



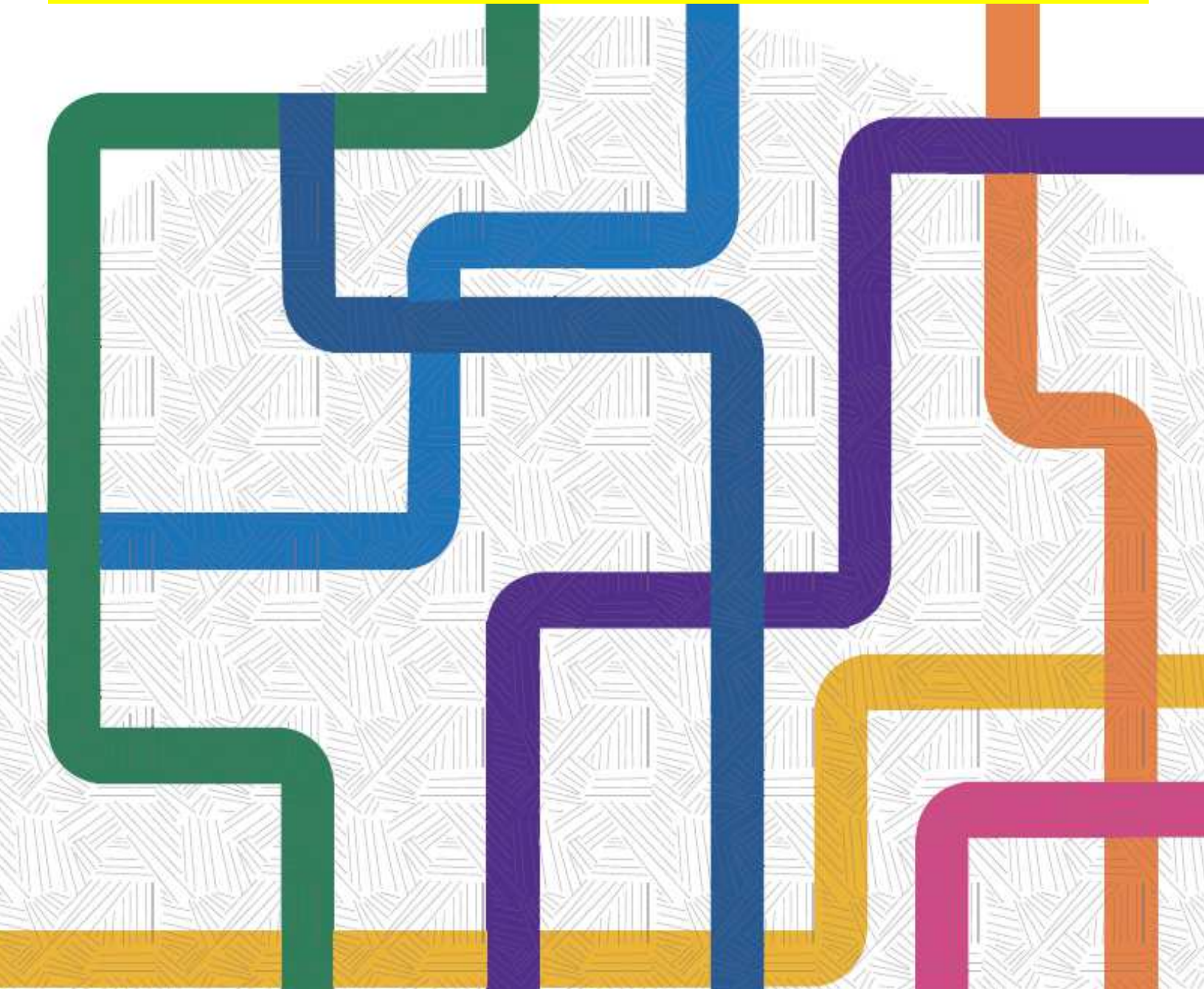
Creative Cities
Network

United Nations
Educational, Scientific and
Cultural Organization

UNESCO CREATIVE CITIES NETWORK CALL FOR APPLICATIONS

2019

Application Form



UNESCO CREATIVE CITIES NETWORK 2019 CALL FOR APPLICATIONS

APPLICATION FORM

Please note that word limits in the Form are enforced and that it will not be possible to enter more text once the limit is reached. Using the "Word Count" function will facilitate this process.

The form Cession of Rights and Register of Photos in the annex hereto shall also be duly completed.

1. NAME OF CITY:

Bendigo

2. COUNTRY:

Australia

3. CONTACTS:

3.1 Mayor of the City

Title (Mr/Ms): Ms

Family name: O'Rourke

First name: Margaret

Address: 195-229 Lyttleton Terrace Bendigo, Victoria, 3550, Australia

Telephone number:

Email address:

3.2 Representative of the Mayor

The representative will facilitate the communication between the Mayor (the Municipality), and the UCCN Secretariat and provide political support to the designated "Main executive contact" of the city (see point 3.3).

Title (Mr/Ms): Mr

Family name: Craig

First name: Niemann

Institution/function: City of Greater Bendigo

Status/type of institution: Chief Executive Officer/Local Government

Address: 195-229 Lyttleton Terrace, Bendigo, Victoria, 3550 Australia

Telephone number:

Email address:

Other important information: Chief advisor to the Mayor in development of UCCN application

3.3 Main executive contact

The main executive contact will be the focal point of the city for all communication and coordination concerning the UNESCO Creative Cities Network. This person should belong to the unit or structure executing and managing the designation. In case of the city's designation, this person should be officially designated by the Mayor or competent municipal authorities (see point 10.4).

Title (Mr/Ms): Mr

Family name: Budge

First name: Trevor

Institution/function: City of Greater Bendigo/Management

Status/type of institution: Manager, Regional Sustainable Development/Local Government

Address: 195-229 Lyttleton Terrace, Bendigo, Victoria, 3550 Australia

Telephone number:

Email address:

Other important information: Officer leading the UCCN application

3.4 Alternative contact

The alternative contact will provide support and backup to the "Main executive contact".

