

Hobsons Bay **CREATIVE CITY ARTS AND CULTURE PLAN**

2018–22

*Prepared by the Arts
and Culture Unit,
Cultural and Economic
Development 2018*

**CREATIVE
CITY**



**HOBSONS
BAY CITY
COUNCIL**





MAYOR'S MESSAGE

I am proud to present to you Creative City, Hobsons Bay's Arts and Culture Plan 2018 – 22, which will guide Council's investment in the arts for the benefit of the entire community. The Plan aims to further cement Hobsons Bay as a centre of cultural excellence with an inspiring creative sector that provides rich and diverse experiences across the city.

By several measures we can consider Hobsons Bay as a 'creative city' – it is a place where the arts are valued and where both established and emerging creative industries are welcomed.

Developed with the support of community workshops, meetups and surveys, the Plan is based on the positive outcomes and principles of Council's Hobsons Bay Arts and Culture Plan 2011-15 and is delivered through six program areas that recognise our diverse community and support opportunities for people of all abilities.

Through its program areas, the Plan recognises the importance of presenting opportunities for storytelling and providing community access to cultural spaces and places, as well as delivering energetic festivals and moving cultural events. Our innovative and high quality arts and culture program represents best practice, supports neighbourhood vitality and enhances the cultural experience and reputation of Hobsons Bay.

Community access to arts and culture is integral to a vibrant community, producing a strong sense of place. It enables the celebration of diversity, creativity and innovation and helps create social connection and cohesion. Creativity not only adds to the liveability of a city, it also adds to its economic vitality – a strong cultural reputation provides a draw card to visitors and is a positive economic force.

Hobsons Bay has developed a cultural reputation to be proud of. Hobsons Bay Creative City is viewed as a regional leader and we are actively positioning the western region as Melbourne's best place to work, live and visit.

On a state level, Hobsons Bay's Creative City Plan presents strong alignment with Creative State, Victoria's first creative industries strategy 2016-20. At a local level, the Plan delivers on key objectives outlined in our strategic plans for the city – the Hobsons Bay 2030 Community Vision and the Council Plan 2017-21.

I would like to thank everyone who was part of the community consultation and was involved in producing Creative City. The Plan reinforces the value of the arts and the outstanding contribution our creative community makes to our city.

Cr Angela Altair
Mayor of Hobsons Bay

INTRODUCTION

The PLAN refreshed

Creative City 2018-22 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 Community Vision and the Council Plan 2017- 22.

In the development of Creative City 2018-22, 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.

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 2016 -21 which has enabled a finer focus on cultural events. Council also endorsed the Hobsons Bay Economic Development Strategy 2015-20, 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 to 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 liveability of a city. The arts enables 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 2018-22 positions 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 Community Vision 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.

