



# MAKE PLAY GROW

2015-2019

A strategy for a  
more *creative* shellharbour

# CREATIVITY

INVOLVES BREAKING  
OUT OF ESTABLISHED  
PATTERNS IN ORDER  
TO LOOK AT THINGS  
IN A DIFFERENT WAY

*Edward de Bono*



# Mayor's Message

It is well recognised that arts and creative activity contributes significantly to a city's attractiveness as a place to live, work and visit. From displays to performances and events to workshops, creative initiatives also have widespread community benefit on several levels including social connectedness, economic growth, self-expression and activation of public spaces.

Aligned with Shellharbour City Council's vision for a dynamic, vibrant and liveable city, 'Make, Play, Grow' aims to create an environment where ideas, imagination and creativity can flourish. Building on current strengths and introducing a number of new initiatives, this strategy puts forward our ambitions for the artistic and creative life of the city over the next five years.

This strategy is the result of extensive community consultation. I would like to thank everyone who generously contributed their time and ideas to develop this strategy.

Council recognises its role in facilitating and supporting creative activity and strongly encourages the involvement of individuals, businesses and community groups to assist in achieving the ambitions set out in this strategy. I hope that this document will be a source of inspiration and guidance over the next five years, helping us to build a more creative Shellharbour.

A handwritten signature in white ink that reads "Marianne Saliba".

**Marianne Saliba**  
Mayor, Shellharbour City



# Why should Shellharbour **MAKE, PLAY & GROW** creatively?

Increasingly, Australians are recognising arts and creative activity as important and relevant to their lives. Eighty five percent believe that the arts make for a richer and more meaningful life; they influence how we express ourselves, our creative thinking and new ideas<sup>1</sup>. Nine out of ten New South Wales residents take part in arts activity, through creation or participation, each year<sup>2</sup>.

Creative expression in its many forms has an important role in building a sense of place, bringing communities together and activating our civic spaces. It also enables lifelong learning, increases local employment and skill development and supports a growing tourism economy. Shellharbour's community is passionate about increased creative activity. The demand is not only for an increase in frequency, but an increase in variety. You told us you want to be surprised by art in unexpected places, enjoy more diverse events and be challenged by projects that you can get involved in.

*1 Arts in Daily Life: Australian Participation in the Arts, May 2014, Australia Council for the Arts*

*2 Create in NSW: NSW Arts and Cultural Policy Framework, February 2015, NSW State Government*

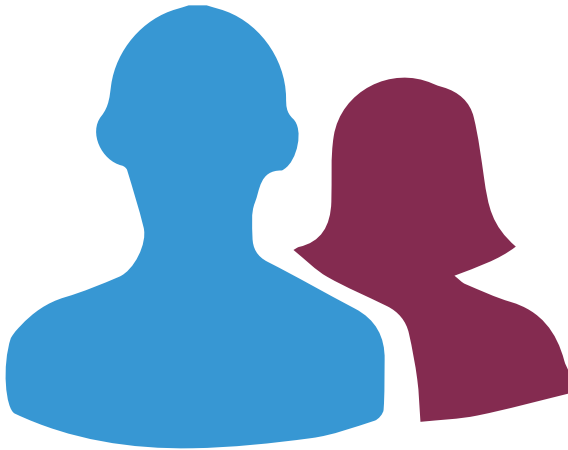
It is important for Council to plan ahead in order to provide and support creative initiatives and facilities. 'Make, Play, Grow' is an aspirational strategy document which builds on existing cultural assets and resources while providing new opportunities. It will be used to inform Council's planning, programming and funding priorities over the next five years.

Shellharbour City Council, in developing this strategy, had to determine its scope. The word 'culture' is often used as a loose synonym for the arts or creativity, but it can be a very broad term which incorporates sport and recreation, language and traditions, areas which already hold a significant place in Council's activities. Taking this into consideration, we have instead developed a strategy for *creativity* which recognises the crucial contribution this kind of activity makes to our city liveability.

This approach is also born out of an understanding that creative expression is greater than what is traditionally referred to as the 'arts' (visual arts, theatre, literature, music etc), extending the strategy's reach to include fields such as design, film-making, architecture and place-making.

# Our Ambition

Overall, 'Make, Play, Grow' sees creativity as being inclusive of our sense of place, our values and our identity, the material products and processes of creative expression and our engagement with and participation in creative activity.



Place and people

To discover more about the people of Shellharbour, visit our website or watch our demographics video at <http://tinyurl.com/shellharbourdemographics>.

**Shellharbour will be a dynamic and vibrant place where creativity thrives;**

- ▶ **the community is engaged in meaningful and exciting creative activity as an everyday experience,**
- ▶ **those practicing creative activity or producing creative events are supported and valued and**
- ▶ **creativity is prominent and integrated in Council's activities.**

# Lake Illawarra

# ART TRAIL

Welcome to the Lake Illawarra Art Trail

Lake Illawarra is the second largest saltwater lake in NSW and covers an area of 35 square kilometres. The lake has been used as a resource for thousands of years, providing food, fresh water and beautiful spots for camping and recreation.