Title (Mr/Ms): Ms

Family name: Knight

First name: Anna

Institution/function: City of Greater Bendigo/Support Officer

Status/type of institution: Research, Regional Sustainable Development /Local Government

Address: 195-229 Lyttleton Terrace, Bendigo, Victoria, 3550 Australia

Telephone number:

Email address:

Other important information: Officer working on the UCCN application

4. CREATIVE FIELD:

Please choose only one between: Crafts and Folk Art, Design, Film, Gastronomy, Literature, Media Arts, and Music [Click on the drop-down menu].

Gastronomy

5. GENERAL PRESENTATION OF THE CITY:

Presentation of the main geographical, demographic, cultural and economic characteristics of the city; mode of governance, principal cultural facilities and infrastructures, international connections, etc. (1500 characters maximum).

Bendigo with 115,000 people is 150km inland from Melbourne in Australia's south east. Tens of thousands of years of Traditional Owner culture, creativity and sustainable food systems were overturned by pastoral settlement in the 1830s. Gold mining from 1851 brought waves of predominantly English, Irish, German and Chinese migrants, who shaped the city and created diverse cultural and heritage layers. We are now the hub of a rich gastronomic region, employing thousands, worth \$1.6B and representative of Australia's diversity.

Our City and wider region are collaborating to heal the landscape, on the lands of the Dja Dja Wurrung, Taungurung and other Traditional Owner groups. An elected Council collaborates with other levels of Government to deliver sustainable development. The City prioritises creativity, education, economic and social inclusion and healthy food systems to tackle ill-health, inequality and climate change. Council's adopted One Planet principles are aligned with the UN's SDGs and Agenda 2030.

We are actively engaging with many UCCN cities, including 5 in gastronomy, to share our culture and creativity. Our nationally renowned art gallery with its international partnerships and exhibitions, our universities and theatres are driving creativity. Bendigo is proudly building on its ancient roots, Aboriginal land management practices and languages, multicultural heritage, creativity and innovation through global collaborations designed to secure our planet's future.

6. MAIN DEVELOPMENT OPPORTUNITIES AND CHALLENGES FACING THE CITY – USING CREATIVITY AS A DRIVER FOR ACTION:

Every city is unique and pursues its own objectives according to its particular context and priorities. In this section, candidate cities are invited to explain how they consider that culture and creativity – particularly in the creative field concerned – can act as a driver for identifying opportunities and challenges, and then proposing interventions that seek to maximize the potential of the creative field concerned for sustainable urban development and mitigate and resolve the challenges they face (1200 characters maximum).

Bendigo is transforming. A changing climate and economy, a growing population and stubborn inequalities in access to health, wealth and education pose significant challenges requiring creative community approaches to problem solving. The City's strategies embrace the UN's Sustainable Development Goals (SDGs) in efforts to reduce inequality and food insecurity and grow a healthy, resilient and inclusive community.

Innovation and creativity in gastronomy are helping to drive our environmental, cultural and social agenda. The region is home to the Australian Young Farmer of the Year and Victorian AgriFutures Rural Women's Award winner. Despite this progress, people are still experiencing food insecurity, food poverty and diet-related health issues.

We are tackling SDGs 1, 2, 3, 6 and 11 through health and nutrition projects, water sensitive city initiatives, healthy and sustainable food systems, urban agriculture and community food hubs. Collaboration with Traditional Owners on projects centred on healthy water, healthy Country and the restoration of damaged landscapes links to SDG 15. We see healthy, local, sustainable and multicultural food as the social glue that binds us together.

7. GLOBAL DEVELOPMENT STRATEGIES AND POLICIES:

Presentation of the city's main and global development strategies and policies, particularly those in line with the international development agendas, such as the United Nations' 2030 Agenda for Sustainable Development (1000 characters maximum).

The City's development of an International Relations and Engagement Policy recognises the importance of working collaboratively and strengthening global cooperation, aligning with SDG 17. The City's guiding strategy is Council's Community Plan, endorsing the globally-recognised One Planet Living principles as key to inclusive and sustainable growth. These

principles strongly align with the UN's SDGs and focus our efforts on transforming our city for a sustainable future.

The City's Economic Development Strategy unites key stakeholders from local government, business, education, health, Traditional Owners, youth and civil society to embrace and act on an inclusive and sustainable growth model for the region (SDG 8). The pillars of this strategy are: equal access to jobs, education and training; tackling climate change and 'leaving no one behind', echoing the UN 2030 Agenda. They are at the heart of a creative approach in a changing city, aligning us with international best practice.

8. EXPECTED IMPACT OF THE DESIGNATION AND THE MEMBERSHIP ON THE SUSTAINABLE DEVELOPMENT OF THE CITY:

Presentation of the main reasons behind the decision to submit an application to the UNESCO Creative Cities Network and the expected long-term impact of the designation for the sustainable development of the city, particularly over the next four years following the eventual designation (1200 characters maximum).

Bendigo is a small city with big aspirations, and as the hub for a large food-growing area takes a regional approach to development. We are fostering international connections to share our story on a global stage and seek to learn from other creative cities. As Australia's first City of Gastronomy we can bring unique knowledge of an ancient food system to the global network.

Bendigo is a city on a path to rediscovering ancient knowledge after a dramatic period of change. As we work to heal the land, champion creativity, embrace multiculturalism and secure our region's future we have insights to share with other cities just beginning this journey.

UCCN designation will highlight and amplify the creativity of cities in the Southern Hemisphere. The momentum of the application has built civic pride and designation will strengthen our diverse gastronomic culture, primary production, hospitality industry, cultural enterprise, gastronomic tourism and education sector, helping to develop sustainable markets, branding and employment. It will inspire new approaches to climate change, food-related health issues, inclusive growth and Indigenous food heritage, furthering the UN's 2030 Agenda.

9. PREPARATION PROCESS FOR THE APPLICATION:

The design and preparation of the application submitted by the city must involve stakeholders in the creative field concerned, drawn from the private and public sectors, academia and civil society, as well as creators, professionals and practitioners. Describe how each of these groups have been consulted and/or engaged in the process of preparing the application; and how each group will benefit from the designation and membership to the Network (1000 characters maximum).