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

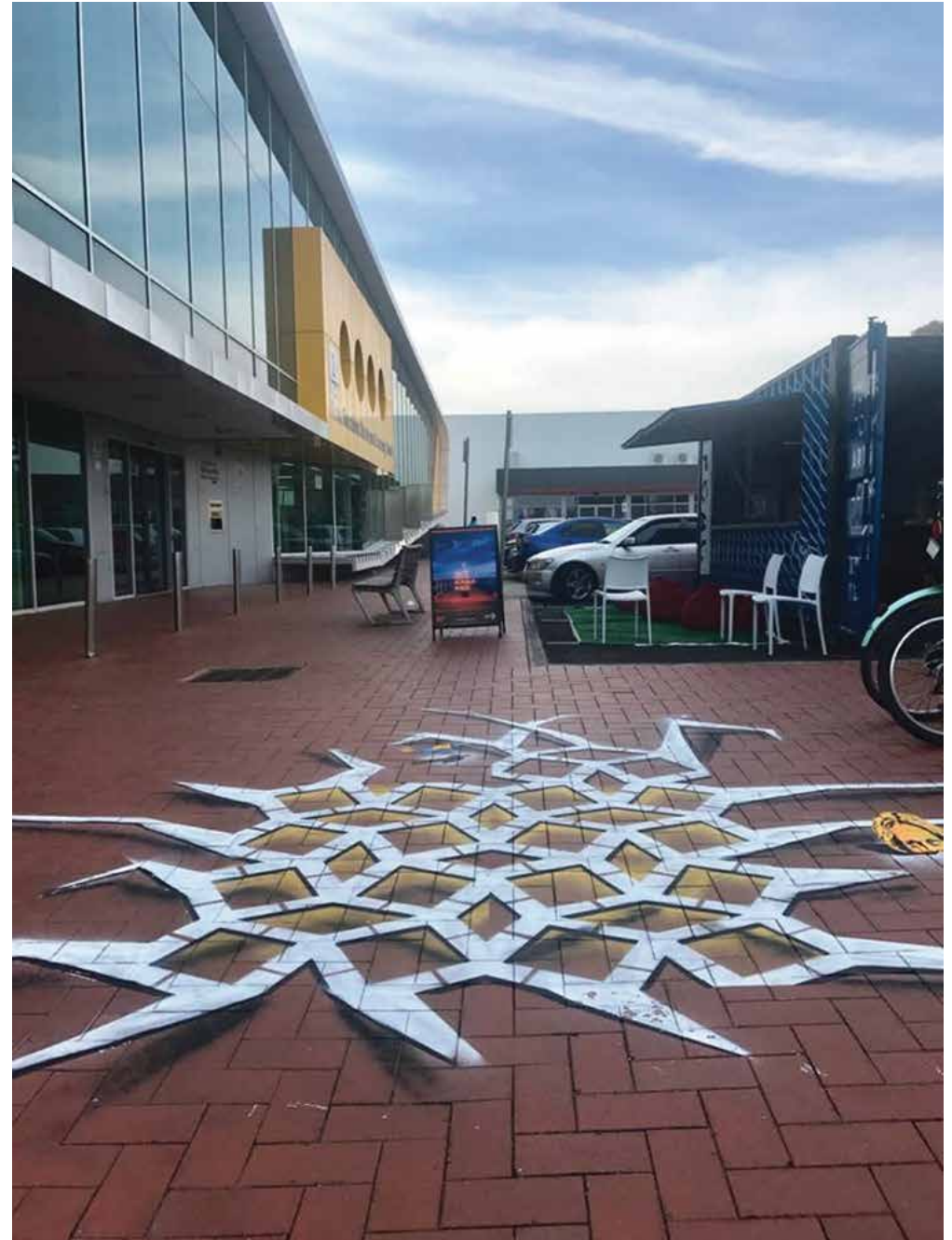
The City of Hobsons Bay is situated at the northern end of Port Phillip Bay, about 7kms west of central Melbourne. Hobsons Bay is known for its rich natural environment, its maritime history, cultural diversity and its industrial aspects.

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 4 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.



