed to grow within a simple policy framework.

Creative City 2018-2022 positions the Council to be able to respond to needs and to be proactive in preparing for opportunities, inspired by future trends and public interest. It will guide the direction of future activities, programs and strategies, and will inform the allocation of resources and the identification of revenue and funding opportunities.

Role of local government in arts and culture planning

Council has a leadership role in assisting the growth and development of arts and cultural activity that is in line with the community's expectations and vision as identified in Hobsons Bay 2030 and the Council Plan 2017 -21.

The arts help us to understand our past, identifying, documenting, conserving, and protecting our cultural resources as well as being critical to a healthy inclusive community and sense of place. They allow for bold expression and moments of delight; provide opportunities to experience and experiment. The arts underpin place making, revitalisation and re-purposing and contribute to our economy.

Local government works effectively within the local community, with individual people, community groups, professional associations and private operators. It also works collaboratively with other local and state government programs and plans.

The Council is well placed to raise awareness of the value of cultural experience and to create pathways to participate. It can advocate for, invest in, facilitate and support initiatives, highlight strengths, and identify gaps, barriers and opportunities, in support of its role to improve the overall quality of life of people in the municipality.

ABOUT HOBSONS BAY

The City of Hobsons Bay is situated at the northern end of Port Phillip Bay, about 7kms west of central Melbourne. Hobsons Bay is known for its rich natural environment, its maritime history, cultural diversity and its industrial aspects.

The Yalukit Wilum clan were the first people to occupy the area now known as Hobsons Bay. A number of sites of significance to the Aboriginal community are located throughout Hobsons Bay, particularly along the coastal trail. Hobsons Bay includes the suburbs of Altona, Altona Meadows, Altona North, Brooklyn, Laverton, Newport, Seabrook, Seaholme, South Kingsville, Spotswood, Williamstown and Williamstown North.

By several measures we can consider that Hobsons Bay is a creative city, a place where the arts are valued, where cultural experiences are many and varied, and creative industries welcomed. See Appendix Hobsons Bay Creative Reference List.

VISION

Creative City will contribute to the positioning of Hobsons Bay as a centre of cultural excellence through the delivery of innovative and sustainable programs that achieve strong outcomes using best management methods and community engagement principles.



Stencil artwork created in partnership with FCAC Portable Container, Mesh Mash and Art in Public Places 2017. Lead artist, Drasko Bolijevic. Central Square Shopping Centre, Altona Meadows.

PRINCIPLES

Cultural Vitality

Contribute to the cultural vitality of Hobsons Bay through the development and promotion of a dynamic creative community.

Sustainability

Identify, support and create opportunities for artists and cultural organisations, recognising the importance of long term growth and economic benefits.

Innovation and Excellence

Foster innovation and excellence in arts and culture practice through the active support and development of diverse programming and initiatives that enhance the cultural reputation of the city.

Participation and Social Inclusion

Promote a sense of well-being through participation in and access to the arts and creative industries.

PROGRAMS

- Program one: Our Creative City
- Program two: Creative Spaces and Places
- Program three: Cultural Festivals and Events
- Program four: Communities and Cultural Development
- Program five: Telling Our Stories
- Program six: Advocacy, Partnerships and Capacity Building



Community art workshops led by Heather van Heerwaarden and Luca D'aquino, with Laverton Youth Foundations. Woods Street Arts Space 2018

