

G R E A T E R

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B E N D I G O



Reflection

I would like to acknowledge and pay respect to the Traditional Owners and custodians of the land on which City of Greater Bendigo is located – the Dja Dja Wurrung and Taungurung. I acknowledge the contemporary Victorian Aboriginal and Torres Strait Islander community, who have survived invasion and dispossession, and continue to maintain their identity, culture, and Indigenous rights. I pay my respects to their Elders past and present, and extend this respect to all Aboriginal and Torres Strait Islander people reading this. 'Wominjeki'.

Our culture is very complex for many to understand and as Aboriginal and Torres Strait Islander people of this ancient land we come from over 3000 generations of ancestral history. For over 60,000 years my Mother's people from the Loddon plains here in Central Victoria lived and survived on what is known as the lore. And a major part of their responsibility was passing on the ancient knowledge of food and medicinal plants, animals of birds and fish, kangaroo and wallaby, the native cat, eagle, crow and snake. All the knowledge of these sacred things was shared on through totems and languages that was shared amongst clans and other language groups surrounding Central Victoria.

This passing on of knowledge was achieved through practices of art that included ceremonial dances, songs, carvings, etchings, paintings and passed on through the many language of my people. This art of culture, story and language still exists through the many talented Aboriginal and Torres Strait Islander people of our community here in Bendigo and the surrounding language groups of the Dja Dja Wurrung.

To me my culture is my art, my lore is my people and my responsibility is to continue the legacy of my ancestors by passing on as much of this knowledge as I can through the many mediums of art that is available for me while integrating this into the contemporary spaces that the wider community can embrace.

By sharing we are giving and by experiencing this we are receiving, and this is the foundation of our art, our culture and our storytelling. Through these stories of art we can continue to exist and pay homage to our lore, history, culture, languages, Ancestors, Elders and the many children today.

Jida Gulpilil
Artist, Dancer



Daughter, mother and grandmother, sister, an Aboriginal woman of the Yorta Yorta people.

I have lived in Bendigo for several years. As an artist and a creative person, I found it hard to produce significant art work here until I realised that I needed to spend time out in the natural environment, out in the bush. I spent hours sitting, looking and listening to the heart beat of the land. I surrounded myself in the vast dry environment that in turn embraced me.

This Country has been good to me. It has allowed me to achieve and prosper as a person and as a free spirit. I feel close to this Country and acknowledge its gifts to me and my family. Weaving, building, making and storytelling fill my life. I acknowledge the people who have supported me in my creative journey and those who have challenged me here on Dja Dja Wurrung Country. Breathe deeply, make and create here where you can grow your creative wings.

Janet Bromley
Artist, Curator

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Mayor's welcome

In developing its four-year Community Plan, Council embraced the vision of being the world's most liveable community. In that ambitious goal Councillors recognised that our cultural and creative industries have already played a major role across Greater Bendigo. These industries also have potential to involve more people, improve health and wellbeing across the community, grow the economy and showcase Bendigo's strengths to a wider audience.



One of the four-year priority actions in the Community Plan was to develop a new strategy to guide and prioritise Council's efforts, programs and funding for cultural and creative industries. On behalf of Council

I am delighted that we have now adopted this strategy – Greater *CREATIVE* Bendigo. I commend the Councillors and staff who have worked on it and sincerely thank all those from the community who have participated in its preparation with their insights, ideas and aspirations for the future.

The strategy sets out a plan to better understand and celebrate the creativity and living culture of our Traditional Owners and First Nations communities, to recognise the unique role this culture plays in shaping Greater Bendigo today. The strategy identifies new ways to involve more people in shaping our creative community and new ways to share the benefits more widely. The strategy has an Implementation Plan that seeks to develop our cultural and creative industries further through collaboration, engagement, transparency, mentoring and supportive frameworks, and continuing to support the exciting creative work that is already going on across our city and region.

Council firmly supports the creative industries and has seen substantial benefits from encouraging a diverse, creative scene. Without cultural and creative industries, Greater Bendigo would not be the thriving place we know it to be today. A creative city is also able to attract jobs and investment, making this sector of the economy vital to our future.

On a national and international stage, Greater Bendigo is a relatively small city. However, our creative endeavours have already given us wide recognition and glowing profile. With this strategy as a guide, we can continue to show the world what we have, build on our city and region's creative strengths and improve liveability for all.

Mayor Cr Margaret O'Rourke
City of Greater Bendigo

Acknowledgement of Country

We acknowledge that the City of Greater Bendigo is on Dja Dja Wurrung and Taungurung Country. We would like to acknowledge and extend our appreciation to the Dja Dja Wurrung People and Taungurung People, the Traditional Owners of this land.

We pay our respects to leaders and Elders past, present and emerging for they hold the memories, the traditions, the culture and the hopes of all Dja Dja Wurrung People and Taungurung People.

We express our gratitude in the sharing of this land, our sorrow for the personal, spiritual and cultural costs of that sharing and our hope that we may walk forward together in harmony and in the spirit of healing.



About



Executive Summary

Greater *CREATIVE* Bendigo embraces cultural and creative industries as fundamental to our City's liveability and to our future. Creativity, artistic practice and our cultural heritage are intrinsically valuable and integral to the health and wellbeing of our community, and affect how we experience life across our city and region. As well as their intangible importance, the creative industries form a significant – and growing – part of our economy, supporting and generating jobs and investment.

The term 'cultural and creative industries' encompasses an extraordinarily broad range of activities, professions and interests. Greater *CREATIVE* Bendigo takes the place of the former Arts and Culture Strategy, and this new strategy is deliberately broad and ambitious in its approach. The growing breadth and diversity of cultural and creative industries across our city and region offers the potential for bold and imaginative thinking.

Greater *CREATIVE* Bendigo recognises that a deeper understanding and appreciation of Aboriginal and Torres Strait Islander cultural and creative practice is fundamental to understanding our shared history and creating a healthy, happy and vibrant city and region. Engagement with our cultural heritage – and actions around how to support and develop this – is fundamental to defining who we are, where we want to be and how we can work together to achieve our shared goals. The history and culture of this land and all its peoples should be an integral part of our identity and creativity.

This strategy is about the whole creative eco-system and the whole community, from cradle to grave. We define community as people with a common interest in a geographical location – residents, ratepayers and businesses – as well as those with social ties to the area and organisations who do business and share resources within a municipality. Greater *CREATIVE* Bendigo

defines cultural and creative industries in the broadest possible terms – reflecting a shifting and changing landscape and allowing for new concepts to emerge. The strategy is about championing every part of creativity in our community, recognising its importance to health, wellbeing and community development, and supporting and developing its commercial aspects. It is about developing more opportunities for everyone to engage with culture and creativity. With more creativity happening across our city and region – sometimes in unconventional or unexpected spaces – new and diverse audiences and participants will emerge.

Greater *CREATIVE* Bendigo brings together what the community has told us – through workshops, surveys, submissions, events, meetings both formal and informal – about the present and the future of cultural and creative industries in our city and region. This document details what the City will prioritise over the next four years, while setting a longer term vision of how the City and the community can work together to realise a future with creativity at its core.

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GREATER *CREATIVE* BENDIGO
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SHOW

THE WORLD



What are the cultural and creative industries?

The term ‘cultural and creative industries’ encompasses traditional arts, cultural activities and heritage, innovative technologies, design, and the digital age. All these activities and industries are multifaceted and have social, environmental and economic aspects and impacts. Using the terms ‘cultural and creative industries’ and ‘creativity’ reflects the expansive and shifting nature of creative activity in our city and the wider region, a broad approach which reflects what is happening around the world.

Greater *CREATIVE* Bendigo recognises the many economic and non-economic aspects of creativity, and all the ways it shapes, strengthens and influences our lives, our community and the way we experience the world.

