

APPENDIX INDEX

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APPENDIX 1

1. Our Creative City

| Objectives | Action | Responsible area | Timeframe | Budgetary Requirement |
|--|---|---|---------------|--|
| 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. Implement the Hobsons Bay Public Art Strategy through an annual roll out plan that identifies opportunities for temporary and permanent public art commissions | Arts and Culture | 2018 -2020 | <i>Items are generally captured in Council's annual operations budgets unless specified.</i> \$30,000 is included in 2018-19 budget to enable 3-5 temporary artworks – see also 4.3.4 (same item) |
| | 2. Develop for Council review a new Public Art Strategy 2020 – 2024 | Arts and Culture | 2019 | |
| | 3. Review and set the annual performing arts program Arts at Your Doorstep, supporting cultural use of each of Council's venues and identifying if opportunities exist in other spaces | Venues | Annual | |
| | 4. Review and present Art in Public Places as a biennial temporary arts event that brings art into every day and unexpected places. | Arts and Culture Traders, artists, groups | 2019 and 2021 | Within existing budget with capacity for external funding |
| | 5. Support producers and presenters through networking and collaborations in the delivery of events and programs examples of groups in this category being Born In A Taxi, Hobsons Bay Arts Society, Hubcap Productions for Art and Industry, Louis Joel Gallery, Newport Folk Club, Seaworks, The Substation, Willy Lit Fest | Arts and Culture Events Economic Development Hobsons Bay Libraries Venues | 2018 – 2022 | |

2. Creative Spaces and Places

| Objectives | Action | Responsible area | Timeframe | Budgetary Requirement |
|---|--|---|---------------------------------------|--|
| <p>2.1</p> <p>Venues and arts spaces are supported, appropriately resourced, maintained and equipped to meet the needs of a creative city</p> | <ol style="list-style-type: none"> 1. Undertake a review of The Substation to help inform next stages of funding models 2. Work in partnership with The Substation to understand its capital needs in line with its positioning as a contemporary cultural destination in the west of Melbourne 3. Support infrastructure requirements for Council owned or managed cultural buildings and promote their cultural use <ul style="list-style-type: none"> - Altona Homestead use - Scope opportunities for Altona Theatre upgrade - Old Laverton School building and surrounds - Williamstown Mechanics Institute Upgrade 2018-2020 - Williamstown Town Hall and Library cultural precinct completed | <p>Arts and Culture The Substation</p> <p>Venues Infrastructure and City Services</p> | <p>2018 – 2022</p> <p>2018 - 2022</p> | <p><i>Items are generally captured in Council's annual operations budgets unless specified</i></p> <p>2018-19 within existing budget, being Year 3 of 3 year funding. Future agreement to be determined in 2018-19.</p> <p>Capital investment planned for Williamstown Mechanics Institute 2018-2020</p> <p>Capital investment underway for Old Laverton School 2018-2020</p> <p>Future capital budget requests through capital planning processes</p> |
| <p>2.2</p> <p>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.</p> | <ol style="list-style-type: none"> 1. Continue to lease 44 Woods Street Laverton as the Woods Street Arts Space as a flexible model for artists and makers. 2. Undertake an analysis of cultural facilities in Hobsons Bay in a regional context, replacing the Positive Solutions Arts Facilities Report 2007 and including | <p>Arts and Culture</p> <p>Arts and Culture</p> | <p>2018 – 2022</p> <p>2018 – 2019</p> | <p>\$7,500 proposed in 2018-19 budget</p> |

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| | multiple disciplines (visual arts, film, etc.) as well as performance | | 2019 – 2022 | |
| | 3. Program diverse art spaces such as Airtime and Orbital enabling young people and local community to showcase their works, curated as 3 or 4 rotations each year | | | |
| | 4. Conduct an audit and scope potential temporary or longer term arts spaces around the city; develop a framework to enable use as creative studio spaces, including for maker spaces, workshops, exhibitions, co-working, performance and rehearsal spaces. To include Council and non-Council owned assets | HBCC Arts and Culture City Services Economic Development Learning Communities Property Services Venues | 2019 - 2020 | New budget request would be for consultants fee / staff resources \$15,000 |
| | 5. Scope models for artist in residence programs and investigate partnerships with the private sector and Seaworks | | 2018 – 2019 | |
| | 6. Consolidate programs that work with urban renewal principles and place making across the municipality | | 2018 – 2019 | |
| | 7. Develop an exhibition space guide with guidelines in partnership with Hobsons Bay Libraries on suitable exhibition venues across the city. | | 2018 | |
| | 8. Scope purpose built collection space as part of any future Civic or Council building redevelopment. | | 2018 - 2022 | |