The Mayor initiated the application following extensive community engagement with diverse stakeholders. The Mayor and City officials visited Dunedin (Literature), Geelong (Design), and Melbourne (Literature) to learn from their experiences. A City official visited UNESCO Creative Cities of Gastronomy (Parma, Alba, Östersund, Tucson and San Antonio) and the Deputy Mayor was awarded a prestigious study scholarship to visit UNESCO Creative Cities leaders in Italy.

Two groups have guided the application: a management team chaired by the Mayor with Councillors and staff working across all relevant areas, and a regional community-based advisory group embracing primary producers, chefs, winemakers, manufacturers, educators,

academics, food relief agencies and representatives from farmers' markets, producer networks and community gardens. These groups have shared ideas, guided the application, developed the action plan, enthused the community and celebrated the journey.

10. COMPARATIVE ASSETS OF THE APPLICANT CITY MADE AVAILABLE TO THE NETWORK:

In the following fields, candidate cities are invited to present their main cultural assets – particularly those in the creative field concerned – that may be highlighted and tapped into locally and internationally to further the Network's objectives: making creativity, especially in the creative field concerned, an essential driver of sustainable urban development. Applicants are strongly advised to avoid presenting lists and to provide succinct and relevant information so that the city's cultural and creative assets can be assessed properly (1000 characters maximum for each field).

10.1 Role and foundations of the creative field concerned in the city's history and development

The diversity of Bendigo and the region's food and beverage offering is emblematic of the continent's rich variety. Australia is home to the world's oldest living culture and had a sustainable food system for over 60,000 years. Aboriginal people adapted to changing environments and adapted landscapes to make them more productive through regenerative agriculture, aquaculture and selective burning. Colonialism destroyed much of this system.

The story of the region is cyclical, moving from sustainability to disruption and destruction, then to rehabilitation and reconnection. The gold rush turned the land into 'Upside Down Country'. It destroyed the natural balance but also brought creative influences from all over the world, shaping a new culture and food system. We are now collaborating to heal the landscape.

One of our unique assets is this story of cultural layers and adaptation, and as we adapt to climate change and tackle inequality this learning can further goals internationally.

10.2 Current economic importance and dynamism of the cultural sector and, in particular, of the creative field concerned: data, statistics and other indicators on its contribution to economic development and employment in the city, number of cultural enterprises, etc.

Cultural and creative industries account for 13% of Greater Bendigo's employment, with over 6,000 people employed in creative industries. The City hosts internationally recognised arts exhibitions and festivals and fosters grass-roots creative enterprises. In 2016/17 there were 876 events and performances at Bendigo's two main theatres, attended by 155,212 people, and over 14,000 people participated in City supported arts activities. More than 70 major events are held annually.

The food and beverage scene is diverse and growing. In Greater Bendigo, the gastronomy industry was worth \$1.6B in 2017. Food industry jobs have experienced greater levels of growth than the rest of the economy, increasing by 26% between 2011 and 2017. In 2016, 46% of manufacturing employment in Greater Bendigo was in the food sector. Our region is home to over 130 wineries and breweries and gastronomic tourism forms a vital part of our economy, with food, wine, beer and cider events held throughout the year.

10.3 Different communities and groups engaged in, and/or that earn their livelihoods from, the creative field concerned

In 2017 there were 618 businesses in Greater Bendigo engaged with different aspects of gastronomy, with 2,878 across the wider region.

Food brings people together and builds skills and resilience. Refugee and migrant groups, such as the 2,000-strong Karen community, Muslim communities, school and university students and vulnerable groups are engaged in gardening, cooking and projects rehabilitating the natural environment.

PepperGreen Farm heritage market gardens have been transformed into a fresh produce, arts and cultural activities hub. This not-for-profit supports people with disabilities to gain skills and work experience, with social and wellbeing activities focused on growing healthy food.

Bendigo Regional Food Alliance Cooking Clubs will focus on food literacy and food security. Foodshare, Food Fossickers Network and many grower and retailer networks and cooperatives thrive. Bendigo Pottery, Australia's oldest, makes the dinnerware for 17 of the nation's top 50 restaurants.

10.4 Major fairs, conferences, conventions, congresses, and other national and/or international events organized by the city over the past five years, aimed at professionals and practitioners in the creative field concerned (creators, producers, marketers, promoters, etc.)

In the last five years events have addressed key areas in sustainability, climate change, primary production and innovation – such as Farming for Sustainable Soils, Urban Agriculture, 'Drawdown' event addressing food production and climate change, Australian Community Food Hubs, Future Food and Food Systems, all aligning with UN Sustainability Goals and generating knowledge which can benefit the Network.

The region has a long history of agricultural shows and the Bendigo Show, founded in 1859, continues to bring professionals together annually to celebrate agricultural practice and innovation. The Bendigo Sustainable Living Festival brings together people from all sectors to showcase practical solutions to tackle challenges in energy, food systems, agriculture, food waste, transport and conservation.

The Bendigo Inventor Awards is Australia's premier invention program connecting industry, government and community to advance new inventions in areas of social impact and agriculture.

10.5 Major festivals, conventions and other large-scale events organized by the city in the past five years in the creative field concerned and aimed at a local, national and/or international general audience

Bendigo hosts an annual celebration of multicultural music, food and art with the Zinda Festival. Highlighting the role of creativity and food in breaking down cultural barriers, it is aimed at local, national and international audiences. The annual 'Scots Day Out' celebrates the contribution of Scottish people to the region, with music, dance and food.

The gastronomy program at the Bendigo Writers Festival brings together people at the intersection of food, beverages, sustainability, agriculture, culture and writing. The festival offers opportunities for future collaboration with other UCCN Creative Cities to celebrate international creativity, literature and sustainable development.

The Bendigo Easter Festival is the longest running community cultural festival in Australia (first held in 1870), and has a large contribution from the Chinese community. The festival brings together different cultures, food, art, music and dance and attracts national and international audiences.