Cultural and creative industries are defined as those that are driven by individual creative talent and involve intellectual input or property. For the purposes of this strategy, the activities and professions that make up the cultural and creative industries have been grouped into ten categories. The 10 categories are not designed to limit or restrict our ideas of what creativity can be, but to provide some guidance and set parameters for the strategy*:

- Aboriginal and Torres Strait Islander cultural and creative practices
- Broadcasting, film, digital and new media (e.g. television journalism, software publishing)
- Design (e.g. fashion, app development, digital games, architecture, industrial design)
- Environmental and cultural heritage (e.g. botanical gardens, conservation)
- Galleries, libraries and museums
- Literature and print media
- Other culture goods manufacturing and sales (e.g. antiques, picture framing)
- Visual arts and crafts (e.g. photography, painting, ceramics)
- Performing arts (e.g. music, theatre, comedy)
- Supporting activities (e.g. arts administration and education, marketing, local government)

** Examples provided are an indication only - they are in no way exhaustive*

**In Victoria,
creative industries
contributed \$22.7B to the
economy in 2013.**

Why are cultural and creative industries important?

Creativity is a fundamental economic driver and is vital for our health and wellbeing. In Victoria, creative industries contributed \$22.7B to the economy in 2013 (more than construction at \$19.8B and close to manufacturing at \$26.3B). According to the Australia Council for the Arts, 98% of Australians engage with the arts and recognise their positive impacts.

Creativity is integral to the new economy, which values knowledge, flexibility and inventiveness and sees towns and cities around the world looking to their creative communities to lead change and development. Places that champion cultural and creative industries prosper – they attract and retain talented people who bring vibrancy and investment. In the City of Greater Bendigo cultural and creative industries make up 13.3 % of employment, and in 2016 there were 1,177 people employed in cultural and creative occupations.

Creativity is vital to fulfilling the Council’s vision for Greater Bendigo of ‘creating the world’s most liveable community’. Council understands and embraces the links between a welcoming community, creativity, health, wellbeing and a thriving innovative economy. Creativity and engagement enables people to connect more with one another, build skills and communities, break down cultural and linguistic barriers, and build resilience to change. Creativity is important in early years development, where children engage in creative play as part of socialising and learning. It also develops new audiences, consumers and participants, and builds healthy social connections.



What is the role of creative people?

Creative people challenge the way we think, drive innovation and change, and help us make sense of the world. Creative people are driven to create – and no strategy or local government can direct or legislate for the expression of this creative energy. A creative career can be precarious, often without a clear pathway or financial security, but despite the challenges of pursuing creative expression, people find a way and make it work.

From artificial intelligence to acting, from design to dance, from STEM (and STEAM) to stencils, from technology and innovation shaping sustainable food systems, to chefs expressing cultural heritage in new ways, creative people across our city and region are working and engaging in diverse fields and at many different levels. Some are professionals, some are just starting out; some make a living from their creative profession, others find their options for professional development and sustainable creative careers are limited and involve financial struggle. Some people pursue creativity simply for the love of it.



What is the role of local government?

Local government does not and should not 'know it all' when it comes to cultural and creative industries. The role of local government is to facilitate, support and advocate for cultural and creative industries, but ultimately to stand back and let creative people to do what they do best.

Local government – through simplified and supportive processes and policy – can make accessing spaces, funding and information easier. By doing this local government can prepare the ground for creativity to flourish. Local government should empower the creative community, not try to construct or control it. It is important that cultural and creative industries are considered in planning and funding, and that the economic challenges and opportunities of a creative career are acknowledged and addressed in new projects. Recognising and supporting what is already happening, building capacity and resilience, making experimentation easier and attracting new creative businesses to the region will continue to strengthen Greater Bendigo's creative reputation.





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How does the City of Greater Bendigo support cultural and creative industries?

Greater Bendigo is ideally positioned to support a creative lifestyle, offering an affordable alternative to capital cities and boasting a unique and vibrant creative scene. The City plays an important role in the cultural and creative industries, actively working to retain creatives and attract more people and enterprises to the region.

In 2017/18 Council and eight separate departments across the organisation were directly involved in delivering, funding, supporting, facilitating and promoting creative activity across our municipality and region:

- Delivering over 165 major events, event venues, exhibition and performance spaces, community arts events, public libraries (in partnership), public artworks, youth programs and skills development programs
- Funding over 130 prizes, grants and subsidies
- Supporting over 170 major events, community events, industry and business groups
- Facilitating opportunities from State Government and peak bodies (major events, funding and skills development) for our creative community
- Promoting creative activities on 15 City websites and Facebook pages, and through four mailing lists with regular mail outs

This is a significant investment in cultural and creative industries. However, the City can take a more consistent and coordinated approach to this task and better position itself as a place where creativity can be supported and flourish.



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Why do we need a strategy?

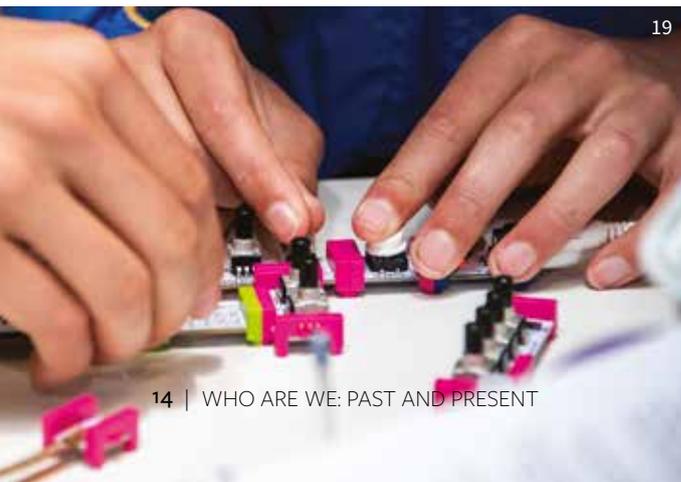
A strategy is needed to ensure a whole-of-Council and whole-of-community approach to supporting and developing cultural and creative industries over the next four years. The previous Arts and Culture Strategy was successful in building our creative reputation, and the new strategy builds on these achievements. A strategy considers wider context and broader trends, and ensures the City has a contemporary and ambitious response. Greater *CREATIVE* Bendigo embraces the evolution of cultural and creative industries, and ensures that we are well positioned to secure opportunities in the future.

Greater *CREATIVE* Bendigo has been developed to give the Greater Bendigo community – as well as those in the broader region and at state and national level – an understanding of what the City of Greater Bendigo plans to do to support creativity, and how the City and community can work together to achieve these goals. A strategy provides direction and priorities for future support and investment.



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Who are we: PAST AND PRESENT





How the past has shaped us

The history of Greater Bendigo and the wider Loddon Campaspe region is one of challenge and resilience. Greater Bendigo is on Dja Dja Wurrung and Taungurung Country, and before European settlement the traditional custodians lived sustainably on this land for thousands of years. With colonisation came unprecedented damage, disruption and environmental degradation to the Country and the culture of the people living here, the effects of which are still being felt today.

After initial pastoral settlement in the late 1830s, the gold rush of the 1850s brought with it an age of rapid transformation. European and Chinese miners and settlers flocked to the area and were confronted with a landscape unlike any they had experienced before. European traditions of the stage, music and dance transformed the cultural life of Bendigo, with an art gallery, theatres, halls, hotels and pubs becoming an integral part of the social, cultural and spatial fabric of the community.

Greater Bendigo's history was defined by creativity, innovation and invention; from First Nations people who shaped and nurtured this Country for thousands of years to the British, Irish, European and Chinese settlers adapting to this unfamiliar landscape. Inventiveness was needed for survival and prosperity, a legacy that remains strong in the Greater Bendigo community and is evident in our entrepreneurial spirit and the contemporary success of our creative industries. Post-war migration and recent refugee settlement have continued to shape our city and region.

Many of Greater Bendigo's significant architecturally designed buildings and structures remain, and reflect the social and economic circumstances of our past – especially Bendigo's gold rush and Chinese history. The history and culture of our First Nations people has a less obvious physical representation in public space, but in important ways it continues to shape our identity as a community.