3. Cultural Festivals and Events

| Objectives | Action | Responsible area | Timeframe | Budgetary Requirement |
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| <p>3.1</p> <p>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</p> | <ol style="list-style-type: none"> 1. Enable opportunities through Art in Public Places and other creative platforms for the development of new work 2. Ensure events skills and development training is accessible to artists, arts collectives, people working in the creative industries | <p>Arts and Culture</p> <p>Arts and Culture Events</p> | <p>Presentation years 2019 2021</p> <p>Annual</p> | |
| <p>3.2</p> <p>Linkages with the Hobsons Bay Events and Festivals Plan to create and promote opportunities to participate in arts and cultural experiences throughout the city</p> | <ol style="list-style-type: none"> 1. Produce the annual Heritage Hobsons Bay Festival in partnership with groups across the city 2. Partner in support of the biennial Art and Industry Festival that explores and celebrates our local industrial history and landscape 3. Produce the biennial Art in Public Places event showcasing temporary art in unexpected places | <p>Arts and Culture Hobsons Bay Libraries Altona Laverton Historical Society, Inner West Branch National Trust, Williamstown Historical Society</p> <p>Arts and Culture Events Hubcap Productions</p> <p>Arts and Culture</p> | <p>April and May each year</p> <p>Presentation years 2018 2020</p> <p>Presentation years 2019 2022</p> | |

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| | <p>4. Promote the contribution to the cultural landscape made by local event producers, including through collective and collaborative marketing initiatives, highlights in e-news e.g. Altona Beach Film Festival, Newport Folk Festival , Williamstown Literary Festival</p> | <p>Arts and Culture Events Venues Economic Development Cultural event producers</p> | Ongoing | |
| <p>3.3</p> <p>Partnerships that provide opportunities in Hobsons Bay for significant cultural events at a metropolitan and state level</p> | <p>1. Work with high profile metropolitan based festivals to bring unique site specific program opportunities into Hobsons Bay:</p> <p>I.e. Channels Film and Video Art, GOWEST and Midsumma, Melbourne Festival, Melbourne Fringe Festival, Melbourne Indigenous Arts Festival (Yirramboi), Melbourne International Jazz Festival, Next Wave, Yalikut Ngargee and major music events</p> <p>2. Explore and scope LGA partnerships for regionally based initiatives in the west, Arts West, Due West, GOWEST, and across the river with City of Port Phillip.</p> | <p>Arts and Culture Events Venues Economic Development</p> | | |

4. Communities and Cultural Development

| Objectives | Action | Responsible area | Timeframe | Budgetary Requirement |
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| <p>4.1</p> <p>A cultural program that represents our diverse community supports opportunities for people of all abilities</p> | <p>1. Develop a program that supports creative programs for people with all abilities; support the Out of the Woods program that works with people who live with a disability</p> | Arts and Culture Social Planning / Metro Access | 2018 - 2019 | <p>\$5,000 is allocated in 2018-19 for annual funding to Out of the Woods until NDIS and organisational funding</p> |
| | <p>2. Create and maintain guidelines across all programs that support Council's Disability Action Plan, applying the events access checklist to all department events</p> | Arts and Culture Social Planning/ Metro Access | 2018 and ongoing | |
| <p>4.2</p> <p>Pathways of connection with diverse communities are supported through the arts</p> | <p>1 Support the delivery of arts events that recognise the GBLTQI community through the GOWEST program in partnership with Midsumma Festival as well as other year round opportunities</p> | Arts and Culture Community Development Events | Ongoing | |
| | <p>2 Continue to curate an intercultural biennial exhibition at the Joel Gallery working with community and a lead artist</p> | Arts and Culture Community Development Louis Joel Arts and Community Centre | 2018 2020 | |
| | <p>3 Identify opportunities to cross promote events and programs through regular collaboration with the Multicultural Office, including around the Lohse and Woods Street precinct</p> | Arts and Culture Community Development | 2018 – 2019 | |
| | <p>4 In partnership with the Newport Islamic Centre support creative programs around the design of the Australian Islamic Centre</p> | Arts and Culture Community Development City Design | 2018-2019 for Art In Public Places in 2019 | |