Walk or cycle the three kilometre trail to explore local history, Aboriginal heritage, flora and fauna.

The artworks along this trail were created by local artists in collaboration with the community in response to the lake, its history and its people, using natural and fabricated objects and various techniques such as woodcarving, painting, mosaic and glass imagery.

Shellharbour City Council acknowledges the Traditional Owners and Custodians of the Land on which these artworks are installed.

Scan the QR code with your mobile device to access more information about these artworks, the artists and Lake Illawarra.



Supported by Shellharbour City Council and the Southern Ph...

# What will Council do!

Shellharbour City Council plays a significant role in developing the City's growth as a platform for creative activity and expression. This strategy aims to place Council in a strong position to enable, assist and support creative ideas, events and activities for the benefit of both residents and visitors.

A change in approach from providing a relatively limited range of arts activities to a broader focus on creativity is supported by the knowledge gained during consultation with the community.

## We see our role as one of:

### FACILITATOR

To actively support and nurture organisations and events which assist Council to guide the development of creative activity and industry in Shellharbour and deliver on the objectives outlined in this strategy.

### CONNECTOR

To build and broker partnerships and create networks, sharing and working with others to provide services, opportunities and resources.

### SUPPORTER

To promote creative activities and events to ensure that they gain the exposure they require to succeed and contribute to community development.

### HOST

To provide places and opportunities for artistic, cultural and creative activity and enterprise to occur and thrive.

### CAPACITY BUILDER

To provide education, professional development opportunities and policy development to build a knowledgeable and resourceful creative community.

### PROVIDER

To provide services and programs where gaps exist to fulfill an identified need in the community.



# What's in it for me?

## **ARTISTS AND CREATIVE PRODUCERS**

Shellharbour City is home to many creative, talented and ambitious people. Council recognises that a reciprocal relationship exists between creative producers and the broader community who experience and engage with the results of that creative output. It is for this reason, among others, that 'Make, Play, Grow' dedicates an entire section to opportunities for supporting and connecting individuals, organisations and groups to maintain their creative practice and turn ideas into reality.

## **COMMUNITY**

Nearly all Australians consume at least one form of art and half participate in arts creation each year<sup>1</sup>. The benefits of participating in creative activity are well recognised; an opportunity for lifelong learning, a way of increasing social connectedness, assisting an increased sense of personal wellbeing and known to have an impact on our ability to deal with stress, it cannot be argued that creative activity is anything but good for us<sup>2</sup>.

*1 Arts Nation: An Overview of Australian Arts, 2015 Edition, Australia Council for the Arts*

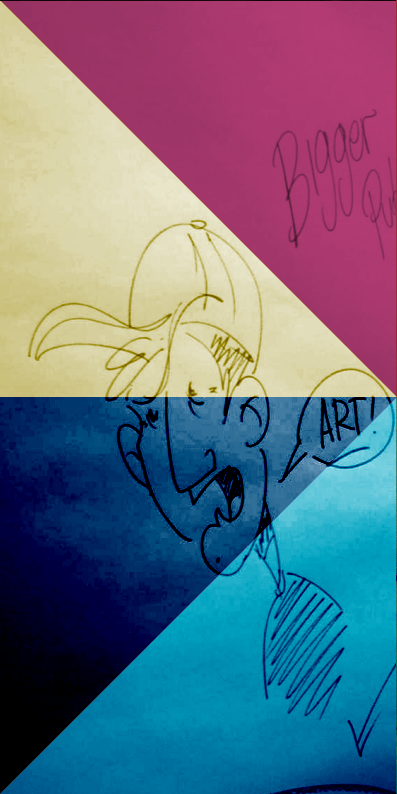
*2 Arts in Daily Life: Australian Participation in the Arts, May 2014, Australia Council for the Arts*

## **BUSINESSES & COMMUNITY ORGANISATIONS**

It is essential that Council continues to develop, maintain and leverage partnerships to optimise results. By pursuing a collaborative approach, a broader array of resources can be drawn upon to achieve desired outcomes for Shellharbour.

Opportunities identified will require the involvement of additional parties such as other government agencies, not-for-profit organisations and businesses to assist in their implementation and to ensure their success. Creative activity in a region has many flow-on benefits for businesses and organisations including a rise in tourism numbers, an increase in local employment and skill development and economic growth.







# Continuing the Conversation

This strategy builds on information provided by the community in previous consultation, demographic analysis as well as research into best practice models and current trends in arts and cultural development.

There are a number of studies that have already been completed that tell the story of arts and culture at a local and regional level. We want to build on these resources and what the community has told us previously to ensure that arts and culture is integrated into everything that we do.