While we are still trying to reconcile the legacies of our past, migration from around the world has strengthened the richness of our city and region, with people from diverse backgrounds bringing their unique cultures and traditions to central Victoria. It is important that we recognise and celebrate this legacy and growing diversity and multiculturalism, as well as understand how our past has shaped us.

**Greater Bendigo's history
was defined by creativity,
innovation and invention.**



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Greater Bendigo's creative eco-system

In recent years Bendigo has undergone a significant reinvention as an arts and culture destination. Bendigo Art Gallery has made Bendigo a household name for many; it has earned the city international recognition, and its growing reputation has in turn brought more vibrancy to the city as a whole. The growth and development of the cultural and creative industries in Greater Bendigo – and in the region in places such as Castlemaine – has attracted visitors, enriched the lives of residents and brought new people to live in the area.

Across the city and region people pursue creativity for individual fulfilment and expression, for engagement with others and to build communities. The cultural and creative industries in their many forms also support both part time and full time employment. The 2016 census identifies the level of employment in the cultural and creative industries, with the highest concentration in 'supporting activities' (3608 people) followed by 'design' (1108) and 'performing arts' (711).

Greater Bendigo has passionate Traditional Owner groups and strong Aboriginal and Torres Strait Islander communities, and there is a growing appreciation of the rich history and living culture which continues to shape our creative landscape.

The city and region hosts internationally recognised festivals (such as the Bendigo Easter Festival, Bendigo International Festival of Experimental Music, Blues and Roots Festival and Bendigo Writers Festival) and also fosters grass-roots creative enterprises and groups, from BendArts to brass bands. Major events throughout the year celebrate many aspects of our community's multiculturalism, energy and imagination.

Greater Bendigo's vibrant music and performing arts sector embraces many community groups and organisations that support creativity in its many forms. There is a great deal happening in the smaller rural communities that form part of Greater Bendigo, and this all adds to the potential of our interconnected creative community. As well as local arts, craft and design, Greater Bendigo has a strong representation in the architecture, marketing and branding sectors. Recently there has been emerging interest in start-ups, co-working spaces and smart technology, and Greater Bendigo's entrepreneurial spirit can be seen in the innovation and invention of our thriving advanced manufacturing sector.

The digital age

The digital age is adding to and changing our perception of creativity. It is changing the way people work and opening up a world of creativity to new groups of people. Investment in digital infrastructure is vital to retaining a competitive edge and ensuring the city and region can thrive into the future. At the same time, the 'gig' economy is changing the nature of employment and presenting new challenges and opportunities to those trying to sustain a creative career.

Technology has changed how creative people connect and work. New industries have emerged – such as web design, artificial intelligence, digital platforms and games – and new ways to access markets and opportunities around the world have opened up. Local creatives can make work at their kitchen table and send it out to international markets. Social media facilitates collaborations between people who might otherwise not have met. At the same time, there are challenges associated with working in these non-traditional industries – where many work alone and struggle financially – and the need for access to career pathways, mentoring and funding is vital.



Regional perspective

Greater Bendigo sits within a diverse creative area – one which covers central Victoria and the Loddon-Campaspe region. Greater *CREATIVE* Bendigo has been developed with an understanding that municipal boundaries are largely irrelevant to the scope of this project and its ambitions. What can be done to inspire a culture of creativity both here and more broadly? If the City of Greater Bendigo can make creative pathways easier – simplify processes, cut red-tape for those testing new ideas, and make funding opportunities more accessible – this can be replicated by Local Governments across the region.

The cultural and creative industries are an essential part of the character, culture and liveability of central Victoria. As a region we can promote our individual strengths, both maintaining our unique identities and understanding how they complement and inspire each other. By working together, we can highlight our (creative) differences and promote collaboration over competition.



International opportunities

Bendigo has progressively positioned itself to play on the international stage, but operating successfully at this level is a significant challenge. One way to embrace the opportunities presented by international recognition and partnerships is to foster a strong cultural and creative scene, and show the world our unique story through partnerships and international networks. For example, the UNESCO Creative Cities Network (UCCN), now a network of 180 cities, focuses on how cultural and creative industries can be used in sustainable development, with member cities around the world learning from and supporting each other.

With a strong cultural and creative scene, Greater Bendigo can strengthen its international profile. Smaller cities are gaining recognition and thriving by focusing on their unique creative story and telling that story to the world. We don't need to become like other international cities, but by recognising our creative strengths and diversity – and sharing them through partnerships and international networks – we can create more opportunities for our creative community.



Our creative future



A greater creative Bendigo

The five themes of the strategy's vision acknowledge **where we are, where we want to be** and **how we will get to the future we want**. The implementation plan that follows the vision outlines how these ideas can be put into practice.

Theme 1: Inspire a culture of creativity

Where are we now? We have built a creative reputation, but we don't fully understand the extent of what we have and there has been an uneven approach to what we value

- Our Traditional Owners and Aboriginal and Torres Strait Islander communities' cultural practices proudly survive today, but they are not widely understood or celebrated
- Greater Bendigo has achieved significant recognition at a national and international level, however our creative profile is relatively narrow
- It is widely accepted that creativity is vital for wellbeing and to address social issues
- There is a perceived culture of 'haves and have nots' in the creative scene
- There is often a culture of competition where people don't celebrate each other's successes
- There is a growing need to address climate change through creative and innovative thinking
- We have an overall lack of recognition of the economic significance and opportunities provided by the creative industries
- We have limited digital infrastructure
- We are still building our understanding of the creative industries across our city and region



Where do we want to be? We have an inspiring and diverse creative community that is supported for its social and economic value.

- The history and culture of Traditional Owners and Aboriginal and Torres Strait Islander communities is much better understood and celebrated
- We feel inspired by each other's successes
- Creativity is supported as intrinsically valuable and integral to the health and wellbeing of communities
- People from all backgrounds and cultures feel part of the creative community and have more opportunities to share culture and creativity
- Our city and region is an exciting and creative place to live, work and study
- Our cultural and creative industries are diverse and growing, and their economic significance is understood
- We tackle challenges with a creative mindset
- We are a 1 Gig City (or above) that advances science and technology
- Creative industries are addressing social and environmental issues

How do we get there? Better understand and celebrate our creative community and embed supporting frameworks in Council.

- Work with Traditional Owners and Aboriginal and Torres Strait Islander communities to better understand our history and celebrate our culture
- Learn more about our creative community and share our stories to inspire each other
- Create an understanding that inspiring a culture of creativity is everyone's role and responsibility – including government, institutions, businesses, and the creative community
- Develop and implement Council policies that place a higher value on the creative industries
- Embed a creative approach in Council policies, procedures and plans
- Diversify our approach to ensure people from all backgrounds and cultures are engaged and supported
- Incorporate creative practices into the conception and development of infrastructure projects
- Encourage creative industries to lead the way in addressing climate change, placing One Planet Living principles at the heart of our creative communities
- Build digital and other infrastructure and partnerships that attract cutting-edge creatives



Theme 2: Create more activated spaces

Where are we now? We have developed highly acclaimed and prominent facilities and spaces, but there is strong demand for more activation and more places to be creative.

- We have limited spaces and resources that celebrate our Aboriginal and Torres Strait Islander communities and our local creative people
- We hold a diverse range of successful events across creative sectors that are supported locally and attract national and international visitors
- There has been recent growth and interest in co-working spaces
- Some people have difficulty accessing appropriate, affordable and diverse spaces
- There is growing interest in public art and street art, but limited opportunities and no clear strategic direction
- There is a need for space in a highly activated area where new and emerging multicultural groups can gather together, build relationships and be visible to the broader community
- We have underutilised public and private buildings and spaces

Where do we want to be? We have energised spaces and places where people can engage and participate in cultural and creative industries.

