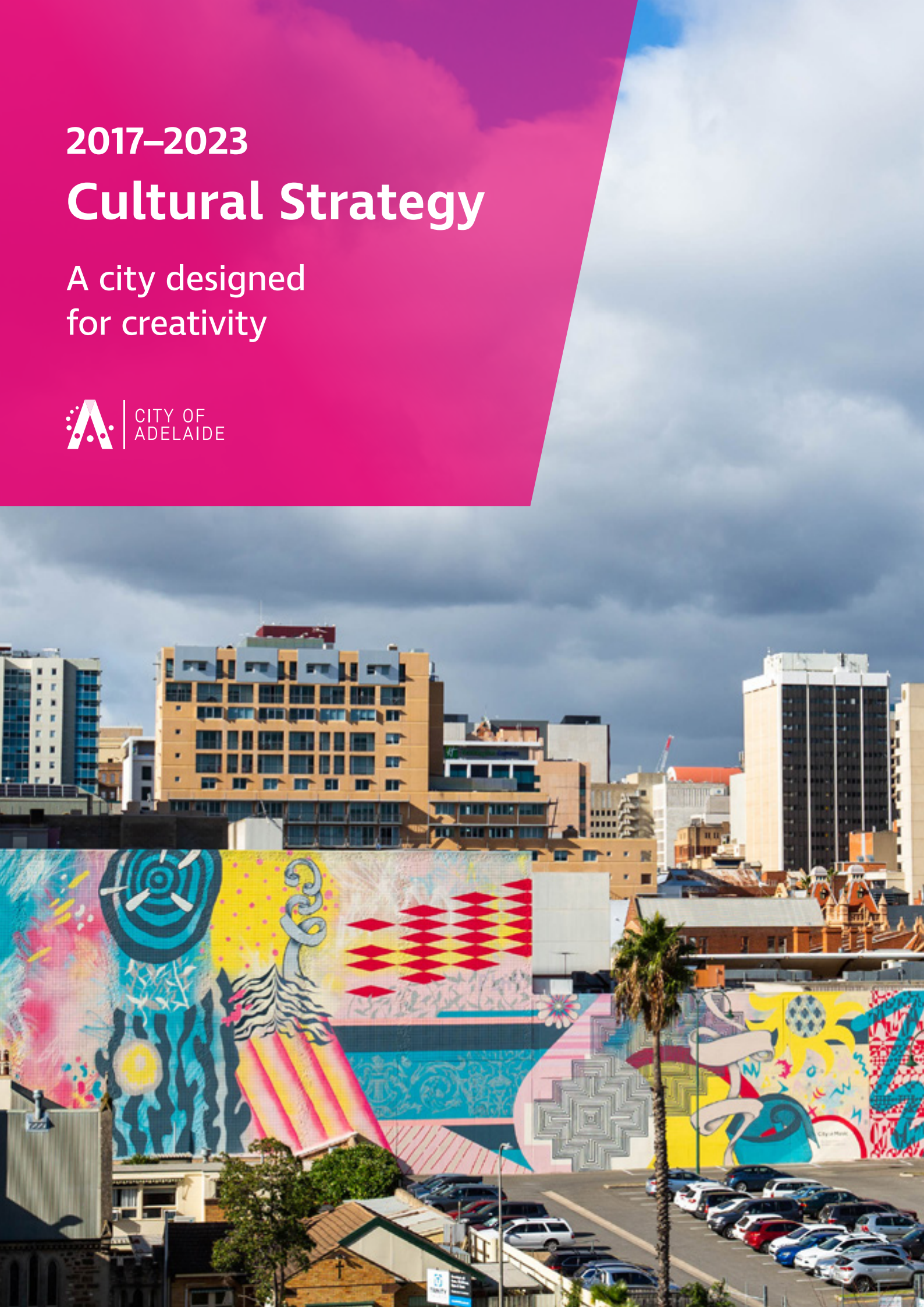


2017–2023

Cultural Strategy

A city designed
for creativity



Kurna Acknowledgement

City of Adelaide tampendi, ngadlu Kurna yertangga banbabanbalyarnendi (inbarendi). Kurna meyunna yaiya mattanya Womma Tarndanyako.