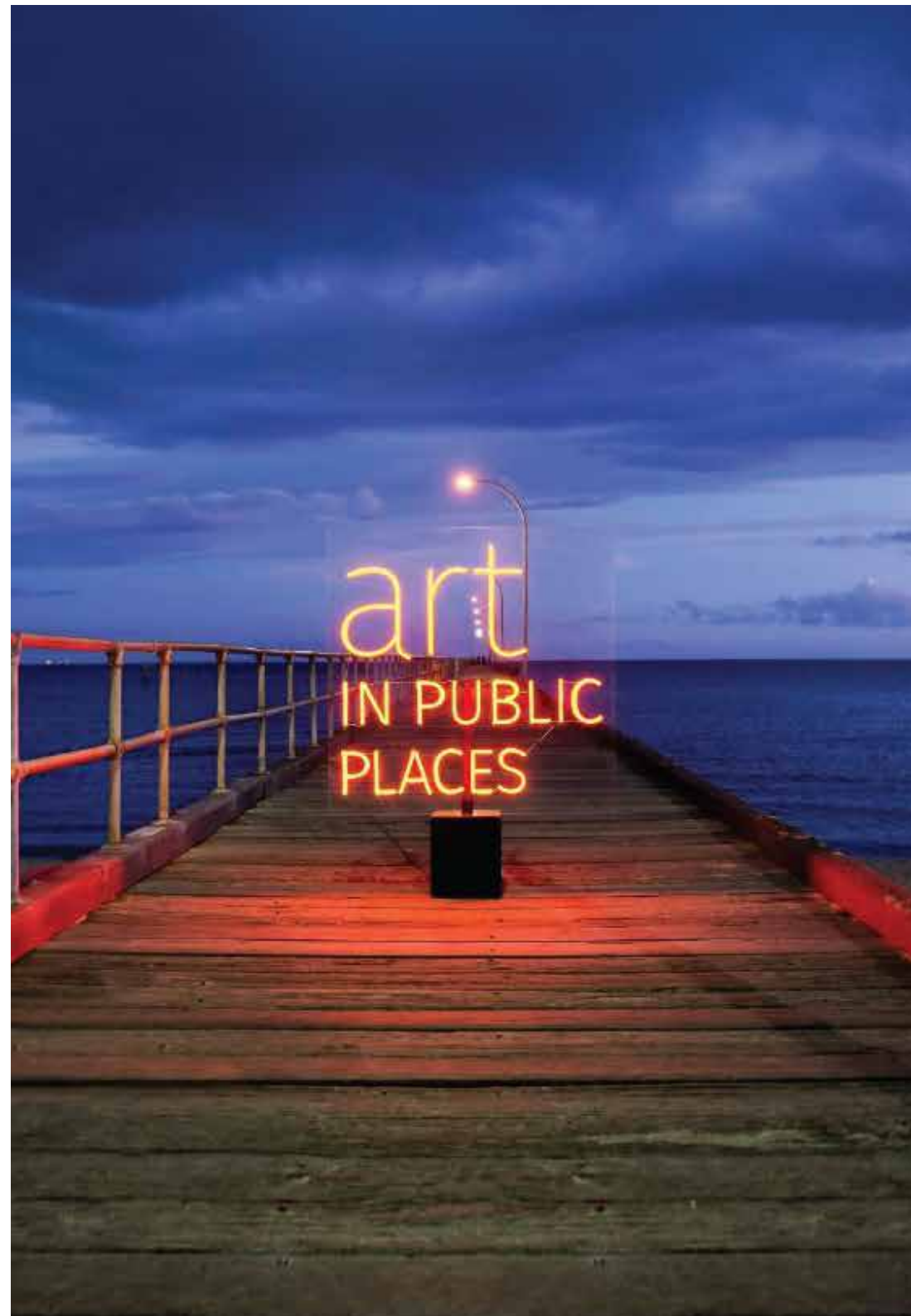
PROGRAM ONE: OUR CREATIVE CITY

Objectives

- 1.1 Innovative and high quality arts and culture programs represent best practice, support neighbourhood vitality and enhance the cultural experience and reputation of Hobsons Bay
- 1.2 Creative participation and skills development opportunities are enabled



Play Me I'm Yours, Victorian Arts Centre collaboration 2017
Art in Public Places, Cover artwork, photo by Guila McGauran,
Neon by Carla O'Brien, Altona Pier 2017



PROGRAM TWO: CREATIVE SPACES AND PLACES

Objectives

- 2.1 Venues and art spaces are supported, appropriately resourced, maintained and equipped to meet the needs of a creative city
- 2.2 Repurposed spaces, places and infrastructure are identified and assessed on their potential to add cultural value to the city, and to support a creative program that showcases the unique natural and built environment