- There is a visible presence of Aboriginal and Torres Strait Islander culture across the municipality
- Non-commercial acts of creativity that bring communities together in public spaces are widely valued
- Commercial initiatives that activate public and private spaces create new jobs and economic value
- There are flexible spaces that cater for all aspects of the creative eco-system, including development, production, sales and participation
- Traditional uses of public and private buildings and spaces are re-imagined, creating more opportunities for spontaneity, testing and experimentation
- Greater Bendigo's urban and rural activity centres have a great vibe - with things to see, listen to and do - that attract more people to these spaces
- There are spaces that meet the needs for multicultural communities to gather, celebrate or undertake community activities

How do we get there? Facilitate more opportunities for the creative community to meet and work together in public, private and virtual spaces.

- Work with Traditional Owners and Aboriginal and Torres Strait Islander communities to develop more opportunities for cultural and creative expression
- Work collaboratively with institutions, businesses and the community to change the way buildings and spaces are perceived and used
- Develop and test new programs that facilitate the short and long term activation of public and private buildings and spaces
- Expand and open up local government facilities to support cultural and creative industries in our diverse community
- Streamline processes to make it easier for the creative community to use buildings and spaces
- Develop new audiences for existing events held across our city and region



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Theme 3: Nurture and support talent

Where are we now? We have a growing culture of creativity and entrepreneurship, but many find that there are limited opportunities for support, professional development, resources and funding.

- There is increasing recognition of our passionate Traditional Owners and Aboriginal and Torres Strait Islander communities
- There are a number of successful initiatives being driven by individuals embracing an entrepreneurial spirit
- A number of schools and other educational institutions are leading a culture of creativity
- There are limited funding opportunities, and finding out what support and funding is available can be difficult
- Some grant processes are complicated and inaccessible
- There are limited educational and career pathways and opportunities for professional development
- Limited opportunities make it difficult to retain our creative talent
- Support for people at different stages of their creative ambitions is uneven

Where do we want to be? Our city and region attracts and retains more creative thinkers and professionals who can build and sustain their creative ambitions

- Our Traditional Owners and Aboriginal and Torres Strait Islander community have a strong voice in decision making
- There is a clear understanding of the grants and funding available
- There is a strong relationship between education and training providers and Local Government to develop and support creative pathways
- Everyone has fair and transparent access to funding opportunities through simple processes
- There is a dynamic culture of entrepreneurs and start-ups
- The city and region is attractive to our home-grown talent and brings new creative people to the area

How do we get there? Continue to build partnerships and collaboration and develop consistent, transparent and straightforward funding opportunities

- Continue to work towards building stronger ties with Traditional Owners and Aboriginal and Torres Strait Islander communities
- Provide an easy and straightforward way for creatives to find out what funding is available
- Simplify and de-risk processes
- Develop consistent, transparent and simplified institutional grant processes
- Create policies that support risk-taking, entrepreneurship and start-ups
- Continue building relationships with a diverse range of higher education institutions and support creative initiatives in schools





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Theme 4: Champion inclusion and access

Where are we now? There is a strong demand for better ways for creatives to connect and share resources

- A number of creative organisations and independent creatives are choosing to establish themselves in Greater Bendigo
- There is a lot happening in the cultural and creative industries but much of it is 'flying under the radar'
- Some people feel disconnected and locked out of the creative community
- There is no virtual or physical place where people can easily find out about the full range of local creative skills, businesses, opportunities and creative events
- Interest in supportive networks is growing
- Many institutions, government agencies and businesses do not share access to assets and technology
- There are programs for children of all ages to experience culture and creativity
- We have limited digital technology, the means to use it, and limited ability to share resources



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Where do we want to be? We have inclusive networks where the creative community feels connected and has greater access to resources and digital technology

- There are increased opportunities for people of all ages and backgrounds to participate as well as a range of accessible and affordable events
- There are frequent opportunities for creatives to network
- People feel connected and included in the creative life of the city and region
- We have an embedded culture of collaboration and sharing across educational institutions, government agencies, businesses and the creative community
- Competitive digital technology and resources are available to creatives who need it
- We are leaders in technological and scientific innovation



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How do we get there? Facilitate more opportunities for the creative community to meet and work together, and advocate for the sharing of resources

- Provide virtual and/or physical spaces for creatives to connect with one another
- Facilitate networking events to connect the creative community with each other as well as other industries and sectors
- Continue working with schools at all levels to increase access to cultural and creative experiences
- Advocate for and support the development of cutting-edge technology
- Encourage government agencies, institutions, businesses and creatives to collectively invest in shared technology
- Advocate to State and Federal Governments to share our ambitions



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Theme 5: Show the world

Where are we now? We have great things going on in our city and region, but we need to do more to recognise, celebrate, promote and share our successes.

- We have a rich cultural history, and growing diversity, that we need to better understand and celebrate
- Our city and region is nationally competitive in a number of creative sectors
- Our city and region has a diverse economy and is known for being an attractive place to visit, live and work
- There are a number of internationally successful creative businesses and individuals based in Greater Bendigo
- There a number of websites dedicated to aspects of the creative industries, but no central hub or virtual space where people can easily find out about the full range of creative activity in Greater Bendigo
- We do not widely share and celebrate our success stories and talents across the community
- Some feel that because of our size and location it is difficult to be competitive nationally and internationally

Where do we want to be? We have greater pride of our local cultural and creative industries and our success is known at home and around the world.

- We are proud to have the oldest living culture in the world
- The city and region is widely known as a leading creative place that is open to new ideas and inclusive of everyone
- We share and celebrate our diversity, our success stories and talents to support our creative eco-system
- Our local creative businesses and individuals are successful nationally and internationally
- We can attract national and global business and people from around the world
- We have developed effective national and international partnerships that advance creativity and innovation in our city and region

How do we get there? Give greater recognition to our cultural and creative strengths, expand networks and develop new partnerships.

- Work in partnership with Traditional Owners and Aboriginal and Torres Strait Islander communities to understand and promote our cultural heritage
- Elevate our creative profile
- Recognise and promote our communities' success stories
- Expand existing marketing campaigns that celebrate creativity and attract investors, businesses, visitors and new residents
- Join existing and create new national and international networks
- Develop national and international partnerships to expand markets, advance technology and build collective strength



A photograph of an elderly man and woman in traditional Indian attire looking at a brochure in an art gallery. The man is wearing a white kurta with a gold shawl and a gold watch. The woman is wearing a white sari with a pink floral pattern. They are standing in a gallery with several framed paintings on the wall. The lighting is warm and focused on the couple.

Implementation plan

The implementation plan is guided by the principles set out in the vision. The actions have been developed out of ideas from both internal and external consultation and will be undertaken by the City of Greater Bendigo, or in partnership with government and the community, over the next four years. Most actions in the following table relate to more than one theme in the strategy – in refining these actions we have considered those that work to inspire, create, nurture, champion and show our creative talents.