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| <p>4.3</p> <p>Young people are encouraged to participate in city life through arts and culture and creative industries</p> | <p>1. Work with Youth Services on engagement strategies for creative industries, proposal to form an UP Arts Network that provides a conduit to schools and communities</p> | <p>Arts and Culture Youth Services</p> | <p>2018 onwards</p> | |
| | <p>2. Collaborate with specialist groups including Communities That Care, Jesuit Social Services, Laverton Youth Foundations, The 20th Man Foundation; neighbouring Councils, Footscray Community Arts Centre and The Substation on opportunities in the arts for young people</p> | <p>Arts and Culture External stakeholders</p> | <p>2018 - 2022</p> | |
| | <p>3. Enable programming exclusive to young people i.e.: Airtime, Mesh Mash</p> | <p>Arts and Culture Youth Services</p> | <p>Airtime – 3 curated exhibitions each year</p> | |
| | <p>4. Implement the Street Art Program as per the Hobsons Bay Public Art Strategy, working with young people to support its delivery.</p> | <p>Arts and Culture Youth Services</p> | <p>2018 - 2022</p> | <p>Proposed \$30,000 is included in the 2018-19 budget request (3- 5 works) per annum – see also 1.1.1, same item</p> |

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| <p>4.4</p> <p>A positive contribution is made to Reconciliation in Hobsons Bay through the inclusion of indigenous cultural programming across genres</p> | <ol style="list-style-type: none"> 1. Ensure Indigenous artists are represented across programming throughout the year including Reconciliation Week and NAIDOC 2. Explore partnerships with Indigenous arts organisations, including Ilbijerri Theatre Company, Yirramboi Indigenous Arts Festival 3. Continue to foster creative connections and opportunities with Yarrabah Aboriginal Community and Hobsons Bay as part of the sister city relationship 4. Deliver an annual artist's residency program with two artists from Deakin University's Institute of Koorie Education (Waurin Ponds campus Geelong) supported to work at Woods Street Arts Space and Mesh Mash | <p>Arts and Culture Community Development Events</p> <p>Arts and Culture Events Venues</p> <p>Arts and Culture Yarrabah Aboriginal Shire Council</p> <p>Arts and Culture Deakin University (IKE)</p> | <p>Ongoing</p> <p>2018 2019</p> <p>Annual collaboration</p> <p>2018 2019 2020</p> | <p>May require additional budget depending on opportunities</p> <p>Allocated from arts Reconciliation budget for this year, proposed \$6000 per annum following evaluation</p> |
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5. Telling Our Stories

| Objectives | Action | Responsible Unit | Timelines | Financial consideration |
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| <p>5.1</p> <p>Acknowledgement and respect of our Indigenous history</p> | <ol style="list-style-type: none"> 1. Ensure First Nations Peoples' history is considered on new interpretative materials and programs across the city. 2. Produce a refreshed publication of Yalukit-Willam - The First People of Hobsons Bay and ensure appropriate web based and Hobsons Bay Libraries access of it. Explore partnership opportunities with City of Port Phillip 3. Develop and implement public art opportunities to recognise Aboriginal heritage and culture | <p>Arts and Culture Community Development Economic Development</p> <p>Arts and Culture City Design Community Development</p> <p>Arts and Culture Community Development</p> | <p>2018 – 2022</p> <p>2019 - 2020</p> | <p>New budget request would be made in 2019-2020 with potential for external funding sources \$10,000</p> <p>Budget request to be determined as positioned in the Public Art Strategy.</p> |
| <p>5.2</p> <p>The heritage of Hobsons Bay is interpreted through the development of programs and partnerships with local groups and experts</p> | <ol style="list-style-type: none"> 1. Provide support to the local Historical Societies, with funding and venue support 2. Actively engage with groups with cooperative programs, event marketing 3. Produce the annual Heritage Hobsons Bay program in partnership with local groups and experts | <p>Arts and Culture Venues</p> <p>Arts and Culture</p> <p>Arts and Culture Learning Communities Events</p> | <p>2018 – 2022</p> <p>2018 – 2022</p> | |

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| | <ol style="list-style-type: none"> 4. Create and support an external network for groups and individuals working with historic collections across the city 5. Promote use of heritage buildings within Hobsons Bay including presenting local history fact sheets for each of the heritage venues | <p>Arts and Culture</p> <p>Arts and Culture Venues</p> | <p>2018</p> | <p>New budget request included in 2018-19 \$2000 per annum</p> <p>New budget request included in 2018-19 \$2000 per annum</p> |
| <p>5.3.</p> <p>Effective documentation, research and interpretation of the Hobsons Bay cultural heritage collection and historic places.</p> | <ol style="list-style-type: none"> 1. Define, maintain and manage the Council Cultural Collection under the Collection Management Plan 2018 – 2020, including an audit and review of current collection 2. Undertake annual restorative works on monuments and memorials as set out in relevant condition audits and as specified in the Collection Management Plan 3. Continue to communicate local history narratives that recognise maritime, industrial, cultural stories through alternative platforms such as signage, interpretive markers, street signs and digital technologies 4. Produce a booklet and map of heritage assets around the city 5. Maintain and update the Sons of Williamstown website and explore other opportunities for multimedia platforms to communicate local stories | <p>Arts and Culture Infrastructure and City Services</p> <p>Arts and Culture Eco Dev/Tourism</p> | <p>2018 – 2022</p> <p>2018-19</p> <p>2018-19</p> | <p>In line with annual funding for monuments maintenance audit as applied for through capital works each year</p> |