Some of the research conducted in the lead up to this strategy included a cultural mapping study, a cultural infrastructure needs study and an analysis of actions within Council's previous Cultural Plans (2000-2004 and 2005-2009). The strategy is not only informed by a lengthy consultation period but also draws on information heard at recent Place Making Workshops and a Shellharbour Tourism Branding Exercise.

## **NATIONAL TRENDS AND POLICIES**

The importance of creative development and building on existing cultural assets has been an area of interest to all levels of government for a number of years. Federal and NSW State Governments and agencies have developed arts and cultural strategies. This Strategy is guided by a number of these policies, plans and reports including:

- “Creative Australia”: National Cultural Policy 2013
- Create in NSW: NSW Arts and Cultural Policy Framework 2015
- National Arts and Culture Accord
- NSW State Plan – NSW 2021
- Cultural Planning Guidelines for Local Government (NSW Ministry for the Arts)
- Illawarra Regional Strategy 2006-2031
- Illawarra Cultural Status Report 2005-2008 (Southern Councils Group)
- The CAMRA Toolkit – All Culture is Local. Good practice in regional cultural mapping and planning from Local Government, Australian Research Council

## **MAKING IT HAPPEN LOCALLY**

Council holds a key role in ensuring the integration of these international, national and state policies and practices into local lifestyles of those who live, work and play in Shellharbour.

‘Make, Play, Grow’ aligns with Shellharbour’s Community Strategic Plan (2013-2023), a ten-year vision of Council for Shellharbour City. The following objective and strategies are especially relevant to this strategy:

### **OBJECTIVE:**

1.1 Vibrant, safe and inclusive city

### **STRATEGIES:**

- 1.1.1 Encourage and support activities where communities can gather and celebrate
- 1.1.4 Have accessible community and cultural facilities available for current and future community members
- 1.1.5 A creative community participating in arts and cultural activities

‘Make, Play, Grow’ does not sit in isolation. It also corresponds with a number of Council’s other strategies and plans including:

- Libraries and Museum Strategy 2024
- Tourism Shellharbour – Destination Management & Strategic Marketing Plan 2012-2017
- Community Safety and Crime Prevention Strategy
- Economic Development Strategy 2014-2018
- Aboriginal Culture and Heritage Management Toolkit
- Albion Park, Oak Flats and Shellharbour Village Town Centre Plans
- Healthy Ageing Strategy 2015-2017

The strategies and big ideas outlined in ‘Make, Play, Grow’ will guide actions included in Council’s Delivery Program every four years and Operational Plan each year and will be dependent on partnerships and funding.



put a Street  
pride to your street!

Writers workshop  
Poetry Maps / Creativity

Why to we not  
JUST COPY RIBBOWOOD  
AT DARTO

\* CONCERT HALL  
NEEDS  
MONEY

# What's Your

Monthly music in village  
community & stronger in a  
5pm afternoon club

WHERE ARE PAGES  
TO REACH MUSIC  
TO BABIES IN  
SHELL HARBOUR

affordable skill  
sharing oppor

A BETTER  
FOR LOCAL  
ARTS AND  
THREE ARTISTS TO THE  
APPROPRIATE CENTRE

Windows in  
Public places  
to display art  
& community groups

Nature ART

ARTS & MUSIC  
CENTRE

AN ARTS  
PRECINCT  
WITH SPACE FOR  
LDS  
Community Gardens as a discovery place and creative incubator