Parnako yailtya, parnuko tappa purruna, parnuko yerta ngadlu tampendi. Yellaka Kurna meyunna itto yailtya, tappa purruna, yerta kuma burro martendi, burro warriappendi, burro tangka martulyaiendi. Kumarta yaiya miyurna iyangka yalaka ngadlu tampinhi.

City of Adelaide acknowledges the traditional Country of the Kurna people of the Adelaide Plains and pays respect to Elders past and present.

We recognise and respect their cultural heritage, beliefs and relationship with the land. We acknowledge that they are of continuing importance to the Kurna people living today.

And we also extend that respect to other Aboriginal Language Groups and other First Nations.



Lord Mayor's Welcome

Marni Naa Pudni

*Ngadlu tampintheta ngadlu Kurna
yartangka tikanthi.*

Welcome to you all.

I acknowledge that we live on traditional Country of the Kurna people.

As a world-renowned city of artists, makers and festivals, Adelaide's rich cultural diversity enables us to experience and tell stories that reflect our contemporary and inclusive communities. Artists, music, public art and festivals shape the experience of the city and are an intrinsic part of our daily lives. They are what we value and celebrate, and what makes us unique. Adelaide's designation as a member of the UNESCO Creative City Network in 2015, as a City of Music, is testament to our global reputation as a 'magnet city' with world class events, live music and festivals.

The City of Adelaide Cultural Strategy is a comprehensive six-year plan and, as we have now reached the mid-way point of its delivery, Council has undertaken a refresh of the document in light of the successes we've had and the ever-evolving nature of our city.

The first three years of delivery of the Cultural Strategy has enabled us to embed arts and culture into everything that we do at the City of Adelaide. Stronger connections and new collaborations have been built with artists, artisans, cultural makers and arts organisations. This has supported cultural tourism, with increased employment in arts and culture, which in turn has made the City a more attractive place to work, live, visit, study and play. There is also strong evidence that arts and culture vastly improve health, resilience, wellbeing and economic outcomes.

Through our artists and makers, Adelaide's unique culture helps make Adelaide one of the most liveable cities in the world. Our city's cultural ecosystem and the artists and makers within it are energised, globally connected and collaborative, creating enormous economic value and extraordinary experiences that underpin a dynamic city culture. I applaud and encourage the recognition and positive response of our artists and makers to our evolving and changing landscape, most recently as a result of the COVID-19 pandemic. It is a reminder of the need to continually reimagine our City, to innovate and be courageous. Bold leadership and strong strategic partnerships will help us to meet the challenges and take on the resultant opportunities. There is a buzz in the air with people coming to the City to experience music, art and performance in Adelaide. The City's Live Music and Public Art programs and activities together with our arts and cultural grants drive opportunities for artists and businesses to bring these experiences to life.

Our focus going forward will be to amplify our arts and cultural reputation by curating a city in which artists, enterprises and audiences flourish. This will include the celebration of Aboriginal and Torres Strait Islander creative cultures, our festivals, public art, and live music. Arts and creativity will be evident everywhere in the City of Adelaide, inside and out, day and night. Council will support creativity and strong strategic partnerships that will help the culture sectors to innovate, be courageous in meeting challenges and to capitalise on new opportunities.



Adelaide. A city designed for creativity.

Vision

The City of Adelaide 2020-2024 Strategic Plan outlines a vision for a Creative City. Adelaide will be the world's most liveable city with a Dynamic City Culture, a city that celebrates diverse community, culture, and creativity.

The Cultural Strategy celebrates the strengths and dynamism of Adelaide's creative cultural landscape. It recognises the City of Adelaide as a driver of our vibrant creative and making environment.

The Cultural Strategy celebrates the creative traditions and living culture of Aboriginal and Torrens Strait Islander peoples, showcases, enables and connects opportunities for cultural expression. It articulates how we will have a leading role in bringing people together, leveraging talent and nurturing opportunities to see Adelaide's creative economy grow.

Arts and culture are essential enablers of diversity, creativity, healthy and resilient communities, environmental leadership, strong economies, and technological advancement.

Artists and artisans are intrinsic and fundamental to a creative city. A creative environment attracts people, businesses and organisations to the City and Park Lands to invest, create, connect and participate. Enterprises and attendance at events and festivals will grow, as the number of visitors increases and they choose to stay longer.