** Note: all actions that require Council Budget will go through the Council budget cycle and will be subject to final decision by Council.*

Count	Action	Description	Responsible City of Greater Bendigo directorate, unit or team	Consult or work with	Time frame
1	Establish a cultural and creative industries advisory group	The group would meet regularly, advocate for the creative industries, and provide advice to and partner with City of Greater Bendigo to develop our creative industries (similar to Bendigo Manufacturing Group)	Regional Sustainable Development Unit		Short term 1 year
2	Develop regular networking events	Facilitate and support a minimum of three creative industries networking events annually	Regional Sustainable Development Unit	<ul style="list-style-type: none"> Bendigo Art Gallery (City of Greater Bendigo) Bendigo Creative Industries Hub Capital Venues and Events Unit (City of Greater Bendigo) Tourism and Major Events Unit (City of Greater Bendigo) 	Short term 1 year
3	Continue to consult and work with Dja Dja Wurrung Clans Aboriginal Corporation, Taungurung Clans Aboriginal Corporation and Aboriginal and Torres Strait Islander communities	<ul style="list-style-type: none"> Develop a better understanding of aspirations and develop a clear way forward Ensure there is adequate budget allocation 	<ul style="list-style-type: none"> Community Partnerships Unit Regional Sustainable Development Unit 	<ul style="list-style-type: none"> Bendigo Art Gallery (City of Greater Bendigo), Bendigo and District Aboriginal Cooperative Bendigo Local Aboriginal Network Capital Venues & Events Unit (City of Greater Bendigo) Dja Dja Wurrung Clans Aboriginal Corporation Taungurung Clans Aboriginal Corporation Tourism and Major Events Unit (City of Greater Bendigo) 	Medium term 2-3 years
4	Continue to develop and expand Capital Venues & Events and Bendigo Art Gallery facilities, through review and implementation of the View Street Master Plan	<p>Ensure further development of the precinct meets the Greater <i>CREATIVE</i> Bendigo vision, is generally in accordance with the View Street Master Plan, including considering the need for:</p> <ul style="list-style-type: none"> community arts and cultural spaces (action 5) Aboriginal and Torres Strait Islander gallery and workspace (action 6) storage, exhibition and retail space at Bendigo Art Gallery (action 22) 	<ul style="list-style-type: none"> Bendigo Art Gallery Capital Venues & Events Unit Project Management Office Unit Regional Sustainable Development Unit 	<ul style="list-style-type: none"> Multicultural Arts Victoria Regional Development Victoria (RDV) State Government departments 	Long term 4 years
5	Investigate current and future community arts and cultural spaces	Audit existing community arts and cultural spaces and creative businesses in the municipality, to determine future infrastructure needs	<ul style="list-style-type: none"> Bendigo Art Gallery Capital Venues & Events Unit Project Management Office Unit Regional Sustainable Development Unit 	<ul style="list-style-type: none"> Regional Development Victoria (RDV) State Government departments 	Long term 4 years
6	Investigate establishing a local Aboriginal and Torres Strait Islander gallery and workspace	A staffed gallery and workspace dedicated to our local Aboriginal and Torres Strait Islander community	<ul style="list-style-type: none"> Bendigo Art Gallery Capital Venues & Events Unit Project Management Office Unit Regional Sustainable Development Unit 	<ul style="list-style-type: none"> Bendigo and District Aboriginal Cooperative Bendigo Local Aboriginal Network Dja Dja Wurrung Clans Aboriginal Corporation Multicultural Arts Victoria Regional Development Victoria (RDV) State Government departments Taungurung Clans Aboriginal Corporation 	Long term 4 years

Count	Action	Description	Responsible City of Greater Bendigo directorate, unit or team	Consult or work with	Time frame
7	Investigate a community arts space infrastructure for rural communities	Flexible and/or mobile infrastructure that can be used by our rural communities (e.g. white boxes, outdoor performance space)	<ul style="list-style-type: none"> Bendigo Art Gallery Capital Venues & Events Unit Project Management Office Unit Regional Sustainable Development Unit 	<ul style="list-style-type: none"> Regional Development Victoria (RDV) State Government departments 	Long term 4 years
8	Establish a creative industries website supported by a digital engagement plan	The website will be resourced and provide a platform to connect our creative community, be a place to advertise and find spaces to use, list available grants and funding, and be a communications and marketing tool for our region	To be investigated by Regional Sustainable Development Unit and Communications Unit	<ul style="list-style-type: none"> Bendigo Art Gallery (City of Greater Bendigo) Bendigo Creative Industries Hub Capital Venues & Events (City of Greater Bendigo) Tourism and Marketing (City of Greater Bendigo) 	Long term 4 years
9	Develop a new 'Creative Industries Officer' position - for consideration by Council	A dedicated resource to implement and measure the progress of Greater <i>CREATIVE</i> Bendigo, advocate for and provide support to our creative industries, including the proposed creative industries group, and ongoing UCCN work (liaise with UCCN, coordinate annual reporting and promote the designation and associated opportunities)	Regional Sustainable Development Unit		Short term 1 year
10	Develop a bold new public art policy and plan to bring more creativity to public spaces	<ul style="list-style-type: none"> The policy and plan will provide professional opportunities for our local creative industries and expand appreciation of creativity across the municipality The policy will implement the Greater <i>CREATIVE</i> Bendigo vision by establishing fair, transparent and flexible processes as well as establishing an advisory committee of experts to guide decision-making. The policy must reinforce the spatial plan and be able to respond to new opportunities and spontaneous expressions of creativity The spatial plan will engage performing arts, visual arts, and street art to activate public spaces by story-telling and wayfinding throughout the city centre, suburban activity centres and rural areas 	Regional Sustainable Development Unit	<ul style="list-style-type: none"> Bendigo Art Gallery Unit (City of Greater Bendigo) Bendigo Creative Industries Hub Capital Venues & Events Unit (City of Greater Bendigo) Dja Dja Wurrung Clans Aboriginal Corporation Goldfields Libraries Bendigo Statutory Planning Unit (City of Greater Bendigo) 	Medium term 2-3 years
11	Develop a new 'Public Art Officer' position - for consideration by Council	Implement Greater <i>CREATIVE</i> Bendigo, develop a new public art policy and plan, and manage City of Greater Bendigo curated spaces e.g. Pennyweight Lane	<ul style="list-style-type: none"> Bendigo Art Gallery Capital Venues & Events Unit Regional Sustainable Development Unit 	<ul style="list-style-type: none"> Creative Communities Team (City of Greater Bendigo) Relevant peak bodies 	Medium term 2-3 years
12	Scope out funding sources to implement action 10 (above) through development contributions in the Greater Bendigo Planning Scheme	Investigate opportunities to assist with ongoing funding for the proposed public art policy and plan	Regional Sustainable Development Unit	Statutory Planning Unit (City of Greater Bendigo)	Long term 4 years

Count	Action	Description	Responsible City of Greater Bendigo directorate, unit or team	Consult or work with	Time frame
13	Develop mentoring opportunities	To support early-career and mid-career creatives, between people from different backgrounds (e.g. Bendigo Creative Industries Hub, Bendigo Regional Digital Mentor Program, Creative Victoria's Talent Development Program)	<ul style="list-style-type: none"> Bendigo Art Gallery Capital Venues & Events Creative Communities Team Regional Sustainable Development Unit Tourism and Major Events 	<ul style="list-style-type: none"> Bendigo Creative Industries Hub Goldfields Libraries Bendigo Multicultural Arts Victoria Regional Arts Victoria Relevant peak bodies State Government agencies 	Medium term 2-3 years
14	Develop – with the broader region – an application for Bendigo to be designated a UNESCO Creative City in the category of Gastronomy	Being part of the network positions us as a 'creative, smarter city and region' and highlights our creative industries, galleries, theatres and educational facilities. The designation brings together many things we are doing in terms of food, sustainability, environment, health and wellbeing, economic development, One Planet Living principles and creative industries under one overarching narrative and brand. As part of the Creative Cities Network, Bendigo could leverage national and international support and funding for projects and development. Research and consultation will be undertaken as part of preparing an application	Regional Sustainable Development Unit	<ul style="list-style-type: none"> Health and Wellbeing Directorate (City of Greater Bendigo) Tourism and Major Events Unit (City of Greater Bendigo) 	Short term 1 year
15	Develop a new Aboriginal or Torres Strait Islander-identified position with allocated budget in the Creative Communities team - for consideration by Council	To support First Nations communities to drive and develop their own creative initiatives, and assist with developing opportunities to include First Nations into arts programs, events and initiatives supported by the City of Greater Bendigo	Creative Communities Team	<ul style="list-style-type: none"> Bendigo and District Aboriginal Cooperative Bendigo Local Aboriginal Network Dja Dja Wurrung Clans Aboriginal Corporation Taungurung Clans Aboriginal Corporation 	Medium term 2-3 years
16	Explore opportunities that facilitate the short and long term activation of public and private buildings and spaces	This includes the use of vacant shops, commercial building foyers and public buildings	Public Spaces and Place Making Team	<ul style="list-style-type: none"> Bendigo Art Gallery Unit (City of Greater Bendigo) Bendigo Creative Industries Hub Capital Venues & Events Unit (City of Greater Bendigo) Goldfields Libraries Bendigo 	Medium term 2-3 years
17	Investigate developing our relationship with Regional Arts Victoria further	In particular investigate joining the Regional Cultural Partnerships program	<ul style="list-style-type: none"> Capital Venues & Events Unit Regional Sustainable Development Unit 	<ul style="list-style-type: none"> Bendigo Art Gallery Unit (City of Greater Bendigo) Regional Arts Victoria 	Short term 1 year
18	Investigate establishing a local government authority (LGA) network that works collaboratively to further the creative industries in our region	Develop a regional approach to recognising, developing and supporting creative industries, including those Local Government areas in the Loddon Campaspe corridor and central Victoria LGAs	Regional Sustainable Development Unit	<ul style="list-style-type: none"> Bendigo Art Gallery (City of Greater Bendigo) Capital Venues & Events Unit (City of Greater Bendigo) Loddon Campaspe corridor and central Victoria LGAs Loddon Campaspe Regional Partnership Regional Arts Victoria 	Short term 1 year
19	Develop a new creative industries funding and grant program	Based on a transparent and fair process, the program could be a two stage process that: - Stage 1 assists in developing/testing an idea (small grants) - Stage 2 supports start-ups or initiatives that have been tested in stage 1 (large grants)	Regional Sustainable Development Unit to investigate and negotiate with internal Council units	<ul style="list-style-type: none"> Bendigo Art Gallery (City of Greater Bendigo) Capital Venues & Events Unit (City of Greater Bendigo) Community Partnerships Unit (City of Greater Bendigo) 	Long term 4 years