Adventures to  
playground

# # Creative Shellharbour

OUTDOOR  
PAINTING  
Community Gardens  
HERE

OUTDOOR  
YOUTH FESTIVAL  
MUSIC / ART / SKATE / BMX

It's important to  
making that new  
Creative space work  
and what do you do

LEADERS

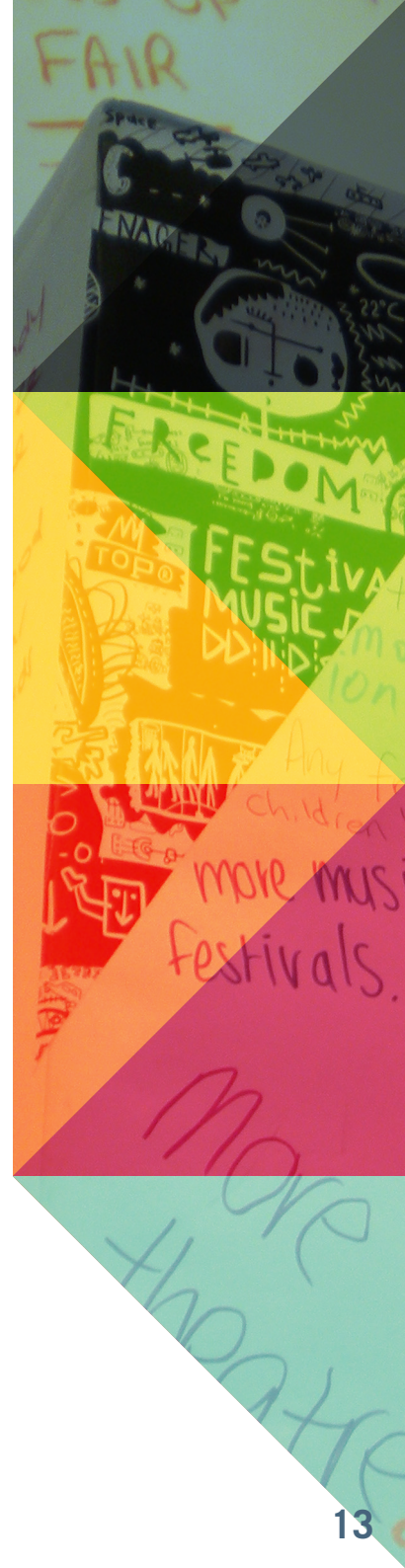
# Your strategy, your big ideas

Shellharbour City Council took a creative approach to community consultation during the development of this strategy. During June of 2014 we invited discussion by asking people "What's your big idea for a more creative Shellharbour?"

Through an Idea Bombing event, roving performers, surveys, pop-up kiosks, a #creativeshellharbour campaign and quick idea cards we gathered hundreds of ideas. The themes that emerged from that conversation form the backbone of this Strategy, setting its direction and defining its strategic objectives.

We gathered

**496 IDEAS OVER;**  
**8 POP-UP KIOSKS,**  
**1 WEEKEND EVENT**  
**149 BIG IDEA CARDS**  
**162 SURVEYS**



# THE TOP 10 BIG IDEAS

1. FOOD AND FARMERS MARKETS
2. MUSIC FESTIVALS
3. OUTDOOR CINEMAS
4. ART AND CULTURAL FESTIVALS
5. FILM FESTIVAL
6. GALLERY AND EXHIBITION SPACES
7. THEATRE AND PERFORMANCE
8. LIVE MUSIC AND BUSKING
9. VIVID SHELLHARBOUR
10. STUDIOS AND CREATIVE SPACES

Who can collect  
the most crabs  
comp (award) at  
the beach.

"We want a Shellharbour that is..."

CREATIVE INSPIRING  
UNEXPECTED  
CONNECTED VISIBLY  
INQUISITIVE CREATIVE  
ENGAGING  
SUPPORTIVE  
ADVENTUROUS  
INNOVATIVE  
EXPRESSIVE  
SURPRISING FULL OF  
INCLUSIVE OPPORTUNITY  
COLLABORATIVE  
BOLD DIFFERENT  
ACTIVE  
ICONIC  
LIVEABLE  
RELAXED  
VIBRANT FUN

# MAKE *Creatively*

Shellharbour is a city where environment in which creati



- Facilitate the connection of artists by providing the opportunity for meeting, sharing resources and collaboration. This may include initiatives such as networking sessions, or an online forum. **M**
- Advocate for wet/dry space appropriate for workshops and classes in all new developments of community facilities and ensure it is available for hire to professional artists. **L**
- Improve accessibility to Council owned facilities for artists and creative practitioners by offering community rates and low-rent tenancy agreements where possible, or during designated times of the year. **M**
- Support the construction of, or conversion of existing property into, a creative studio and workshop facility by providing assistance with relevant approvals and legislative compliance regulations. **L**

## **PRIORITY**

- Pilot new business models and develop a new marketing strategy for the Shellharbour Village Exhibition Space to expand the diversity of its use and increase visitation. **M**
- Coordinate and curate exhibitions in libraries, community centres and Council's customer service spaces. **M**
- Establish an online gallery space for local artists to market themselves and their work. **M**
- Work with local creative producers to investigate the availability and suitability of alternative spaces and platforms to showcase their work, including musicians, performers and designers. **L**
- Recognise and acknowledge the contribution of local creative practitioners through the introduction of an annual award. **S**





creativity can generate opportunity, providing a supportive  
 ve production and innovation can flourish.



Explore opportunities to develop a comprehensive web-based arts portal which includes artist profiles, links to upcoming opportunities and resources relevant to the sector.

M

Facilitate a regular arts symposium to provide a significant opportunity for communication, professional development and networking.

L

Provide guidance and support and act as a partnership broker for local businesses interested in connecting with artists or initiating creative projects.

M

Facilitate the development and delivery of a professional seminar and workshop series to guide creative practitioners and businesses through areas such as marketing and promotion, grant writing and legal issues.

M

Seek funding, partnerships and support from key stakeholders in business and education to facilitate mentoring, capacity building and skill development programs for emerging creative producers.

M

Utilise Council facilities to host an 'Artist in Residence' program for local and visiting artists to encourage skill-sharing, critical discussion and mentoring opportunities.