Rainbow Crossing, Sargood Street, Altona
Presented as part of GOWEST/ Midsumma Festival 2014

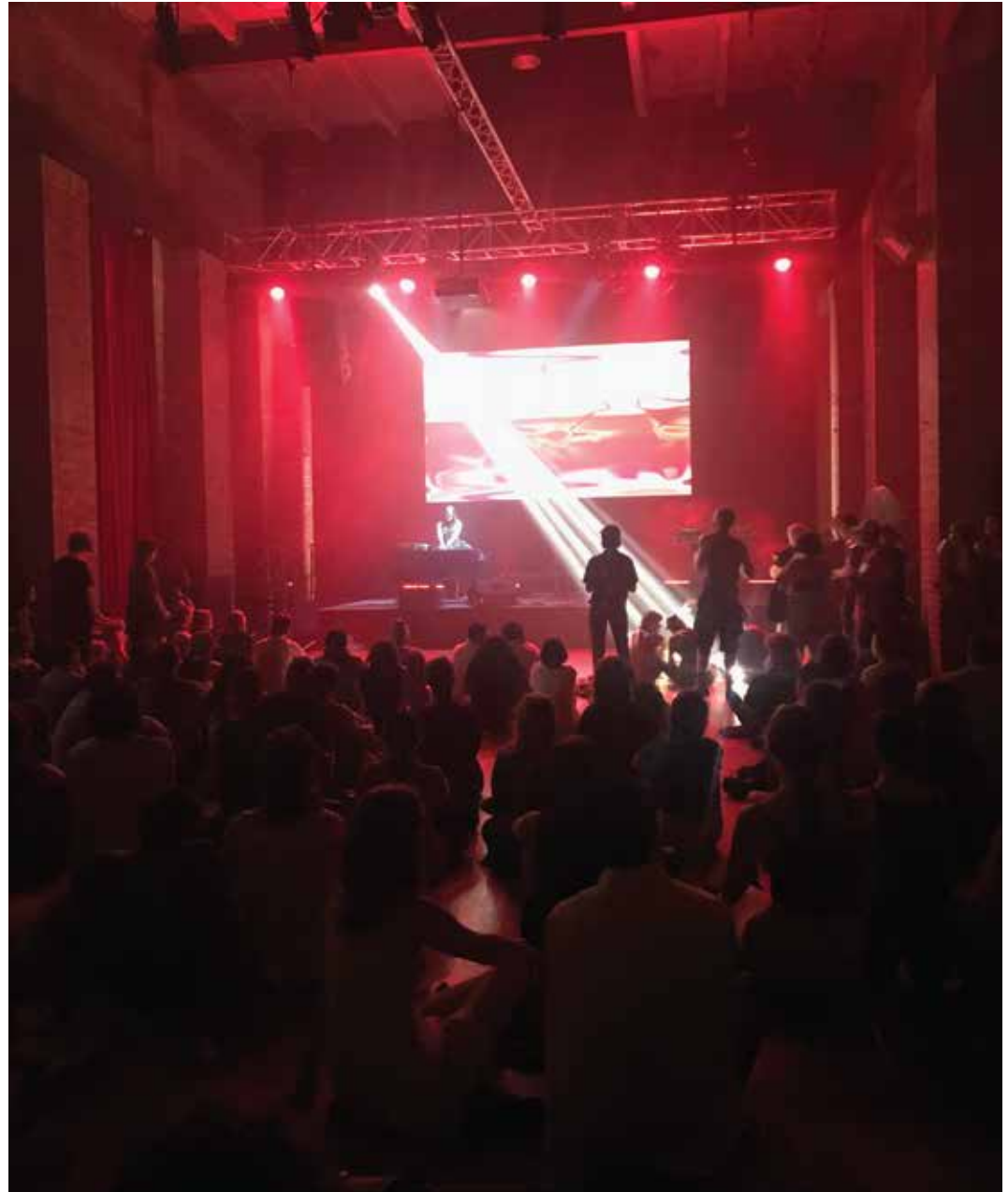


Mayoral walk, led by Mayor Cr Angela Altair, Geoff Mitchelmore and Geoffrey Ricardo.
Kororoit Creek Shared Trail, Public Art Commission, Altona North 2018

