



Submission to the Creative Victoria discussion paper *Let's Get Creative About Victoria's Future*, a precursor to the development of its first creative industries strategy.

Hobsons Bay is located at the north western side of Port Phillip Bay and is home to the suburbs of Altona, Altona Meadows, Altona North, Brooklyn, Laverton, Newport, Seabrook, Seaholme, South Kingsville, Spotswood, Williamstown and Williamstown North. It has a population of 87,350 people.

This submission is presented from the context of local government, a driver of the creative industries in multiple ways; through its delivery of services and resourcing of arts and culture, heritage, lifelong learning, planning, urban design, events and economic development including tourism and visitor services among others. In that context, the following points are put forward:

The contribution of local government in the sector

For the forthcoming *Creative Industries Strategy* to be a holistic strategy for Victoria it needs to formalise and recognise the role and the financial contribution of local government in supporting the arts, noting that

- local government makes a significant financial contribution to the arts and creative industries and to the cultural vitality of Victoria
- the support of local government as an active driver is critical to inclusive, resilient and healthy communities, to helping shape progressive and competitive economies and to well planned and sustainable cities
- local government support is in the grass roots, the local, the neighbourhood and in regional and broader outcomes
- it includes working in support of individual practitioners and organisations, investments across a range of disciplines, in operations, in programming, in production and in infrastructure, planning and place making
- from building and operating library services, caretaking heritage, promoting urban arts initiatives to support contemporary arts spaces and facilitating active arts communities, among many other elements, it is a very wide spectrum, representing a significant investment across the state and an informed perspective
- local government is also a significant employer in the arts, cultural and creative industries

Economic, social and cultural values

If the *Creative Industries Strategy* is positioned as Victoria's primary arts framework, it must

- consider the creation and practice of work that supports the new, emerging, innovative and participatory art practitioners, organisations and place makers
- acknowledge that the value of the arts needs to be as equitably in creation, expression, experience and participation as in economic profiling and in opportunities to create jobs and contribute to the economy

Barriers to participation are not always geographic

Having a proposed theme around *Regional and Outer Metropolitan* doesn't reflect that barriers to participation in and access to the arts are not always geographic

- cultural and socio-economic barriers are a reality in suburban metropolitan Melbourne
- urban renewal programs and precinct developments are obvious ways for local and state government to work in partnership to further the creative industries and there are opportunities to do this in inner metropolitan and suburban Melbourne
- it is recognised that funding streams or program opportunities facilitated through the strategy can prioritise geographic locations in their criteria, but to exclude metropolitan areas from participation will limit the scope of what the Creative Industries Strategy can achieve and may inhibit local government investment

Creative industries and economic development

Our creative communities will most definitely benefit from links being made across government portfolios. Relevant points include that

- working from the grassroots to potential export markets will work best with partnerships of all levels of government; local, state and federal
- access to web based market places will benefit from regional and state coordination, a reduced economy of scale for local government
- linking the expertise of economic development practitioners and agencies and employment opportunities for arts practitioners in the areas of training, mentorships and small business support will help formalise and grow creative industries
- advocacy is required around the need for infrastructure to support such industries, NBN rollout
- affordable housing and affordable space are important factors in supporting a creative community
- business and arts incubators and arts based social enterprise require local support; a pathway to work in partnership on resourcing, including staffing, is an opportunity to help formalise and grow the sector and contribute social and economic benefit
- there is a compelling link between a strong creative economy and an area's visitability and appeal as a visitor and tourism destination

Heritage and history

Victoria enjoys a strong cultural reputation and the presentation of its history, through interpretation and its buildings and places is an important driver of this. It is felt that

- restoration of our significant buildings needs to remain a priority, linked to arts assets and the cultural identity of Victoria
- capacity to ensure retention of our heritage assets at a local municipal level can be limited; real state investment will provide an incentive
- a much higher state capital investment fund is required to support heritage building investment

Capacity

The Creative Industries Strategy and the intention of the state government to work across many portfolios to further recognise the value of the arts and to stimulate broader investment is positive.

Cultural investment competes for resources against other local government services, and as with all services it will be impacted by financial imperatives around rate capping. It raises the points

- what are the state and federal investment vehicles or incentives for supporting the new and the grassroots elements and for retaining and increasing investment?
- how can they be incorporated into the proposed *Creative Industries Strategy*?

Of note

The Municipal Association of Victoria (MAV) Arts and Culture Committee and the Cultural Development Network are working in partnership to develop and test a set of cultural indicators, to determine common and effective measurements around the input and outcomes of cultural planning that will have benefits relevant to cultural and creative planning across the state.

Council is happy to provide context to this submission through provision of copies of its most directly relevant policies and plans being

- Hobsons Bay Council Plan and Community Health and Wellbeing Plan 2013-17
- Hobsons Bay Arts and Culture Plan 2011-15
- Hobsons Bay Economic Development Strategy 2015-20

Thank you for the opportunity to provide feedback on the discussion paper in advance of the development of Creative Victoria's *Creative Industries Strategy*.

For further information please contact
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