10.6 Main mechanisms, courses and programmes to promote culture and creativity, as well as arts education for youth in the creative field concerned, both within the formal and informal education systems, including existing active institutions providing capacity-building in this field

Across Bendigo and the region schools and early learning centres are using kitchen gardens as a creative way to educate young people about healthy food, sustainability and cooking. These programs build knowledge and understanding of food and nutrition and have potential for international uptake.

Ninety schools in the region are supported with seedlings grown by inmates at the local prison in conjunction with a vocational training institute. An early learning centre in Bendigo is transforming a vacant house block into a full kitchen garden to introduce more seasonal, healthy food into the children's educational landscape.

The Aboriginal Youth Cultural Strengthening Project is a cross-organisational project giving at-risk youth the chance to learn in a different environment – taking students out to learn ‘on Country’ about cultural and environmental management. Reclaiming this Indigenous knowledge of a sustainable relationship with the land is an integral part of a resilient food future.

10.7 Lifelong learning, tertiary education, vocational schools, training centres, residencies and other higher education institutions specialised in the creative field concerned

The \$9M Bendigo Tech School provides access to the latest technology and innovative learning for 8,500 students, who use Design Thinking to creatively find solutions to challenges facing local industries. The School brings design, food, agriculture and innovation together, offering inclusive and equitable education.

Bendigo's new \$7.8M Food and Fibre Centre of Excellence is a state-of-the-art facility offering tertiary and vocational education in horticulture, animal and food studies, driving a sustainable food production future. The planned \$60M Hospitality and Tourism Training Centre and courses offered by La Trobe University in public health, human nutrition, agriculture and agribusiness strengthen education further.

Lifelong learning across the region is supported by the University of the Third Age, offering creative courses for older people ranging from cookery and gardening to wine appreciation. Bendigo Community Health runs courses and nutrition sessions for vulnerable groups.

10.8 Research centres, specialized institutes and programmes in the creative field concerned

The award-winning, world-first 'Eat Well@IGA' program brought the City, Deakin University and VicHealth together in a WHO-recognised research project to test low-cost changes to supermarket environments and marketing to increase fresh fruit and vegetable purchasing. Successful pilot interventions are now the basis of scientific trials and the program is a tool that can be used globally to further UN health goals (SDG 3).

The \$5M Healthy Heart of Victoria partnership launched in 2018 between the City, Regional Partnership and 5 other local governments is a national first, working with communities to support healthy eating and physical activity to tackle poor health.

In 2018 Bendigo launched the State's first Food and Fibre Centre of Excellence to strengthen our research and practice. The City has partnered with Southern Cross University (offering the Le Cordon Bleu Master of Gastronomic Tourism program) on a research project exploring the potential of gastronomic tourism in our region.

10.9 Recognised infrastructure for the creation, production and dissemination of activities, goods and services in the creative field concerned, at the professional level (for example, centres for professionals, cultural enterprise incubators, chambers of commerce with specific programmes for cultural goods and services, etc.)

The Dja Dja Wurrung Clans Aboriginal Corporation strengthens and promotes traditional cultural practices. Our region has Australia's first Recognition and Settlement Agreement acknowledging the importance of cultural practices, language and connection to land and waterways. The Corporation owns and operates a growing enterprise that provides cultural services, and Dja Dja Wurrung artists designed our Gastronomy logo.

A \$150,000 feasibility study has supported the proposed Institute of Gastronomy and Good Food in Daylesford; a \$25M project to bring together agriculture, culinary, hospitality, education and tourism experts in a partnership between William Angliss Institute and one of Australia's most awarded regional restaurants.

Bendigo's award-winning Visitor Centre supports creativity and local food and beverage experiences. Tours run by one of Bendigo's top chefs highlight incredible female producers and 'Foodie Tours' introduce locals and visitors to our gastronomic culture.

10.10 Main facilities and cultural spaces dedicated to practice, promotion and dissemination in the creative field concerned and aimed at the general public and/or specific audiences (youth, women, vulnerable groups, etc.)

Community gardens across the city and region are providing spaces for different groups to come together, grow healthy produce and celebrate culture. The Gravel Hill Community Garden supports community food security and runs regular workshops. Most schools and kindergartens have a productive kitchen garden that the children tend. The Karen community – many of whom are new migrants or refugees – are

strongly involved in these gardens; growing, cooking and sharing food as a way of connecting to culture and family.

PepperGreen Farm runs an education hub offering programs for schools based around gardening, edible plants, kitchen demonstrations, soil, seedlings and worm farms, as well as Heritage and Culture lessons. Located at Bendigo's first Chinese market garden site, the social enterprise offers training and employment for people experiencing disadvantage or with a disability – a creative approach using food, agriculture and horticulture to improve the lives and health of the community.

10.11 Present a maximum of three major programmes or projects developed by the city in the past three years to promote wider participation in cultural life, especially in the creative field concerned, particularly those aimed at disadvantaged or vulnerable social groups

Bendigo Foodshare sources food that would otherwise go to waste and focuses on assisting community members to climb out of food poverty. It provides work experience in food warehousing, sharing success stories and distributing food freely to 12,600 people a week through over 85 programs focussed on education and reduction in poverty. For example, food support reduces debt as part of a financial counselling program, and cooking classes in schools and welfare programs use rescued food to teach food skills, strongly aligning with SDGs 1 and 2.

Aboriginal, youth and mental health services now use Foodshare food to engage vulnerable clients in their programs. This innovative approach significantly magnifies the social impact of the service and demonstrates creative thinking in our community – linking already existing elements (such as community gardens, food relief networks, cooking classes, social services), to create something new, promoting sustainability and health through gastronomy.

10.12 Present a maximum of three major programmes or projects developed in the past three years in the creative field concerned that have helped to create and/or strengthen relations of cooperation between different actors, including the city, the private sector, creators, civil society, academia and/or other relevant stakeholders

The Bendigo Regional Food Alliance (BRFA) maps the healthy, sustainable and local food system across the region – connecting people and enabling them to grow, source, cook and share healthy produce. BRFA is a group of local food producers and growers, distributors, retailers, food recovery, local government, social entrepreneurs and community members who are working together to promote and develop the local food system. This work strengthens Bendigo's relationship to peri-urban and rural communities, supporting positive economic, social and environmental links between the city and a resilient and sustainable food-producing region.