The Cultural Strategy leverages ongoing consultation with the community; businesses; the arts, making and cultural sector; festivals; creative industries; Councillors and Council staff.

Consultation identified five key drivers that reflect our shared goals, and an intention to work together towards their achievement by:

Fostering and strengthening Adelaide's

- Unique and renowned cultural identity
- Robust and sustainable cultural economy
- Engaged and connected cultural community
- Leadership as a cultural incubator
- Authentic vibrant and diverse cultural experiences

Our key goals will showcase, enable and connect opportunities for creative expression with:

- Artists and Artisans
- Festivals
- Public Art
- Adelaide UNESCO Creative City of Music

Strategic Planning Context

City of Adelaide Strategic Plan 2020 – 2024

Adelaide: the most liveable city in the world

City of Adelaide Cultural Strategy 2017 – 2023

Adelaide has a dynamic city culture that celebrates its diverse community culture and creativity

Cultural Plans that Deliver the Cultural Strategy

Festivals Action Plan 2021-2024 (to be developed)

Public Art Action Plan 2019-2022

Live Music Action Plan 2017-2020

Live Music Action Plan 2021 – 2024 (to be developed)

Adelaide City Libraries Action Plan (annual)

Aligned Policy Documents

Adelaide Park Lands Management Strategy 2015-2025

Adelaide Park Lands Events Management Plan 2016-2020

Stretch Reconciliation Action Plan 2018-2021

Disability Access and Inclusion Plan 2019-2022

Adelaide UNESCO Creative City of Music Designation

Strategic Challenges and our response

The Cultural Strategy was developed in the pre-COVID-19 environment in September 2017.

The impacts of the COVID-19 pandemic have reinforced the need for the City of Adelaide to make the very best of the available resources and expertise. Adelaide is renowned for its authentic, vibrant, and diverse cultural experiences. The challenge is to keep our collaborative and knowledgeable arts sector and arts practitioners engaged as we rebuild and strengthen the cultural economy.

“Creating space for expansive exploration of ideas and creative expression is vital for artistic excellence. It makes our city more intriguing, interesting and connected for the benefit of all. The City of Adelaide’s support for the inaugural Guildhouse Collections Project, with the Adelaide Symphony Orchestra and Adelaide Festival Centre, is a scintillating case in point as a cross-disciplinary cultural program that invites visual artists and musicians to explore and respond to each other, resulting in new work for diverse audiences to enjoy. Such a project presents an experience that is uniquely Adelaide, drawing people to our creative, interconnected City and contributing to the cultural economy.”

Emma Fey, Chief Executive Officer, Guildhouse

Adelaide's **Cultural Identity** is unique, and our creative reputation is acclaimed

What we want to achieve together:

Artists and Artisans are celebrated and ignite the creative energy of our City to make Adelaide one of the most livable cities in the world.

Festivals showcase our unique heritage, multicultural diversity and creative cultures and are an integral part of Adelaide's identity as a festival city designed for life.

Public Art makes Adelaide a must visit destination acclaimed for its playful, thought provoking, unexpected and globally unique experiences.

Adelaide UNESCO Creative City of Music expands Adelaide's global reputation as a 'magnet city' for musicians and music lovers.

How we will do it:

- Create opportunities for Aboriginal and Torres Strait Islander peoples and cultures to be strongly represented in the creative life of the City.
- Showcase creative industries through screen culture and festivals through the development of a Festivals Action Plan 2021- 2024.
- Expand Public Art throughout the City in collaboration with private investment.
- Develop a sustainable governance model for Adelaide UNESCO City of Music and deliver on the objectives of the designation.

"Working together [on artwork for the Gawler Place upgrade] has been a great opportunity to explore the unique terrain and stories of Tarntanya Adelaide. We look forward to seeing more artworks by Aboriginal and Torres Strait Islander peoples. The future cultural fabric of the city lies in acknowledging our history and going forward together."

Laura Wills and Carly Tarkari Dodd, visual artists



Adelaide's Cultural Economy is robust, sustainable and easy to navigate

What we want to achieve together:

Artists, Artisans and Cultural Enterprises thrive and create economic value for the City.

Festivals grow cultural tourism and stimulate local economic growth. Venues, mainstreets, laneways and Park Lands are activated.

Public Art is a catalyst for growth in a culturally active city that attracts individuals and businesses.