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| | 6. Scope and commission interpretation infrastructure for the Williamstown Cricket Ground Right Battery | | | \$75,000 is allocated in the 2018-2019 capital works budget |
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6. Advocacy, Partnerships and Capacity Building

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| <p>6.2</p> <p>The creative industries sector is advocated for, positioned and promoted as an integral component of the economic ecosystem of Hobsons Bay and western Melbourne</p> | <ol style="list-style-type: none"> 1. Work with businesses and external stakeholders to encourage investment into co-working, creative and flexible spaces 2. Accelerate the development of creative industry start-ups, businesses and organisations across the municipality; Encourage linkages between the creative ecosystem and the broader economy to support innovation, drive productivity, and job creation 3. Contribute to a regional database of culturally based industries, artists and groups. | <p>Arts and Culture Economic Development</p> <p>Arts and Culture Economic Development</p> | | |
| <p>6.3</p> <p>A strong creative community that is supported by professional development, promoting learning, connection, resilience, sustainability and economic opportunities</p> | <ol style="list-style-type: none"> 1. Expand the Capacity program, presenting opportunities for professional development and broaden to facilitate new network groups, guest speakers and skills development workshops 2. Scope for Council review a new arts grants scheme that supports innovative art practices and programs 3. Promote Creative City in the community and to broader audiences through inclusion in material, enews, social media and other communication materials; including sub-site on Council's website | <p>Arts and Culture</p> <p>Arts and Culture Community Grants Arts and Culture</p> <p>Arts and Culture Venues Events Economic Development Strategic Communication</p> | <p>2018 – 2022</p> <p>2018-2019</p> <p>Ongoing</p> | <p>Allocation for research and report assistance is included the 2018-2019 budget \$7,500</p> |

Consultation - Development of the Plan

Consultation Methodology 1

Arts and Culture engaged Spark Strategy (Spark) to conduct two consultation workshops.

Workshop 1 - Community

The first workshop was a community consultation held on Wednesday 4th October 2017 involving approximately 25 members of the community, the makeup of this group was very diverse and included representatives from the local art organisations, as well as local artists and some new people from the community. Spark facilitated the workshop using World Café methodology, which is an effective way to encourage the sharing and leveraging of ideas. The key purpose for this consultation was to interrogate the draft themes of the plan and identify gaps.

Workshop 2 – Internal Staff

The second workshop was held on Thursday 2nd November 2017 and was an opportunity to engage around 20 colleagues from different Council departments. Due to the success of the community consultation, Spark also facilitated this workshop using World Café methodology. The workshop participants were assigned to groups of five that rotated around three tables, each of which was allocated to one or two program areas. The key purpose of the internal consultation was to identify stronger department collaboration and find synergies across the various departments.

Summary of the workshops

Key themes that emerged from the workshops were:

- The diversity and reach of arts and culture activities that have been implemented and supported in recent years;
- The scope to increase engagement with different people within the community, including marginalised and minority individuals and groups;
- The vital importance of partnerships, both within Council and externally, to the successful rollout of the next Arts & Culture Plan;
- The opportunities and barriers that technological developments will raise.

Other key feedback from the community consultations included interest in access to grants, flexibility of support, being able to find out about commissioning and program opportunities, more ways to network locally, more ways to find out about what is happening in the city and access to space.

Consultation Methodology 2

An arts and culture survey was distributed via Participate and during key events such as Art in Public Places in September, 115 surveys were completed. The arts and culture survey had highest numbers of responses in the 25-65 age groups, several actions are proposed in the Creative City Plan around engaging more cohesively with young people.

Community Meetings

For groups unable to attend the community workshop, a number of small meetings were hosted by request with groups, these included the Loom Room and Born in a Taxi.

Council Plan Strategic Objectives Reference

The Council Plan 2017-2021 is Council's key strategic document that describes how we will work, as an organisation, to achieve the vision and priorities of our community.

The Council Plan was informed and guided by the Hobsons Bay 2030 Community Vision, which was developed by the community, for the community.