In 2018 the Regional Centre for Culture presented a year-long program, built around the six seasonal times observed by the Dja Dja Wurrung people, which celebrated the diverse culture of our region with multidisciplinary arts and culture events. The program brought together all sectors of society to celebrate the importance of culture and creativity.

10.13 Role and impact of the main professional and non-governmental civil society organizations that are active in the city in the creative field concerned

The Stephanie Alexander Kitchen Garden program, as well as independent school gardens, promote greater participation in creative gastronomy across the city and region. These programs deliver 'pleasurable food education', teaching children to grow, harvest, prepare and share fresh, seasonal, delicious food and helping form positive food habits for life, tackling SDGs 2, 3 and 4.

In the Heathcote area, adults from low socio-economic backgrounds are learning how to grow and cook food through their children's access to a school kitchen garden. This creative way of improving long-term health and wellbeing through a hands-on relationship to food is a transformative initiative for disadvantaged groups in our region.

The Bendigo Regional Food Alliance, Food Fossickers Network, Farmers Markets, Sustain: Australian Food Network, winegrowers associations and other industry and professional organisations are championing local produce and creating partnerships across our region and internationally.

10.14 Main initiatives, policies, guidelines, programmes and measures, implemented by the city in the past five years to improve the status of creators and to support creative work, particularly in the creative field concerned

One recent significant initiative to improve the status of creators is the adoption of the City's Arts and Creative Industries Strategy, 'Greater CREATIVE Bendigo'. The strategy was developed with extensive consultation across the region and focuses on the importance of cultural and creative industries for sustainable and inclusive growth. The Strategy includes gastronomy and advocates for greater recognition for local creatives, Aboriginal and Torres Strait Islander culture and for embracing international connections.

The City supports numerous grants and programs to enhance creative work. For example, the Friday Food Safari Social Enterprise has received support for its program to train people from diverse backgrounds to provide weekly catering to local businesses. This initiative celebrates multicultural food, community and builds capacity through gastronomy. The City provides 188 grants annually and biennially to support the creative ambitions of the community.

10.15 Main initiatives, policies, guidelines, programmes and measures, implemented by the city in the past five years to support and enhance local cultural industries in the creative field concerned

Policies and strategies supporting a sustainable gastronomic culture include the Food Systems Strategy, the internationally recognised One Planet Living principles, Environment Strategy, Healthy Catering Policy, Water in Sport project, 'Home Grown' publication, Health and Wellbeing Plan and Greening Greater Bendigo. Actions along with research partnerships are supporting creative solutions to food-related health issues and are putting gastronomy at the heart of future planning. Funding has been allocated to development of the Bendigo Food Hub, a project providing a dynamic space for the development of the region's gastronomic

capacity, including education, warehousing, food relief, food producers and food businesses under one roof.

Planting of publically accessible edible gardens in some of the City's prominent public parks is a new program enhancing the grass-roots push for more urban agriculture, offering a creative way to engage people in healthy food systems.

10.16 Main international and/or regional cooperation initiatives in the creative field concerned, developed with cities from different countries in the past five years

Bendigo is engaging with Alba in Italy to share experiences, knowledge and best practice for sustainable agriculture in an era of climate change, following a visit to Alba in 2018. We seek to build a network of Creative Cities challenged with hotter, drier climates and propose sharing knowledge to help with adaptation: farmers in our region are already changing their practices and responding creatively to climate change. Many wineries in our region already have annual exchanges with wineries in Europe.

In 2018 Bendigo partnered with CityStudio's program from Vancouver and La Trobe University to offer this immersive course in Australia for the first time. CityStudio students work with local government and community to make the city more sustainable and liveable. In 2019 the CityStudio project focuses on how food can be mobilised for change in the community.

In 2018/19 we reached out to many UCCN members to share their learnings from the journey of preparing an application.

10.17 Major programmes or projects implemented in the last three years that directly or indirectly support and create synergies with at least one of the other creative fields in the Network

Open House Bendigo is a major event that celebrates design in the city and region. The weekend focuses on both heritage architecture and new, innovative building design and strongly aligns us with Australia's City of Design - Geelong - as well as other cities taking a design focus.

The Bendigo Writers Festival is a major annual event and in 2018 and 2019 the gastronomy program at the festival created synergies between gastronomy and literature, importantly linking this to the ancient sustainable food systems that were in place before colonisation, featuring Bruce Pascoe, Australia's foremost expert on Aboriginal agriculture.

Major festival programs across the city and region include the Bendigo Blues & Roots Festival, Castlemaine Jazz Festival, International Festival of Experimental Music, Maldon Folk Festival, Queer Film Festival, Indigenous Film Festival, as well as Castlemaine's State Festival, Fringe Festival and Documentary Film Festival supporting music, media arts and film.

10.18 Main international cooperation initiatives and/or partnerships developed in the past three years involving at least two of the seven creative fields covered by the Network (crosscutting and/or trans-sectoral projects)

Bendigo has developed a strong relationship with Dunedin (City of Literature) in New Zealand, working on a partnership project to promote 'great small cities of the world'. Dunedin is working with Bendigo to develop an expanded gastronomy program at our Writers Festival, where we will celebrate food, beverages and literature (food and wine books constituting a huge part of the publishing industry). There is great potential to build on relationships with Melbourne (Literature) and Geelong (Design) for future projects such as the Writers Festival and design exhibitions at the Art Gallery.

Bendigo has a strong international relationship with Hong Kong, where Master Hui has used the ancient art of dragon-making to create an entirely hand-made 125m dragon for Bendigo's Golden Dragon Museum. Bendigo plays a significant part in Victoria's Chinese history and the new dragon (the third since 1892), represents ongoing connection and cooperation internationally, celebrating Crafts and Folk Arts.