Adelaide UNESCO Creative City of Music positions us as a globally and national recognized epicenter for music which generates economic benefits for the City.

How we will do it:

- Develop and facilitate studio spaces for artists and artisans and enable cultural enterprises to thrive through streamlined processes and case management support for cultural activities.
- Attract and encourage festivals and connect them with diverse community groups and businesses.
- Support development of new cultural and civic infrastructure for the City and explore partnership opportunities for an incentive scheme or planning levers to increase public art and cultural expression in private developments.
- Use the UNESCO City of Music brand to attract tourists, business, and skilled practitioners to the City.
- Through seed funding partnerships and advocacy encourage philanthropic and private investment in the arts and culture sector.

"In 2019/20, with strategic funding from the City of Adelaide, State Theatre Company South Australia developed and conducted a pilot apprentice program based at our Thebarton workshop and rehearsal space. The pilot gave paid, on-the-job industry training in the highly specialised area of set construction for two TAFE Live Production and Technical Services students. Participants developed new skills and importantly reported a growth in professional confidence. The project outcomes are being used to assist in the development of a robust, long-term and financially sustainable program that will help ensure State Theatre Company South Australia plays a leading role in skills and career development of the state's future theatre makers."

Julian Hobba, Executive Director,
State Theatre of South Australia

Adelaide has an engaged, collaborative, knowledgeable and **Connected Cultural Community**

What we want to achieve together:

Artists & Artisans are energised, globally connected and collaborate within our City's cultural ecosystem.

Festivals connect culture makers and audiences with creative opportunities, places, and spaces to foster community engagement and participation in the cultural life of the city.

Public Art in the City encompasses the efforts, passion and creativity of our community.

Adelaide UNESCO Creative City of Music promotes collaboration, excellence, diversity and sustainability in all aspects of music making in the City.

How we will do it:

- Connect culture makers and audiences with creative cultural activities, spaces, and venues and build global collaborations and connections.
- Develop and facilitate strategic partnerships that deliver extraordinary and diverse creative experiences.
- Engage and work with partners to build opportunities to maximise the Wellbeing Benefits of Arts and Culture.
- Facilitate Lord Mayor Cultural Think Tanks and Culture Clubs.
- Actively participate in the Council of Capital Cities Lord Mayor's Culture and Arts working group to develop and deliver a collaborative three-year action plan.

"Adelaide Festival's partnership with the City of Adelaide was joyous because together we were able to bring Japanese artist Tatzu Nishi's *A Doll's House* to Rundle Mall, the centre of Adelaide's civic life. Some 30,000 people of all ages and backgrounds together shared the chance to explore Nishi's life-sized, three-storeyed installation, making public art a tangible, accessible and unforgettable community experience. Events like this humanise the built environment, inject unexpected humour into everyday city life and reaffirm Adelaide in March as Australia's cultural capital."

Rachel Healy and Neil Armfield,
Joint Artistic Directors, Adelaide Festival

Adelaide is recognised as a **Cultural Incubator** where people, enterprises and audiences flourish

What we want to achieve together:

Artists & Artisans are valued, respected and have opportunities to thrive. New, emerging and developing artists are supported and their work is visible.

Festivals are vital incubators of the creative arts in the city as platforms that enable cultural practitioners, businesses and artists to innovate and facilitate cultural engagement and audience development.

Public Art opportunities in the city enable artists to confidently establish their arts practice in the public realm.

Adelaide UNESCO Creative City of Music fosters a lifelong love for, and engagement with, music within our entire community through performance, education and participation.

How we will do it:

- Activate venues, mainstreets and city laneways with arts and cultural experiences through Arts and Cultural Grants and Festivals and Events Sponsorship Programs.
- Partner with the State and Federal Government to support culture, artists, makers and creative enterprises, including shared grant making.
- Support arts and culture residencies and partnerships and volunteer programs across Council venues, places and spaces.
- Deliver creative entrepreneurship programs to support artists, artisans and creatives to grow and improve their business and entrepreneurial skills.
- Entice audiences to participate in arts and cultural experiences through creative storytelling and activation of public spaces and venues.

"It has been a joy working with the City of Adelaide, as our cultural values are closely aligned. Together we focus on providing opportunities for artists and creatives that support incubation of ideas and processes and creative enterprises, in turn developing a flourishing arts sector in Adelaide."