PROGRAM THREE: CULTURAL FESTIVALS AND EVENTS

Objectives

- 3.1 A framework to support individuals, art collectives and small groups to run arts events, through the provision of resources, skills development, mentorship and succession planning
- 3.2 Linkages with the Hobsons Bay Events and Festivals Plan to create and promote opportunities to participate in arts and cultural experiences throughout the city
- 3.3 Partnerships that provide opportunities in Hobsons Bay for significant cultural events at a metropolitan and state level



Moor Mother and Rasheedah Phillips (USA) Event at The Substation, Newport. 2018

PROGRAM FOUR: COMMUNITIES AND CULTURAL DEVELOPMENT

Objectives

- 4.1 A cultural program that represents our community supports opportunities for people of all abilities
- 4.2 Pathways of connection with diverse communities are created through the arts
- 4.3 Young people are encouraged to participate in city life through arts and culture and creative industries
- 4.4 A positive contribution is made to Reconciliation in Hobsons Bay through the inclusion of indigenous cultural programming across genres



PROGRAM FIVE: TELLING OUR STORIES

Objectives

- 5.1 Acknowledgement and respect of our Indigenous history
- 5.2 The heritage of Hobsons Bay is interpreted through the development of programs and partnerships with local groups and experts
- 5.3 Effective documentation, research and interpretation of the Hobsons Bay cultural heritage collection and historical places



Walking on Country led by Dean Stewart and Dan Koop as part of the Art on the Move Series 2018



**PROGRAM SIX:
ADVOCACY, PARTNERSHIPS AND CAPACITY BUILDING**

Objectives

- 6.1 Professional development opportunities and affiliations are at the forefront of best practice in the sector and showcase Hobsons Bay Creative City to metropolitan Melbourne and regional Victoria
- 6.2 The creative industries sector is advocated for, positioned and promoted as an integral component of the economic ecosystem of Hobsons Bay and western Melbourne
- 6.3 A strong creative community that is supported by professional development, promoting learning, connection, resilience, sustainability and economic opportunities.



Community dinner and artist talk led by Anuradha Patel in the development of the Indian Arts Exhibition 2018



Sayraphim Lothian presenting her work at the Capacity Ideas Clinic 2017

CAPACITY IDEAS CLINIC

Thursday 16 February, 6pm to 7.30pm

Do you have an idea for Art in Public Places 2017. Perhaps for a temporary artwork, event or light installation? Join us at the next CAPACITY session and talk through your ideas with artists Sean Diamond and Sayraphim Lothian and other industry professionals.



Sean Diamond

Sean Diamond began sdkineticstudios in 2005, a Melbourne-based art studio that works in design, interior design and construction that delivers unique artistic elements. Sean was part of night-time outdoor event Light Up Logan as part of Art in Public Places 2015 where his *Spheres* transformed the environment at Logan Reserve with breathtaking effect.
www.sdkineticstudios.com



Sayraphim Lothian

An Art in Public Places favourite, public artist Sayraphim Lothian will tell you more about her unique take on public art and some of the residencies she has been involved with.
www.sayraphimlothian.com

RSVP your attendance via email to arts@hobsonsbay.vic.gov.au or phone 9932 2001

CAPACITY provides professional development and networking opportunities for the artistic and creative community of the inner western region of Melbourne.

Woods Street Arts Space
44 Woods street, Laverton

www.facebook.com/woodsstreetarts

woods
street
arts
space

HOBSONS
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Business/ Creative start up mentoring workshop,
Mesh Mash print and design studio. Laverton 2017



Airtime exhibition space, Altona Meadows Skate Park.