Above: 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



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

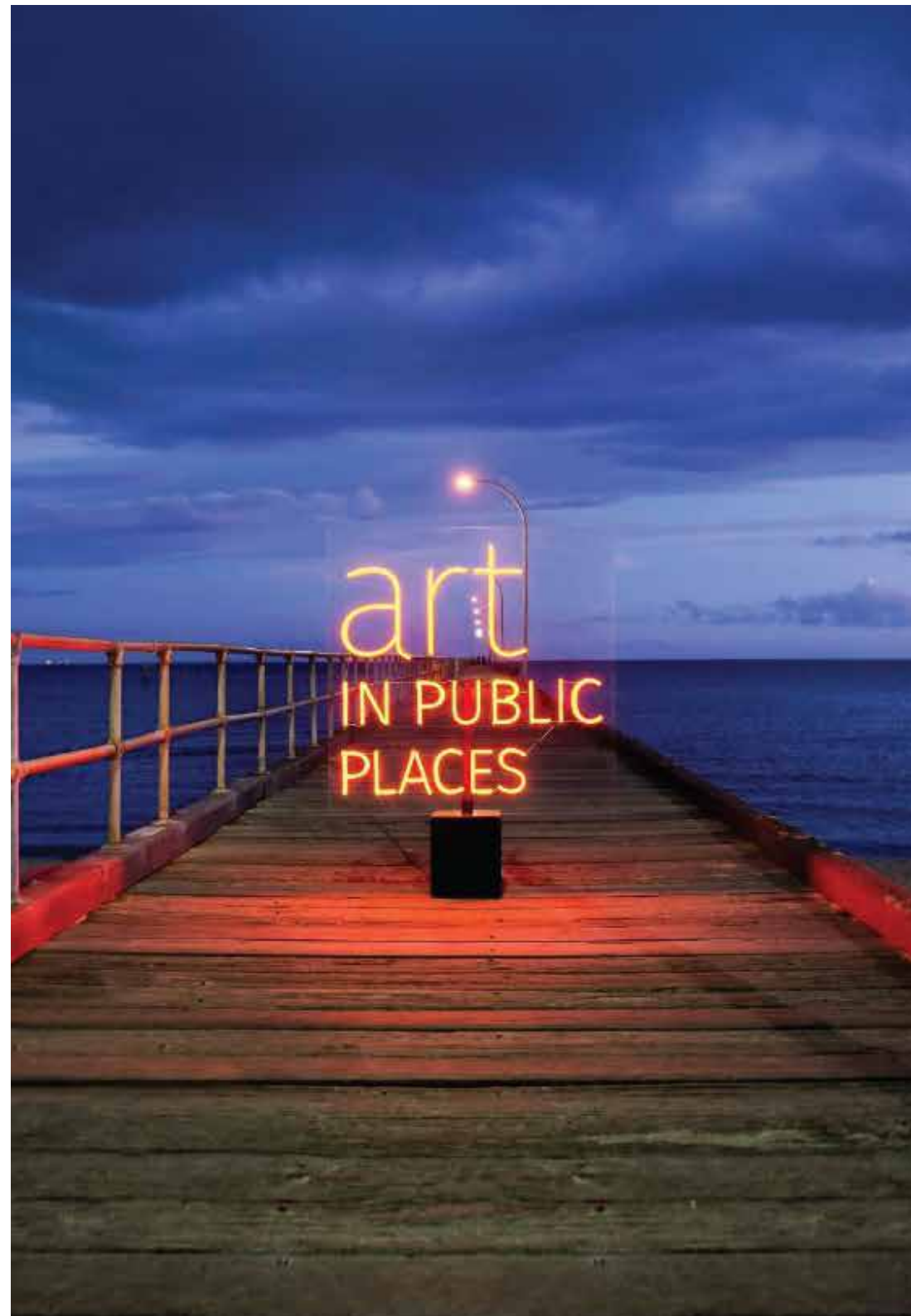
PROGRAM ONE: OUR CREATIVE CITY

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



Above: Play Me I'm Yours, Victorian Arts Centre collaboration 2017
Right: 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



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



Above: 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 2016-21 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



Above: 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 and 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



Right top: Screen printing workshop led by Ellise Roberts, Mesh Mash at the Block Party, Laverton 2018. Right bottom: Children enjoying the Williamstown Literary Festival 2017

**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



Left and above: 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.



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



Above: 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

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



Above: Airtime exhibition space, Altona Meadows Skate Park.

APPENDIX INDEX

1. Action Plan
2. Consultation - Development of the Plan
3. Council Plan Strategic Objectives Reference
4. Hobsons Bay Creative Reference List



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

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 -20	<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) Within existing budget with capacity for external funding
	2. Develop for Council review a new Public Art Strategy 2020 – 24	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	
	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 – 22	

	<ol style="list-style-type: none"> 6. Develop for Council's review an acquisition policy to assess contemporary art for the city, identifying appropriate funding models and processes. 7. Scope a Music Strategy to define and support the music community in Hobsons Bay and include professional opportunities and venue access. 	<p>Arts and Culture</p> <p>Arts and Culture Events Venues Music Victoria Venue operators</p>	<p>2018 – 19</p> <p>2018 - 19</p>	
<p>1.2</p> <p>Creative participation and skills development opportunities are enabled</p>	<ol style="list-style-type: none"> 1. Deliver a program of workshops at Woods Street Arts Space 2. Support and promote the creative activities of community groups and collectives including Altona Beach Film Festival, Hobsons Bay Arts Society, Hobsons Bay Band, Loom Room, Men's Shed networks 3. Continue to support and develop Mesh Mash as a social enterprise business at 54 Woods Street Laverton and as an engagement platform for young people to be involved in creative workshop programs 	<p>Arts and Culture Community groups</p>	<p>2018 - 22</p>	

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 2018-20 - Williamstown Town Hall and Library cultural precinct completed 	<p>Arts and Culture The Substation</p> <p>Venues Infrastructure and City Services</p>	<p>2018 – 22</p> <p>2018 - 22</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 underway 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 – 22</p> <p>2018 – 19</p>	<p>\$7,500 proposed in 2018-19 budget</p>