L



# Imagine this....

## **PARRAMATTA ARTISTS STUDIOS (PARRAMATTA, NSW)**

Parramatta Artists Studios are located in the City's CBD, in the heart of Western Sydney. With a total of fifteen residential and non-residential working spaces alongside exhibition space, the Studios focus on supporting contemporary artistic practice and are offered at subsidised rates.

An initiative of Parramatta City Council and also supported by the NSW Government, Parramatta Artist Studios to contribute to the wider community through an annual program of events, workshops and activities including school holiday workshops for children with resident artists.

Parramatta Artist Studios have proved invaluable in nurturing the arts scene in Parramatta, delivering a much needed platform for artists to make work and collaborate on projects, while also providing an opportunity for the community to engage directly with practicing artists and learn more about contemporary art.

## **YARN: PROFESSIONAL DEVELOPMENT FOR ARTISTS (COOLANGATTA, QLD)**

City of Gold Coast hosted an intensive three day professional development workshop for artists, cross art-form practitioners, and collaborators, facilitated by internationally acclaimed artist and producer, David Pledger. The program was designed to develop artists' working practices and models for collaboration between artists and across art-forms.

Each participant was invited to bring to the conversation a project that they were working on, a finished project, or an idea for a project to be discussed. The idea, in Pledger's words, was to "generate a constructive and safe environment for them to talk about how they work".

YARN allowed artists to constructively reflect on their work with a high level of understanding and critique. The intensive also allowed the artists involved to build up a support network which in turn will increase the likelihood that the artists will remain living and working within the Gold Coast area.





# PLAY *Creatively*

Shellharbour is a city where

A city where...

**PEOPLE ARE CONNECTED  
TO CREATIVITY THROUGH  
COMMUNICATION,  
PROMOTION AND  
PARTICIPATION**

Review existing marketing and promotion of creative activity to ensure that the community has access to dynamic and up-to-date information to improve awareness and involvement.

S

Develop and implement a framework to improve the distribution of information about arts and cultural development activities.

M

Continue to build relationships and partnerships with community leaders and community groups to gain a better understanding of the barriers that inhibit participation in creative activities and develop practical strategies to address these.

L

Develop a public art register, strategy and implementation plan that provides a curatorial vision for public art across the City, sets priorities, provides a framework for commissions and outlines the management and maintenance of public art.

M

**PRIORITY**

Continue to develop and extend the Lake Illawarra Art Trail.

L

Develop an art in public places program to seek temporary and permanent public art works that contribute to a distinctive sense of place.

L

Work with the community and business owners to encourage an ever changing display of street art murals and laneway art to contribute to a reduction of anti-social behaviour and malicious damage.

M

A city where...

**OUR PUBLIC  
PLACES ARE RICH  
IN PUBLIC ART**

creativity can be part of everyday life and is local, inspiring, diverse and accessible.



- Actively promote Shellharbour’s annual programs of events and incorporate creative and artistic elements into Council facilitated and sponsored community events. **S**
- Encourage and support a program of open air cinemas and outdoor events. **S**
- Provide and support a range of markets including food, produce, art and design markets. **M**
- Investigate the opportunity to provide new, free events and festivals in the City including light displays, music festivals and BMX carnivals. **M**
- Partner with local artists, artist groups and community organisations to host an arts and cultural festival that is inclusive of numerous art forms including film, performance, music and visual arts. **M**

- Identify and create a register of underutilised and work with relevant partners to establish a program of creative pop-up events to temporarily activate space. **L**
- Partner with local businesses regarding possible shopfront exhibitions or short term leases with property owners. **L**
- Encourage temporary street activation by developing a policy for busking and street performance in the City. **M**
- PRIORITY** Incorporate art components in the design of new street furniture such as seats, bus stops, shelters, lighting, bike racks and introduce clear and creative signage and way finding. **L**
- Encourage community members to instigate temporary art experiences by supporting the integration of art and play in public spaces. **L**



# PLAY *Creatively*



Explore opportunities for the inclusion of arts and cultural initiatives such as creative industry and digital art forms in the proposed High Tech Business Park.	L
<b>PRIORITY</b>	
Introduce story telling of the City's history through the development of digital displays, phone apps and online galleries.	M
Explore the potential for a partnership between neighbouring Councils and external organisations to create an innovative, contemporary communications system and information service to improve access to arts, cultural, historical and community information.	M

**CREATIVITY  
IS PIERCING THE  
MUNDANE TO FIND  
THE MARVELLOUS**

*Bill Moyers*



# Imagine this...

## ART TOWN (CHAPEL ST PRECINCT, MELBOURNE, VIC)

The ART Town project in Melbourne's Chapel Street Precinct invites artists to create temporary art in public spaces, encouraging people to engage with art as a part of their everyday lives and spaces, creating moments of unexpected beauty, amusement, reflection and intrigue.