Count	Action	Description	Responsible City of Greater Bendigo directorate, unit or team	Consult or work with	Time frame
20	Investigate establishing a multicultural hub for creativity that provides space for communities from diverse cultural backgrounds	<ul style="list-style-type: none"> Establish dedicated and culturally-safe places for communities from diverse cultural backgrounds to gather, celebrate or undertake activities. E.g. workshops, meeting rooms and gathering spaces Explore location options in Bendigo city centre, including but not limited to the proposed community arts space (View Street arts precinct) or Bendigo Library 	<ul style="list-style-type: none"> Bendigo Art Gallery Capital Venues & Events Unit 	<ul style="list-style-type: none"> Bendigo Creative Industries Hub Community Partnerships Unit (City of Greater Bendigo) Goldfields Libraries Bendigo Loddon Campaspe Multicultural Services Multicultural Arts Victoria Project Management Office Unit (City of Greater Bendigo) 	Long term 4 years
21	Advocate for Council, State Government and agencies to incorporate local creatives into the conception and development of infrastructure projects	<ul style="list-style-type: none"> Ensures creative practice is considered and planned for in the initial conception and design stage (similar to ESD and One Planet Living Principles) Use creative approach to address issues such as safety or activation (e.g. artistic lighting solutions for paths) Flexible spaces and exhibition spaces should also be considered in new public buildings. E.g. materials compatible with wet areas, or Exhibit B window exhibition space 	Regional Sustainable Development Unit to investigate and negotiate with internal Council units	<ul style="list-style-type: none"> Bendigo Creative Industries Hub Goldfields Libraries Bendigo State Government agencies 	Long term 4 years
22	Further develop Bendigo Art Gallery's reputation as the leading gallery in regional Australia	Develop and implement the Bendigo Art Gallery Five Year Plan	Bendigo Art Gallery		Long term 4 years
23	Develop a permanent Aboriginal or Torres Strait Islander-identified curator position with allocated budget in Bendigo Art Gallery - for consideration by Council	To assist with including and representing First Nations as well as developing connections and links with First Nations communities locally and nationally	Bendigo Art Gallery		Short term 1 year
24	Work with music peak bodies and local organisations to identify barriers and develop opportunities for our music industry	<ul style="list-style-type: none"> Explore a relationship with Music Victoria, in particular their regional role, to develop our contemporary music sector Ensure there is deeper engagement with our local musicians and major festival organisations 	<ul style="list-style-type: none"> Capital Venues & Events Unit Regional Sustainable Development Unit Tourism and Major Events Unit 	<ul style="list-style-type: none"> Bendigo Blues and Roots Music Festival Goldfields Libraries Bendigo Music Victoria 	Long term 4 years
25	Support existing and new events in our region that involve local creative industries	Ensure events that provide opportunities for our local creative industries are supported	<ul style="list-style-type: none"> Bendigo Art Gallery Capital Venues & Events Unit Tourism and Major Events Unit Regional Sustainable Development Unit 		Long term 4 years
26	Develop a new Aboriginal or Torres Strait Islander-identified position in the Tourism and Major Events Unit - for consideration by Council	To assist with developing opportunities to include First Nations culture and creativity into events supported by City of Greater Bendigo	Tourism and Major Events Unit		Long term 4 years

Count	Action	Description	Responsible City of Greater Bendigo directorate, unit or team	Consult or work with	Time frame
27	Continue to develop and support creative initiatives with education institutions	<ul style="list-style-type: none"> Support the existing Bendigo Art Gallery resource for this work Support Capital Venues & Events to create further funding opportunities for sustainable delivery of its education programming Continue programs that give students a voice in community issues and provide opportunities for learning, developing connections (e.g. CityStudio) 	<ul style="list-style-type: none"> Bendigo Art Gallery Capital Venues & Events Unit Regional Sustainable Development Unit 	<ul style="list-style-type: none"> Federal and State Governments Goldfields Libraries Bendigo Schools Technical institutions Universities 	Long term 4 years
28	Continue to develop an understanding of creativity in our region	Research and monitor creative activity across Greater Bendigo, and the Loddon Campaspe corridor and Central Victoria LGAs	Regional Sustainable Development Unit	<ul style="list-style-type: none"> Bendigo Art Gallery Unit (City of Greater Bendigo) Capital Venues & Events Unit (City of Greater Bendigo) Loddon Campaspe corridor and Central Victoria Local Government Authorities 	Long term 4 years
29	Continue to support local initiatives and programs that develop the skills of our cultural and creative industries	Ensure support for professional and community initiatives that build skills and communities, break down cultural and linguistic barriers, and build resilience to change	<ul style="list-style-type: none"> Bendigo Art Gallery Capital Venues & Events Unit Health and Wellbeing Directorate Regional Sustainable Development Unit Tourism and Major Events Unit 		Long term 4 years
30	Establish a list of industry awards and agreements, and relevant peak bodies that provide clear guidance on industry standards for the City to uphold	Ensure that relevant industry standards are understood and upheld by City of Greater Bendigo by embedding them in our processes when engaging with the cultural and creative community	Regional Sustainable Development Unit	<ul style="list-style-type: none"> Bendigo Art Gallery Capital Venues & Events Unit Relevant peak bodies 	Short term 1 year
31	Develop a consistent and coordinated approach for the City to facilitate cultural and creative activity	<ul style="list-style-type: none"> Develop an understanding of City processes in relation to cultural and creative activity and establish consistent processes for the whole of organisation Clearly show the community how to navigate Council and the City of Greater Bendigo processes and departments 	Regional Sustainable Development Unit to negotiate and develop with internal Council units		Medium term 2-3 years
32	Develop a Performing Arts Programming Policy	To gain a greater understanding of our programming needs and to provide a solid foundation to performing arts programming decisions, we will develop a programming policy in consultation with audiences and the broader community over the next 12 months	Capital Venues & Events Unit	<ul style="list-style-type: none"> Australian Major Performing Arts Group and other relevant peak bodies Creative Victoria Regional Arts Victoria 	Short term 1 year
33	Undertake a review of Greater CREATIVE Bendigo in 2020/21	Based on continued research and consultation with key stakeholders, and including minor changes to the vision and additional actions in the implementation plan if necessary	Regional Sustainable Development Unit		Medium term 2-3 years