	<p>multiple disciplines (visual arts, film, etc.) as well as performance</p> <p>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</p> <p>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</p> <p>5. Scope models for artist in residence programs and investigate partnerships with the private sector and Seaworks</p> <p>6. Consolidate programs that work with urban renewal principles and place making across the municipality</p> <p>7. Develop an exhibition space guide with guidelines in partnership with Hobsons Bay Libraries on suitable exhibition venues across the city.</p> <p>8. Scope purpose built collection space as part of any future Civic or Council building redevelopment.</p>	<p>Arts and Culture City Services Economic Development Learning Communities Property Services Venues</p>	<p>2019 – 22</p> <p>2019 - 20</p> <p>2018 – 19</p> <p>2018 – 19</p> <p>2018</p> <p>2018 - 22</p>	<p>New budget request would be for consultants fee / staff resources \$15,000</p>
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3. Cultural Festivals and Events

Objectives	Action	Responsible area	Timeframe	Budgetary Requirement
<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>	

	<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 and Williamstown Literary Festival</p>	<p>Arts and Culture Events Venues Economic Development Cultural event producers</p>	<p>Ongoing</p>	
<p>3.3 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: 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>	<p>Ongoing</p>	

4. Communities and Cultural Development

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

<p>4.3</p> <p>Young people are encouraged to participate in city life through arts and culture and creative industries</p>	<ol style="list-style-type: none"> 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 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 3. Enable programming exclusive to young people i.e.: Airtime, Mesh Mash 4. Implement the Street Art Program as per the Hobsons Bay Public Art Strategy, working with young people to support its delivery. 	<p>Arts and Culture Youth Services</p> <p>Arts and Culture External stakeholders</p> <p>Arts and Culture Youth Services</p> <p>Arts and Culture Youth Services</p>	<p>2018 onwards</p> <p>2018 - 22</p> <p>Airtime – 3 curated exhibitions each year 2018 - 22</p>	<p>\$30,000 is included in the 2018-19 budget (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 (Waurm 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
<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 – 22</p> <p>2019 - 20</p>	<p>New budget request would be made in 2019-20 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 – 22</p> <p>2018 – 22</p>	

	<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 included in 2018-19 \$2000 per annum</p> <p>New budget included in 2018-19 \$2000 per annum</p>
<p>5.3. 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 – 22</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>

	6. Scope and commission interpretation infrastructure for the Williamstown Cricket Ground Right Battery			\$75,000 is allocated in the 2018-19 capital works budget
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6. Advocacy, Partnerships and Capacity Building

Objective	Action	Responsible Unit	Timelines	Financial consideration
<p>6.1</p> <p>Professional development opportunities and affiliations are at the forefront of best practice in the sector and showcase Hobsons Bay Creative City to broader metropolitan Melbourne and regional Victoria</p>	<ol style="list-style-type: none"> 1. Participate and contribute to papers and discussion panels for regional, state and national conferences. Stay connected with government agencies on funding and partnership opportunities 2. Support professional affiliations, advocacy and representation as required including with: Aim West, Arts West, Arts Hub Arts Across Victoria (AAV) Auspicious Arts Australian Performing Arts Centres Association (APACA) Creative Victoria Heritage Victoria LGPRO networks MAV art groups Multicultural Arts Victoria Music Victoria National Trust NAVA Regional Arts Victoria Toyota Community Spirit Panel VAPAC, Western Melbourne Tourism Western Region Local Govt Reconciliation Network 	<p>Arts and Culture</p> <p>Arts and Culture Venues Events</p>	2018 - 22	

<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 subsite 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 – 22</p> <p>2018 - 19</p> <p>Ongoing</p>	<p>Allocation for research and report assistance is included the 2018-19 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 4 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 2 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 and 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 the 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 2017-21 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 2016-20
Hobsons Bay Events and Festivals Funding Policy and Guidelines
Hobsons Bay Events and Festivals Plan 2016-21
Arts and Culture Venues Policy
Collection Management and Heritage Plan (in draft 2018)
Tourism Strategy (in draft 2018)
Hobsons Bay Economic Development Strategy 2015-20

Appendix 4

Hobsons Bay Creative Reference List

Informal audit undertaken in the development of Creative City

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

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