Running for four years, the 2014 event included more than 80 artists who took to the streets during live art weekends, ran open workshops outside public buildings, displayed work in temporary exhibition spaces and created art in local businesses such as local cafes.

ART Town provides local residents with the opportunity to celebrate their community, creates a new experience for visitors, and is an invaluable contribution to the precinct's vibrancy. The success of ART Town illustrates public art's ability to reaffirm or reveal a sense of place and community through dialogue, interaction and participation in creative activity.

## SCOTCH HOPPERS (GLASGOW, SCOTLAND)

Created for the 2014 Commonwealth Games in Glasgow, Scotland as part of the cultural program, Scotch Hoppers filled the end of a city street with reimagined versions of traditional games such as hopscotch and skittles. The installation included brightly coloured spots to jump on, pieces of wood to stack on top of each other and wooden elements to set up and then knock over.

Play is a unique and compelling way to relate to your environment. The courses constructed allowed flexibility in the way that people could engage with them regardless of their levels of physicality, interest or skill and were suitable for children and those young at heart, individuals and groups. There were no complex rules for play, and weekend performances also featured to inspire the public to engage with the space in a variety of different ways.

Experiences of play in public spaces makes you notice things about the environment you might not otherwise pay any attention to, get you moving and exhilarated and help lay claim to places in a very personal way.







# GROW Creatively

Shellharbour is a city where through strong networks, par



## PRIORITY

- Foster the exchange and sharing of ideas and actively promote available funding opportunities through a local cultural portal or e-newsletter publication. **S**
- Support local creative projects and events by encouraging artists and artist groups to apply for funding through Council's Sponsorship and Donations Programs. **S**
- Investigate the feasibility of a local small creative grants program to support sector development. **L**
- Collaborate with our neighbouring Local Government Areas to develop a framework for resource sharing, dissemination of information and to seek opportunities for regional support networks and positions. **L**

## PRIORITY

- Develop a strong partnership with the University of Wollongong, TAFE Illawarra and our local primary and high schools to ensure local emerging artists are involved in the City's arts and cultural development projects. **L**

Explore the expansion of the Harbour Theatre at its current site, comprising of a theatre, rehearsal space, storage and workshop space suitable for a variety of art forms. **L**

Encourage and facilitate the use and activation of Council's facilities and public open space for creative activities by providing support with items such as bookings, fees and charges and public liability. **S**

Continue to work in partnership with Shellharbour City Libraries and Museum to grow existing and implement new creative activities and events in our libraries such as an 'Art in Libraries' program. **M**

Partner with and support local businesses to facilitate a growth in live music venues across the City. **L**

Increase creative activity and encourage flexible use of open space, parks and bushland by identifying, developing and promoting these areas for music, literacy and theatrical performances. **M**



creativity can contribute to liveability and generate economic growth  
partnerships and shared resources.



**PRIORITY**

Lead and facilitate more effective internal organisational partnerships and information sharing to expand and improve Council’s capacity to assist the community to undertake creative activities in the City.

M

Develop a “How To” guide to provide assistance and guidance to artists, community groups and creative enterprises to understand and comply with Council requirements as well as items including publicity, insurance, legal issues and funding.

M

Facilitate the process of compliance with relevant regulations for community-led creative initiatives in the City.

L

Investigate the possibility of amending Council’s Section 94 Contribution Plan and Development Control Plan to facilitate the provision of public art in new developments and/or to require contributions towards the provision of public art in the City.

L

**PRIORITY**

Advocate for arts and cultural advice in the early stages of planning and design of major infrastructure projects and public places such as Town Centre Plans and the City Hub to promote distinctiveness and authenticity.

L

Partner with developers in our new release areas to develop and implement public art and place-making strategies for areas such as Shell Cove and Calderwood Valley.

L

Recognise that town centres play an important role in cultural identity by implementing place programs and streetscape projects outlined in the Albion Park, Oak Flats and Shellharbour Village Town Centre Plans.

L



# GROW Creatively



Measure the economic and employment impacts on the contribution of arts and cultural events to the local economy.

L

Encourage and promote the sale of local products through avenues such as local art and designer markets and locally made souvenirs in Shellharbour's Visitor Information Centres.

M

Optimise opportunities to showcase the excellence and diversity of Shellharbour's creative community through the use of artist profiling and imagery in Council's marketing and promotional material.

S

Facilitate the establishment of cross-disciplinary collaborative spaces for idea incubation, business support and mentoring for emerging creative practitioners and businesses, developed and delivered in partnership with key stakeholders in private enterprise and education.