It sets out the community's vision for the future of Hobsons Bay and six priority areas for how to get there.

The vision was created through an innovative community engagement process involving over 2,500 community comments.

As a Council, we have made a commitment to our community that we will work towards their vision by incorporating it into the development of our Council Plan, Annual Action Plan and budgets until 2030.

Hobsons Bay 2030

Priority 1: Visionary, vibrant, accountable urban planning

Priority 2: Community wellbeing and inter-connection

Priority 3: Growth through innovation, access to local jobs, technology and education

Priority 4: Proactive enrichment, expansion and conservation of the natural and urban environment

Priority 6: An accessible and connected community

Hobsons Bay Council Plan 2017-21

Goal 1: An inclusive and healthy community

- 1.1 Provide access to high quality services that enhance community health and wellbeing
- 1.2 Ensure all community members will have access to quality community, sport and recreation facilities, cultural experiences and open spaces to encourage a healthy and active lifestyle

Goal 2: A great place

- 2.1 Celebrate and promote the diversity of our community
- 2.2 Support the growth of our local economy and encourage business investment that creates and maintains local jobs
- 2.3 Deliver, support and promote arts, cultural, heritage, recreational and sporting events and programs that foster a sense of belonging and contribute to the liveability of the city

Goal 3: A well designed, maintained and environmentally sustainable place

- 3.1 Deliver and maintain well-designed, accessible and environmentally sustainable community assets

Arts related strategies

Hobsons Bay Public Art Policy and Strategy
Hobsons Bay Events and Festivals Funding Policy and Guidelines
Hobsons Bay Events and Festivals Plan
Arts and Culture Venues Policy
Collection Management and Heritage Plan (in draft 2018)
Tourism Strategy (in draft 2018)
Hobsons Bay Economic Development Strategy

Appendix 4

Hobsons Bay Creative Reference List

Informal audit undertaken in the development of Creative City

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| Spaces and venues | Airtime exhibition flags at Altona Meadows Altona Homestead Altona Theatre Louis Joel Arts and Community Centre Old Laverton School Orbital exhibition space at Aldi Central Square Seaworks The Substation The Rotunda Williamstown Mechanics Institute Williamstown Town Hall Woods Street Arts Space |
| Social enterprise | Mesh Mash |
| Museums Victoria | Scienceworks |
| Indie Museums | HMAS Castlemaine Museum Ship Newport Rail Museum St John Library and Museum Seaworks Discovery Centre Williamstown Historical Museum |
| Library resources | Newport Hub recording studio and resources Williamstown Heritage Room Various collection resources and programming |
| Events and Festivals | Art in Public Places Art and Industry Festival Eid Festivals Events and Festivals Plan Events and Festivals Funding program Go West/ Midsumma Movies by the Bay Newport Folk Festival Paint the Gardens Summer Sounds Williamstown Literary Festival (City of Literature connections) As well as other partnerships with metropolitan event producers. |
| Cultural groups | Historical Societies x 2 and other interest groups Loom Room PAGs |
| Music | Hobsons Bay Band Newport Fiddle and Folk Club |
| Producers | Born In A Taxi, Hubcap Productions The Bells (Seaworks) Snuff Puppets (rehearse rooms Seaworks) |
| Theatre Companies | Altona City Theatre Company Williamstown Musical Theatre Company Williamstown Little Theatre |
| Public Art Collection | Bay Trail public art collection and interpretive markers Public Art Policy and Strategy Public art collection |

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| Investment attraction | Creative industries, Co-working spaces, Science works, any future technology, Innovation hubs |
| Citizen of the Year 2018 | Andy Griffiths |
| Business of the Year 2017 | Modscape in Brooklyn |
| Filming | Film friendly policy and guidelines, extensive filming in the city |
| Indigenous | Rivers to Recognition and other cultural programming |
| Design | Glenn Murcutt / Mosque – and Open House |
| Heritage | Ada Cambridge/ McCubbin / Sturgess First Nations Heritage Developing a strong identity in Heritage Hobsons Bay Cultural heritage street signs program Walking tours and Industrial walking tour app Williamstown Botanic Gardens Truganina precinct Industrial Heritage |
| Film festivals | Altona Beach Film Festival New young people's film festival Newport |
| Residents and businesses | Several high profile residents, i.e. Senior Curator of photography NGV, Creative Victoria Director, Andy Griffiths, Leigh Hobbs, Geoffrey Ricardo, architects, designers, artists, writers, etc. Science in Public innovators |
| Capital investment | Williamstown Town Hall, Mechanics Institute, Altona Theatre, Library investment, Old Laverton School |