10.19 Main facilities and infrastructures made available as well as events (fairs, conferences, conventions, etc.) organized by the city in the past three years aimed at promoting the creative fields covered by the Network, other than the main creative field concerned by the application

The internationally recognised Bendigo Art Gallery, one of the oldest and largest in regional Australia, has a particular design focus. The gallery's major fashion exhibitions have pushed boundaries and the average annual attendance for the gallery is 200,000 people. Recent exhibitions including 'Marimekko: Design Icon' and the photographic archives of Frida Kahlo, represent diverse creative fields as well as demonstrating international cooperation with Mexico and Finland.

The Bendigo Writers Festival is a nationally recognised literary event, which has been expanding every year since it began in 2012, with a gastronomy component complementing other aspects of the festival.

The 1000-seat Ulumbarra Theatre and the heritage Capital Theatre are vital pieces of infrastructure supporting live performances in the city and region. Ulumbarra is a state of the art theatre and its facilities are shared with Bendigo Senior Secondary College, who use it for their music and culinary programs.

10.20 Provide the city's overall earning and expenditure account over the last five years, showing amounts devoted to the creative field concerned

Conservative estimates put the City Council's direct spend on gastronomy-related work at approximately \$1.4M in the last 5 years, not taking into account amounts spent by other organisations or other levels of government. Expenditure by State and Federal government in the region for food-related training and education, agriculture and other initiatives would total millions of dollars.

Agriculture Victoria's Artisanal Sector Program offers \$2M in grants to support the artisanal sector. Other significant projects include the \$195K Grow Cook Share program, bringing together community gardens, Foodshare and chefs to tackle food insecurity and lack of skills in preparing healthy, affordable food.

Some of the City's recent significant expenditure on gastronomy includes a Food Systems Officer (\$100K annually), Agribusiness Officer, Food Hub project (\$90K to date, \$200K proposed), community grants and food relief activities (\$164K), as well as tourism support for food and wine events (\$200K).

11. CONTRIBUTION TO ACHIEVING THE OBJECTIVES OF THE NETWORK

In this section, the candidate cities are invited to present an appropriate medium-term (four-year) action plan describing the main initiatives that the city commits to achieving the Network's objectives: using creativity as a driver of sustainable development at the local and international levels.

The proposed initiatives must correspond to the objectives and the areas of action specified in the Creative Cities Network Mission Statement. Please have a full knowledge of this document before filling in this part. The action plan and proposed initiatives should be realistic, coherent and feasible, in line with the United Nations 2030 Agenda for Sustainable Development. It is recommended to describe the main planned initiatives in a meaningful manner rather than multiple theoretical lists of actions. In case of designation, the city will be expected to implement this action plan in case of its designation and to report on the implementation of the plan in its compulsory quadrennial Membership Monitoring Report (in other terms, in case of designation following the 2019 Call for Applications, the city shall submit its first report in 2023).

- 11.1** Presentation of a maximum of three major initiatives, interventions, programmes or projects aimed at achieving the objectives of the Network locally (city level) by enhancing the role of culture and creativity in the sustainable development of the city

Two of the proposed initiatives should correspond to the creative field concerned and one of the initiatives presented should be of a cross-cutting nature and link with at least one of the other creative fields covered by the Network. The presentation of the proposed initiatives should notably include the scope, objectives, outreach and stakeholders (partners, participants and beneficiaries), the expected results and impact to highlight the quality, diversity and innovation of the approach. Initiatives supported by the city involving the public and private sectors, civil society, professional associations and cultural institutions are encouraged (3200 characters maximum).

The City will partner with Traditional Owners, the Dja Dja Wurrung, as well as government and non-government organisations, schools and the wider community to develop knowledge and understanding of sustainable land-use practices, language and the cultural life of the region through Indigenous food plants. Central to this will be the Dhelkunya Dja Country Plan which includes projects to restore Indigenous food and fibre plants as part of a broader ambition to heal the country and connect with the cultural heritage of this region. This work strongly aligns with SDG 15. As part of this project the City will commission a calendar, using Indigenous language, detailing the six seasons of food and fibre plants, weather and animals that guided Traditional Owners in their reading of the landscape.

The Dja Dja Wurrung will lead with support from the City and other partners. The calendar will be produced through knowledge-gathering workshops with local Traditional Owners, beginning in 2019 and building on the momentum from the 2019 Year of Indigenous Languages. The completed calendar can be used to guide planting and storytelling around edible plants of the region, increasing awareness of local Indigenous language and growing more sustainable food systems. This knowledge will be shared with community organisations and gardens, schools, local businesses and the general public, supporting inclusive, lifelong learning (SDG 4).

The City will coordinate the creation of a network of linked food precincts across the region, addressing health, hunger, economic development and sustainable growth (SDGs 2, 3, 8, 9 and 11 particularly). The proposed precincts will be hubs of local, healthy, sustainable food and

beverage production, distribution and consumption. The Bendigo Food Precinct will include the Community Food Hub, community gardens, Food and Fibre Centre of Excellence and hospitality training facility, local restaurants and cafes. Food precincts will be mapped in Harcourt, Castlemaine, Daylesford (including its new Institute of Gastronomy), Heathcote, Kyneton, Boort and Echuca. Broader ‘food landscapes’ will be identified across the region where there are concentrations of primary production (e.g. olives, dairy, cheese, tomatoes, apples, pears, nuts, mushrooms, herbs, potatoes, pork, lamb, beef and grains). Precincts and landscapes will be developed into a map with trails creating links across the region. The trails will offer unique food and beverage experiences for locals and tourists, helping people to connect with the growers, makers and champions of our local food system. Trails and itineraries will be promoted through the City’s gastronomy website and app.

The City will also support the expansion of the gastronomy program at the annual Bendigo Writers Festival, an initiative of a cross-cutting nature that will link food and beverages with literature. The program will invite attendees from other Creative Cities to explore ideas and share knowledge at this nationally recognised forum, and we will collaborate with our close City of Literature neighbours – Melbourne and Dunedin – to further highlight the connections across the Network.