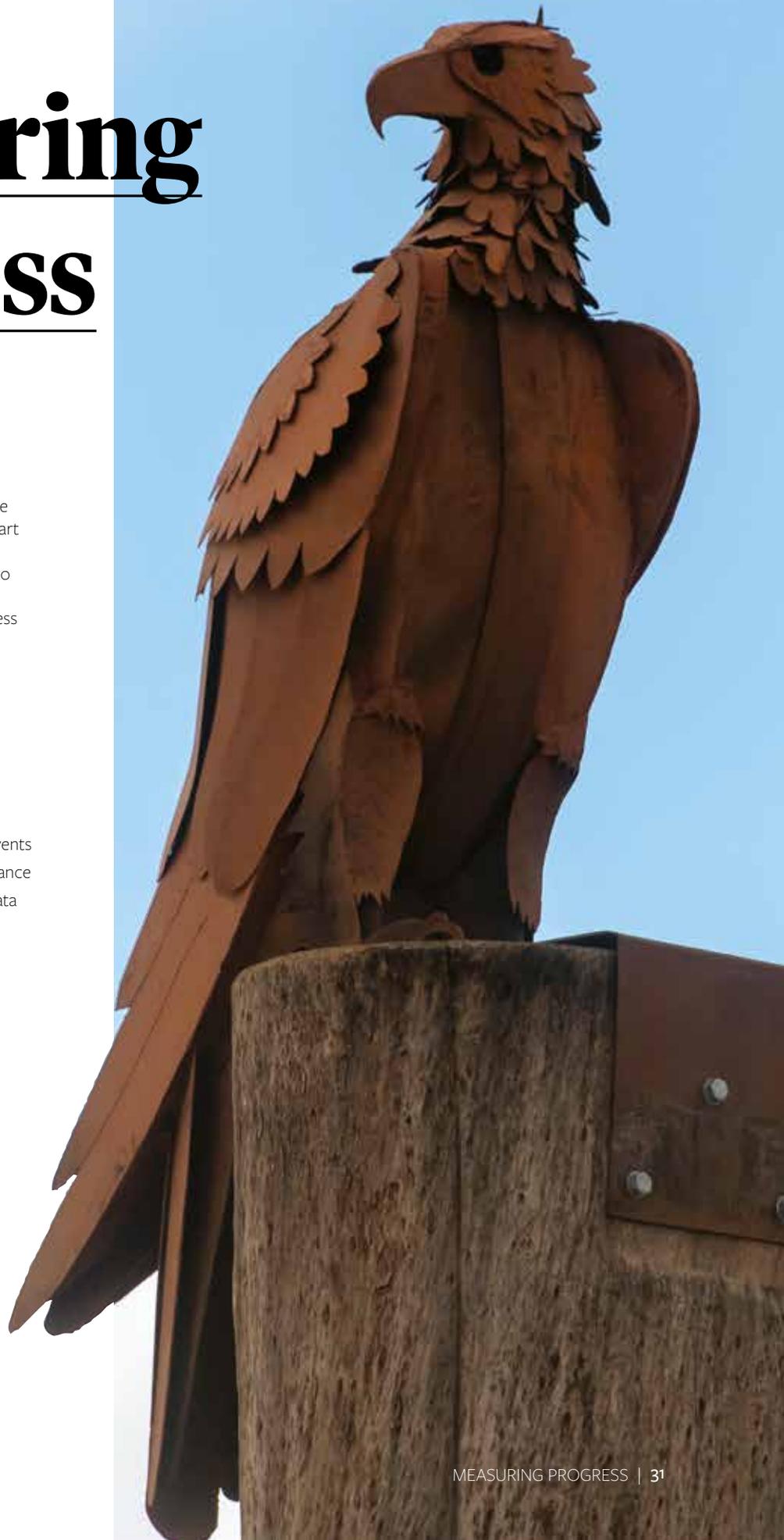
**Note: all actions that require Council Budget will go through the Council budget cycle and will be subject to final decision by Council.*

Measuring progress

While creativity can be difficult to measure, it is important to continue evaluating whether or not the vision of this Strategy is being achieved, and if the broader community is experiencing the benefits of this. Completing actions from the implementation plan in this Strategy will form part of our success, but a balance of qualitative and quantitative data and research will be required to determine what is working and what is not. The methods that will be used to measure the success of the Strategy are:

- Community opinion and satisfaction (City of Greater Bendigo surveys)
- Embedding user evaluation surveys into the City's processes, programs and events (e.g. grants, networking events, major events, skills development programs)
- Number of creative events and attendance
- Informal conversations and observation at events
- Creative industries networking events attendance
- Number of jobs in creative industries (ABS data and community mapping)
- Outcomes from the proposed Creative Industries Group
- City of Greater Bendigo commissioned work (including the number of local creatives)
- Grants and funding provided by the City of Greater Bendigo

It is important to note that within the four year implementation for this Strategy there will be an opportunity for review. We will continue to work towards a better understanding of our creative landscape and the actions required to implement this Strategy. In 2020/21 there will be a review of progress and an update to the Strategy, which may include refinement of the vision and additional actions in the implementation plan.





References

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- ‘Creative Industries Discussion Paper’, Creative Victoria, 2015, www.creative.vic.gov.au/creative-state/introduction, accessed 23 Oct. 2017.
- ‘National Arts Participation Survey’, Australia Council for the Arts, (27 June 2017), www.australiacouncil.gov.au/research/connecting-australians, accessed 23 Oct. 2017.



Image credits

1. Jida Gulpilil, *Cultural Reflection*, Photo: Exclusive Photography Melbourne
1. Janet Bromley, *The colour of this earth*
2. Andre Sardone, *Ruby*, Photo: Bridget Finch
3. Angela Morrissey, *Looking at a Stranger III*
4. Angie Jackman Millinery, *Myer Millinery Award*
5. Bendigo Ballet Company, *Bendigo's Youth Dance Company*
6. Bendigo Tech School, *Bendigo Tech School opening October 2018*
7. Blues & Roots Music Festival 2018, *Greg Steps*
8. Mr Dimples, *Bendigo*
9. Hebron films, *Filming inside Bendigo Art Gallery Marimekko TVC 2018*
10. CreateAbility, *On Display*
11. Mari B, *The Offering*
12. Masons of Bendigo, *Untitled*
13. Blues & Roots Music Festival 2018, *Catfish Voodoo*
14. Friendly Savage, *A Vintage Death*
15. Props Theatre, *In Theatre*
16. The Institute of Imperfection, *Untitled*
17. Andre Sardone, *Traditional Pod*
18. Bendigo Tech School, *Untitled*
19. Y2 Architecture, *An ideation session*
20. Sandra Hosking, *Verandah Lace*
21. Samuel 'Joe' Douglass, *Composer*
22. Janet Bromley, *Not quite a map*
23. Mia Mia Mechanics' Institute, *Twilight Opera Mia Mia 2018*
24. Hebron films, *On-Set Interview*
25. Friendly Savage, *White Gold*
26. Tim Tim, *Untitled*
27. Interchange Loddon-Mallee Region Inc, *Untitled*
28. Sarah Wallace-Smith, *Rusty, Charlie & Dirty Harriet Mural*
29. Deccy Miller, *Woodwork*, Photo: Jeremy Robinson
30. The Institute of Imperfection, *Untitled*
31. Kate Verbeek, *Number One*
32. Saff Collective, *Untitled*
33. CreateAbility, *No Hands Performance*
34. zinspire, *Creative community collaboration*
35. Espresso Printers, *Bandwidth*

Community consultation

HOW WAS THIS STRATEGY PREPARED?