L

**OUR CREATIVE EXPRESSION GIVES VOICE  
TO US AS INDIVIDUALS, CHALLENGES  
PERCEPTIONS AND HELPS US SEE THE  
WORLD THROUGH THE EYES OF OTHERS.**

*Creative Australia, Australian Federal Government 2013*



# Imagine this...

## ENLIVEN PITTWATER (SYDNEY, NSW)

Enliven Pittwater is a revitalisation project in Sydney's Northern Beaches which aims to improve street life, increase vibrancy in town centres and boost village economies. A partnership between business leaders, the Council and community members, the project uses creative experiences, cultural and social activity and retail to inject energy into urban spaces.

Activities and events held as part of Enliven Pittwater have included live music, pop-up bars, picnics, outdoor cinemas, coffee and connect sessions, workshops and presentations for local businesses, artist studio trails, laneway events and markets. These events also showcase and promote local businesses.

A free mobile device application has also been developed as part of this project, bringing together businesses, events and experiences and giving residents and visitors quick access to what's available and happening in Pittwater on one central platform.

## TESTTOWN (CARNEGIE, UK)

TestTown is part pop-up festival, part skills course and part innovation challenge. A seven-day enterprise program for young people aged 16-30, the challenge gives the next generation of entrepreneurs the support to realise their potential while demonstrating how town centres can benefit from imaginative thinking.

In 2014 six local heats, showcasing 27 business ideas, took place around the UK, culminating in a Grand Final in Cambridge where one idea was awarded start-up funding. TestTown provides a productive town centre hub for delivering the business – a shop-front, office, park or market stall – specialist advice and development funding. Previous challenge finalists have included an online apprenticeship matching service, bespoke and vintage fashion, luxury foods and locally sourced beverages.

The TestTown challenge is about making town centres exciting, vibrant and relevant places. A competition which rewards innovative thinking, an enterprising mind and risk taking, it seeks to encourage communities to think differently about their town centres.





TURNER

& SON





# Where to from here!

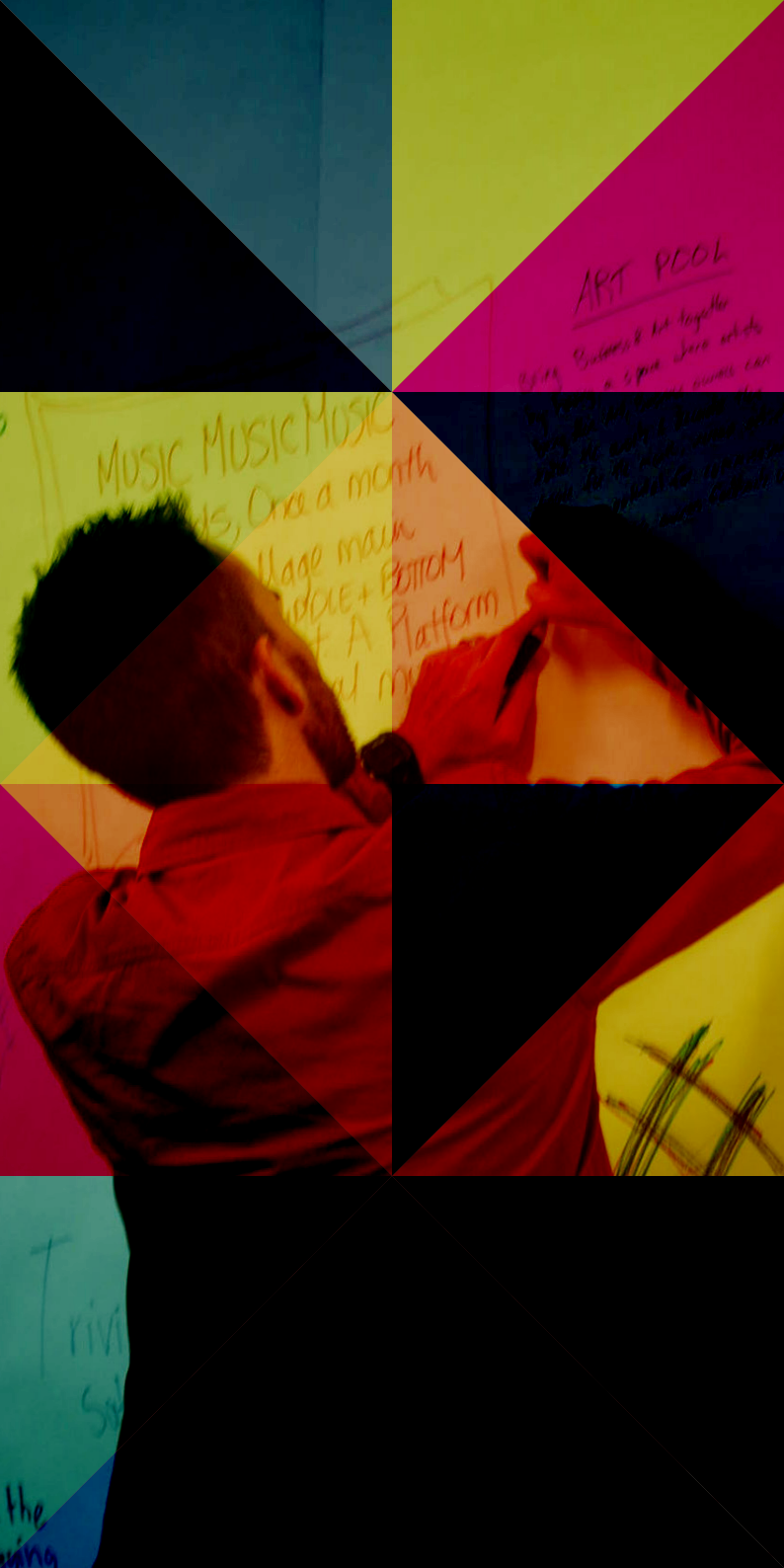
This Strategy provides Shellharbour City with an opportunity to plan, provide and advocate for increased creative activity for the benefit of the community and visitors alike. This strategy will be aligned with Council's Delivery Program and will be implemented during 2015-2019. 'Big Ideas' in this Strategy will be incorporated into Council's Operational Plan each year and will be dependent on partnerships and funding. Achievements and activity aligned to this Strategy will be reported through the Annual Report.