- 11.2** Presentation of a maximum of three major initiatives, programmes or projects aimed at achieving the objectives of the Network on an international level, particularly those involving other member cities in the Network

The presentation of the proposed initiatives should notably include the scope, objectives, outreach, stakeholders (partners, participants and beneficiaries) and expected results and impact, to highlight the quality, diversity and innovation of the approach. Initiatives supporting the extension of the Network in under-represented regions and countries, as well as actions involving cities in developing countries, are encouraged. A cross-cutting initiative linking several of the creative fields covered by the Network may be presented (3200 characters maximum).

Bendigo is a relatively small city but possessing unique cultural assets, knowledge and experiences that we are keen to share globally. We are a multicultural city built on ancient ground, and our partnership with Traditional Owners is inspiring work to heal a damaged landscape. We will bring our responses to climate change, our collaborative spirit and a sustainable approach to food production to the Creative Cities Network.

As a partner with the other UCCN cities in Australia and New Zealand we will lead the development of an Antipodean creative cities profile and share that knowledge – through a focus on education, sustainable economic growth and communities, innovation and climate action – with all UCCN cities and particularly those in East Asia and the Pacific rim (SDG 4, 8, 9, 11, 12 & 13). With two new Australian applicant cities in 2019 there are potentially 4 UCCN cities in our State of Victoria. With this number and the backing of the State’s Premier we will lead projects with Creative Victoria to amplify our State’s contribution to the UCCN mission. We will initiate a cross-cutting event incorporating design, literature, gastronomy, and craft and folk art. A publication will celebrate the heritage, cuisines, culture and creativity of our State and this will be shared across the UCCN. All cities face population growth, climate change, food security, transport and health challenges. Bendigo is working on these challenges and will establish an online forum to share ideas and solutions, strengthening each city’s response. We will share our region’s Sustainable Agriculture Strategy, the only such strategy in Australia, with the UCCN gastronomy cities to build knowledge and innovation, and help secure a global healthy food future in an era of climate change (SDG 12, 13, 14 & 15).

Bendigo and its gastronomic region will feature at the 2020 Melbourne 'Global Table'; the largest food and wine event ever staged in Australia. It connects global industry leaders and those transforming the food industry. Our region is home to world-leading and unique artisanal producers and we will host international delegates and conduct events to highlight the diversity and knowledge of our producers. We will invite other cities of Gastronomy to join us and share learnings from their own creative development strategies. This will build international understanding and break down barriers through sharing best practice in sustainable development, climate adaptation, and inclusive growth (SDG 12, 14, 15 &17).

Given our long cultural, heritage and settlement links with China we will strengthen our ties with China's UCCN members, particularly its gastronomy cities. Bendigo is home to Australia's longest continually-running Chinese restaurant, voted the best in regional Australia, and the world's longest Imperial dragon. We have partnered with Southern Cross University on research to engage international visitors, particularly from China, in uniquely Australian food experiences. Bendigo will further develop its culinary exchanges with China's gastronomy cities to exchange food knowledge, recipes, expertise and cultural knowledge (SDG 12 &17).

11.3 Estimated budget for implementing the proposed action plan

It is recommended to present the estimated overall annual budget for implementing the proposed action plan over a period of 4 years, as well as the respective percentages that will be earmarked to local and international initiatives. All of the resources that the city expects to contribute should be mentioned, not only including financial resources but also other resources (personnel, facilities, etc.). Please indicate any existing funding or funding applications envisaged to national and international funding bodies such as regional and national development banks and institutions, in order to complement the budget from the Municipality itself. Alternative and innovative fundraising mechanisms may be presented (500 characters maximum).

The evaluation will not be made on the basis of the size of the proposed budget but in terms of its feasibility, coherence, achievability and sustainability in relation to the action plan.

Estimated budget over a 3-4 year period is \$1,282,000. This includes budget for a Creative Cities Officer to coordinate activities, Food Systems Officer, Agribusiness Officer, work on the Food Hub, edible plantings, a website and app to support the food trails project and budget for events, promotion and attendance at UCCN meetings. Additional funds will be sought from State Government for initiatives such as Global Table and links with China, which will have broad ranging benefits to Victoria.

11.4 Intended structure for the implementation and management of the action plan

Presentation of the organization and governance structure of the city, as well as the resources in terms of personnel and/or the entity that will be established to ensure the planning and implementation of the proposed action plan and an active contribution by the city to the achievement of the Network's objectives. It is recommended that the person in charge of this entity will also be the focal point of the city in case of designation. Brief presentation of the organizational structure and the planned working arrangements of the entity, as well as the potential partners to implement the action plan with names, designations and contact details of key experts, non-governmental organizations (NGOs) and academic institutions (1500 characters maximum).

A full time UNESCO Creative Cities Officer will join the Regional Sustainable Development Unit, coordinating UCCN activities and reporting to the CEO and a Gastronomy Advisory

Committee. This officer will work with the Food Systems Officer and Agribusiness Officer to promote and support creative gastronomy and innovation in local, healthy, sustainable food and beverage production, guided by the City's new liveability indicators (developed in line with the UN's SDG liveability indicators).

To support decision-making, a formal Council Advisory Committee will be convened to guide the UNESCO officer's priorities. A community reference group worked closely with the City to develop the application and this group of industry experts and community members will form the basis of a new Committee, ensuring sustained commitment to the action plan. Traditional Owners will be represented in this working group and will guide and help advocate for creative gastronomy to be at the heart of future planning and decision-making, locally, nationally and internationally.

The City has strong links with La Trobe and Deakin universities, as well as the TAFE Food and Fibre Centre of Excellence and Bendigo Tech School, and will continue to partner with these institutions on projects such as CityStudio (Food for Change), Indigenous food gardens, research into healthy eating, nutrition, behaviour change and new innovations and programs to make agriculture more sustainable in an era of climate change.

11.5 Intended plan for communication and awareness-raising

Presentation of a plan for the communication and awareness-raising for promoting the Network and its objectives to a wide audience, as well as the expected outcomes and impact of the proposed action plan (1000 characters maximum).