Stage 1

September to December 2017

- Background research and community consultation provided direction for the Strategy
- Community comment: 6 industry workshops and Creative Conversations I

Stage 2

January to May 2018

- Draft vision developed based on industry and community feedback from Stage 1
- Community comment: Creative Conversations II: Showcase

Stage 3

June to September 2018

- Technical Advisory Group
- Draft Strategy developed based on feedback from Stage 2
- Community comment: Creative Conversations III: Creative Bendigo

Stage 4

October to November 2018

- Draft strategy refined based on feedback from Stage 3
- Final Strategy to Council for adoption

Community consultation

Greater *CREATIVE* Bendigo has been developed with extensive community engagement and consultation and it seeks to respond to what the community has told us is important. The strategy has been informed by:

- 288 survey responses
- 3 (free) public events attended by approximately 500 people and engaged 40 local creatives
- 27 meetings with over 120 people
- 43 submissions
- 245 on a mailing list
- 2,556 postcards, posters and information sheets distributed
- 12 newspaper advertisements
- 3 radio interviews
- 9 workshops
- 3 Technical Advisory Group meetings

What the community told us

Throughout the development of the strategy the following were consistent themes from the community:

- Recognise the importance and benefits of creativity
- Greater understanding and representation of Traditional Owners and Aboriginal and Torres Strait Islander cultural and creative practices
- Inclusion of culturally diverse people
- Access to affordable and flexible spaces
- Activate public and private spaces
- Grow networks that are supportive and inclusive
- Connect and collaborate with other creatives as well as non-creatives
- More opportunities for funding, pathways and professional development
- Focus on supporting local individuals and businesses
- Maintaining a broad and strategic approach to cultural and creative industries
- Supporting local creatives and initiatives through empowerment and providing opportunities
- Collaboration across the region and regional leadership

Linking the strategy

How Greater CREATIVE Bendigo links to other Council strategies

The vision and actions of Greater CREATIVE Bendigo align with the goals, objectives and actions in the City of Greater Bendigo's Community Plan 2017-2021. Development of this Strategy is a key action in the Plan, one of the 10 key strategies identified in the Community Plan as shown in the diagram and part of working towards the Council's vision of 'creating the world's most liveable community'.

Greater CREATIVE Bendigo builds on all the work already undertaken to grow and promote creativity in our city and region, and its actions embed ongoing change in our organisation and our community.



Other work that has influenced this strategy

Greater Bendigo does not exist in isolation, and it is important to work collaboratively with other community groups, regional Councils, State Government departments and agencies and peak bodies to achieve our goals. The following external plans, strategies and programs have been important to the development of the strategy and will continue to guide its implementation:

- Dhelkunya Dja Country Plan 2014-2034 (Dja Dja Wurrung Clans Aboriginal Corporation)
- Creative State (Creative Victoria)
- Goldfields Library Corporation Library Plan 2017-2021
- Loddon Campaspe Regional Growth Plan (formally the Loddon Mallee South Regional Growth Plan)
- Loddon Campaspe Regional Partnership priorities
- Municipal Association of Victoria Emerge Cultural Hub
- Music Victoria 10 Point Plan
- Regional Arts Victoria Strategic Plan 2017-2020

Mapping cultural and creative industries

While some aspects of creativity occur in the public realm – in workplaces, public spaces and buildings and facilities both indoor and outdoor – much creativity goes on behind closed doors, and can be difficult to quantify. We can measure economic impacts and employment, but we know creative activity is so much more than this. Studies such as the Australia Council’s National Arts Participation Survey have set out to measure the social, wellbeing and personal fulfilment aspects of creativity, but this has not been definitively measured in Greater Bendigo in recent years. Despite these challenges, we need to better document and understand our creative ecosystem for Greater *CREATIVE* Bendigo to be relevant and successful.

In developing this strategy, the City of Greater Bendigo has begun to build knowledge and understanding of our creative landscape, based on the below:

- Employment in creative industries (sourced from the Australian Bureau of Statistics)
- Mapping our creative activity (businesses, organisations, groups and events)
- Creative activity across City of Greater Bendigo (projects, funding and internal processes)

This work must be an ongoing and evolving process into the future.



Acknowledgement of contributors

The City of Greater Bendigo would like to thank all those who have contributed to the development of Greater *CREATIVE* Bendigo:

- The Technical Advisory Group who have contributed their time and expertise to shape Greater *CREATIVE* Bendigo
- All those in the community who have taken the time to review and provide comment on the draft Greater *CREATIVE* Bendigo documents
- The members of the City of Greater Bendigo Project Working Group who have contributed their time and provided significant input to the development of Greater *CREATIVE* Bendigo:
 - Bernie O'Sullivan (Chair), Director Strategy and Growth
 - Councillor Matt Emond
 - Councillor Rod Fyffe
 - Mark Hands, CEO Goldfields Library Corporation
 - Terry Karamaloudis, Manager Tourism and Major Events
 - David Lloyd, Manager Capital Venues & Events
 - Vicky Mason, Director Health and Wellbeing
 - Karen Quinlan, Director Bendigo Art Gallery
 - Kathleen Tonini, Communications Specialist

- City of Greater Bendigo Project Support Team
 - Trevor Budge, Stacey Poulter and Anna Knight
- City of Greater Bendigo
 - Maree Tonkin and Julie Andrews
- Consultants that assisted with community consultation during different stages of the project
 - Positive Solutions
 - RMCG
- Esther Anatolitis for undertaking the peer review of Greater *CREATIVE* Bendigo
- Jida Gulpilil and Janet Bromley for sharing their reflections in Greater *CREATIVE* Bendigo

All guest speakers at the Creative Conversations events:

- Jonathan Ridnell (General Manager, Discover Science and Technology Centre)
- Megan Beckwith (Multidisciplinary artist)
- Graeme Wiggins (Director, Bendigo Tech School)
- Chris Kennett (Author and Illustrator)
- Rob McGauran (Director, MGS Architects)
- Fiona Parker (ABC Radio)
- Clare Bowditch (Musician and writer)
- Professor Matthew Allen (Arts and Education, Deakin)

- Esther Anatolitis (Director, NAVA)
- Ros Abercrombie (Festival director)
- David Eedle (Digital entrepreneur)
- Dr Kelly Donati (William Angliss TAFE)
- Bec Phillips (Dja Dja Wurrung Woman, cultural interpreter and storyteller)
- David Astle (Writer and broadcaster)
- Marcus Westbury (Renew)
- Associate Prof. Jacqueline Millner (Visual Arts, La Trobe)
- Rosemary Sorensen (Bendigo Writers Festival)
- Councillor Margaret O'Rourke (Mayor, City of Greater Bendigo)

All the creatives who participated Creative Conversations II: Showcase event:

- Angela Zheng
- Anton Hasell
- Aunty Gabby Gamble
- Bailey Cook
- Bob's Boutique and Sonia Brit Designs
- Brendan Ferns and Keech 3D
- Caleb Maxwell
- Cate Green and the Institute of Imperfections
- Cheryl Cadzow
- Cheryl Long
- Emily Begley
- Forest Keegel

- Gail Haig
- Goldfields Providore
- Grant Davies
- Jacques Soddell
- Jail Buba Kuyateh
- Jamie Le Rossignol and students from BSSC
- Janet Bromley
- John Willis and CreateAbility
- Jonathan Ridnell and the Discovery Centre
- Joy Tatt
- Justin Bull
- Kain White
- Klare Lanson
- Leanne Grylls
- Lorraine Brigdale
- Mari B-Li Donni
- Me Ri
- Mr Dimples
- Natalie Hannaford
- Noela Stratford
- Pamela Jackson
- Paul Chapman and Bendigo Turntables
- Paul Fletcher
- Peter Reading and Signarama
- Richard Atkins
- Rod and Sally Thompson
- Sandra Hosking
- Sarah Hoy Designs
- Sharon Greenaway
- Sparrow Daley
- Susan McMinn and Arnold Street Gallery
- Teaghan Perryman
- The Art of Kar
- Tru Dowling
- Yvonne George

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