These indicators will help to demonstrate whether or not Shellharbour City Council is on track to achieving its ambitions and key goals over the life of the Strategy.

Indicator	Desired Trend	How will it be measured
Satisfaction with cultural and arts initiatives	▲	Community Survey
Satisfaction with cultural and education services and facilities – Community centres and public buildings	▲	Community Survey
Satisfaction with community events and activities (e.g. BBQs, fun days)	▲	Community Survey
Connection to the community	▲	Community Survey
Satisfaction with graffiti prevention and removal	▲	Community Survey
Number of graffiti incidences reported	▼	Community Safety Officer
Perception of safety	▲	Community Survey
Volunteer rates	▲	Census
Usage of the Shellharbour Village Exhibition Space	▲	Number of hirers and number of days hired
Attendance at arts and cultural events and activities	▲	Number of attendees
People receiving information	▲	Likes on Shellharbour Village Exhibition Space Facebook and Mailing list subscribers
Heritage, creative and performing arts output	▲	Australian Bureau of Statistics
Employment in heritage, creative and performing arts	▲	Census
Tourism dollars generated from arts and recreation services	▲	Australian Bureau of Statistics

# Thank You

We would like to thank the members of the Shellharbour community, community groups and organisations for providing their input as part of the community consultations. We have also valued the support and advice we have received from creative enterprises and businesses in the region along the way. We look forward to working with you to implement the Big Ideas in this strategy in the future.



## REFERENCES AND FURTHER READING

- Federal Government 2013, 'Creative Australia: National Cultural Policy'. Accessed online at: <http://creativeaustralia.arts.gov.au/assets/Creative-Australia-PDF-20130417.pdf>
- NSW Government 2015, 'Create in NSW: NSW Arts and Cultural Policy Framework'. Accessed online at: [http://www.arts.nsw.gov.au/wp-content/uploads/2015/02/CreteInNSW\\_NSWArtsAndCultural-PolicyFramework.pdf](http://www.arts.nsw.gov.au/wp-content/uploads/2015/02/CreteInNSW_NSWArtsAndCultural-PolicyFramework.pdf)
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## APPENDIX 1

### Results of community engagement

#### Top 10 'Big Ideas' from options given in survey:

1	Food and farmer's markets	43.20%
2	Music festivals	41.40%
3	Outdoor cinema	41.40%
4	Art and cultural festivals	34%
5	Film festival	25.30%
6	Art, craft and design markets	24.10%
7	Opportunities and venues for live music	23.50%
8	Comedy nights	22.20%
9	Public art	17.30%
10	Street art murals	16.70%

#### Top 10 'Big Ideas' from Idea Bombing event and Big Idea feedback cards:

1	Outdoor cinema	6.30%
2	Gallery/exhibition space	5.34%
3	Opportunities and venues for live music/busking	4.77%
4	Community festival	3.82%
5	Food/farmers/produce market	3.63%
6	Music festival/outdoor concerts	3.05%
7	Theatre/performance eg Roo Theatre	2.86%
8	Workshop opportunities	2.48%
9	Studio/workshop creative spaces	2.48%
10	VIVID Shellharbour	2.10%

#### Top 10 ways Council can help:

1	Publicise and promote creative activity	16.89%
2	Engage further with community	15.98%
3	Invest in arts and culture	13.70%
4	Increase Public Art	8.22%
5	Cut red tape	7.77%
6	Provide support and resources to community projects	5.94%
7	Work with existing assets and build on current events	3.65%
8	Develop and implement projects	3.65%
9	Build connections	3.20%
10	Provide shared space for creative activity	3.20%



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