Our prime communication tool will be the Bendigo Gastronomy website to be launched in early 2020 for the community and those wanting to learn from our region.

The website will be the portal for the region's gastronomy events. It will profile our local producers and new innovations in food and beverages.

The website will be further developed with an app that allows people to plan itineraries across our Food Precincts and productive landscapes. The Creative Cities Officer will work to promote the UCCN and gastronomy network through social media, news articles and events.

Bendigo and the region's gastronomy will be highlighted and celebrated each year at our Writers Festival, where a dedicated program will bring food, beverages, art and literature together. As a designated City of Gastronomy we will hold a launch event open to everyone and targeted to the gastronomy network, celebrating how food and beverages are driving sustainable development, culture and creativity in Australia.

12. SUBMISSION OF THE MEMBERSHIP MONITORING REPORT

If designated, the city shall provide every four years, a Membership Monitoring Report as requested by UNESCO, which provides detailed information on the effective implementation of activities related to its designation as a UNESCO Creative City and on their impact. The first such report will be expected in 2023 for cities designated following the current Call for Applications.

13. PARTICIPATION IN ANNUAL CONFERENCES OF THE NETWORK

If designated, the city shall ensure the participation of a delegation from the city, including at least one representative, ideally together with the Mayor, in the Annual Conferences of the UNESCO Creative Cities Network and shall be responsible for covering any travel and subsistence costs incurred. In the event that more than one representative attend (exclusive of the Mayor), it is recommended that the aforementioned city focal point should be included.

14. PROVIDING INFORMATION TO THE SECRETARIAT

If designated, the city shall provide regularly and in time relevant and up-to-date information related to the implementation of the city's membership, notably any change in the contact details (see sections 3.1, 3.2, 3.3, 3.4)

15. COMMUNICATION MATERIALS

In order to prepare communication materials about your city in the event of its designation, please complete the following fields. This information will be used on the UNESCO website and in other communication materials of the UNESCO Creative Cities Network.

*Therefore, please kindly note that the city is **fully responsible for the quality and accuracy of the submitted communication materials**. In order to facilitate the preparation of these materials, you may refer to the UCCN website where a city page for each current member is presented.*

15.1 Brief and pertinent presentation of the cultural assets and creative industries of the city in the creative field concerned and avoid merely promoting the city's tourism. Data, statistics and other indicators in the field of cultural and creative fields are highly recommended (1300 characters maximum).

The gastronomic story of Bendigo and the region is one of creativity, challenge, change and resilience. Bendigo is home to a 30,000 year old sustainable food system developed by Traditional Owners, and we are working collaboratively to rediscover this vital culture as we are challenged and impacted by climate change. In working to heal the land, repair our food system, create a healthy and inclusive city we are engaging with SDGs 1, 2, 3, 6, 11, 13, 15 and 17 particularly. This unique profile offers a valuable perspective for cities globally working with diverse traditions and cultures, experiencing the impacts of climate change and beginning the journey to adapt.

The strong culture of collaboration in Bendigo and the region, the community's passion and commitment to local food and beverages, and support for our most vulnerable and food-insecure are perhaps our greatest assets. Bendigo and the region also has a diverse gastronomic economy, with an output of \$6.1B in 2017.

Bendigo is a growing multicultural city, 30% of our population growth is from international migration. Bendigo has an internationally recognised art gallery, theatres, universities, advanced manufacturing, world-class heritage attractions and creative industries which employ over 6,000 people.

15.2 Contributions of the city in terms of achieving the objectives of the Network according to the proposed action plan (700 characters maximum, presented in bullet points)

Knowledge and best practices from the world's oldest living culture and a sustainable food system thousands of years old.

Bendigo's size and culture of collaboration makes it an ideal 'living lab' for pilot projects and initiatives between different sectors, e.g. CityStudio program and collaboration between council, citizens and universities to create an Internet of Things network.

As a region strongly impacted by climate change, we can share learnings internationally to help others adapt, mitigate and move towards more sustainable practices.

The City is a strong advocate for creative industries with strategies in place to ensure culture and creativity is placed at the heart of future plans

15.3 A maximum of three URL links to websites related to the creative field concerned and the contents of the application

www.bendigogastronomy.com.au

This site provides extensive background information on the City of Greater Bendigo and the region's credentials and attributes to support our application.

<https://www.youtube.com/watch?v=fqgrSSz7Htw>

This site provides a short talk by Bruce Pascoe (who spoke at the 2018 Bendigo Writers Festival and the 2016 Australian Food Hubs Conference), whose award-winning book 'Dark Emu' provides a definitive account of how Traditional Owners farmed the Australian landscapes over thousands of years.

<http://www.brfa.org.au/>

Website of the Bendigo Regional Food Alliance - with resources for mapping of local produce and opportunities for the community to 'Grow, Source, Cook and Share' healthy food.

15.4 List of the city's membership in other UNESCO's cities networks (including UNESCO Global Network of Learning Cities, International Coalition of Inclusive and Sustainable Cities, and Megacities Alliance for Water and Climate), as well as other major international and inter-regional cities networks or platforms

Bendigo is part of the Welcoming Cities Network and is a Refugee Welcome Zone. It is an internationally accredited Bicycle Friendly Community. It was designated a UNICEF Child Friendly City in 2007. Bendigo and the region are part of the Loddon Campaspe Regional Partnership and have culture exchanges with Los Altos California, Penzance United Kingdom and Haimen China. The Bendigo-Maubisse Friendship Committee works to share knowledge, practical support and culture between Australia and Timor Leste.

The City of Greater Bendigo is working with the City of Ballarat to lead a UNESCO world heritage bid application, bringing together 13 Councils to recognise the significance of the Victorian Goldfields internationally.

Name: Cr. Margaret O'Rourke

Mayor of the city of: Bendigo

Date: 27/06/2019
PAGES

Signature¹: SEE SEPARATE SCANNED

¹ The Mayor of the city should sign the present Application Form with his/her digital signature. In case the digital signature is not available, please send a separate scanned copy of the page 2 (where personal information about the mayor appears) and the last page, both signed in written.