Katrina Lazaroff, Director, The Mill



Adelaide is famous for its authentic, vibrant, and diverse **Cultural Experiences**

What we want to achieve together:

Artists & Artisans live, work, study, play and gravitate to the City, the arts hub of South Australia brimming with culturally diverse experiences.

Festivals attract audiences and artists from across Australia and around the globe to Adelaide, based on our reputation for excellence in delivering delightful, moving, challenging and life affirming experiences of wonder.

Public Art inspires, stimulates curiosity and creates memories which build enduring connection to Adelaide through beautiful and inspiring art.

Adelaide UNESCO Creative City of Music fills Adelaide and its venues with diverse musical offerings day and night and is the heartbeat of the City.

How we will do it:

- Deliver the Festivals Action Plan 2021-2024.
- Deliver the Public Art Action Plan 2019-2022.
- Deliver the Live Music Action Plan 2021-2024.
- Deliver the Adelaide City Libraries annual Action Plan.
- Champion creative responses, community-led partnerships, and city activation through the Splash program.

“Working with the City of Adelaide has enabled the Helpmann Academy to offer South Australian emerging creatives with valuable opportunities to contribute to the creative culture of the city. Through public art commissions, curatorial mentorships and more, artists have received critical support and authentic experiences, helping them to build sustainable careers and share their diverse creative skills with Adelaide.”

Jane McFarlane, CEO, Helpmann Academy

“SA Power Networks has a number of highly visible assets scattered throughout the City of Adelaide’s council area. We are pleased to be collaborating with Council on projects like the artwork on our Hindley St substation, to make the façade an aesthetic highlight in the precinct.”

Jess Vonthethoff, General Manager Customer and Community, SA Power Networks



Measuring Success

The City's collective achievements are communicated through the **Dynamic City: Arts and Culture Dashboard**.

This highlights how arts and creativity drives positive cultural, economic, environmental, social and wellbeing outcomes.

The Dashboard includes Council led, facilitated and financially supported activity, alongside information drawn from published external sources.

Together these measures provide a comprehensive baseline for cultural vitality in the City and show the progression of outcomes over time.

Creative culture is pivotal for a dynamic city designed for life and the people who live and experience it.



Achievements to date

- Delivery of the Live Music Action Plan 2017-2020
- UNESCO City of Music collaboration for the delivery of the Asia Pacific Creative Cities Conference 2019
- Introduction of key creative programs that activate the City and provide opportunities for artists and makers to thrive, including Local Buzz venue funding, Music in the Square and the Art in the Streets mural program
- Strategic cultural partnerships developed across the creative eco system with demand now exceeding capacity
- Delivery of creative and cultural aspects of the Stretch Reconciliation Action Plan 2018-2021, including Cultural Marker stage 2, *The Riverbank is a Kurna Market* public artwork, Gawler Place Tracking Connections creative wraps, partnerships with the National Museum and National Portrait Gallery that celebrate and showcase Aboriginal culture through virtual tours, and partner to Tarnanthi Festival of Contemporary Aboriginal and Torres Strait Islander Art
- Review and delivery of the Arts and Cultural Grants program with new grant categories created to support live music enterprise, cultural promotion and expansion of the quick response grants
- Introduction of a City of Adelaide internal Advisory Panel for the assessment of arts and cultural grants
- Arts and Cultural Case Management services established.
- Implementation of a multi-year licences for major events in the Park Lands
- Wide ranging cultural promotion and showcasing of art experiences, including the update of the Art in Adelaide website and the creation of City Curator digital maps connecting people with artists, makers, cultural activity, places and spaces. 'What's On' web page reviewed and web page developed to promote city-wide creative cultural activities and opportunities
- Delivery of the Public Art Action Plan 2014-2019
- Public Art Action Plan 2019-2022 developed, including review, refinement and separation of the Guidelines for Public Art and Memorials
- Review of the Public Art Round Table, development of contemporary terms of reference and refreshed membership
- Delivery of public art and cultural infrastructure (such as plug and play) in major capital projects and public spaces, including Market to Riverbank and Gawler Place
- Work with State Government to align the cultural agenda, initiatives and facilitate the delivery of major events
- Lord Mayors Cultural Think Tanks and Community Forums delivered to engage with artists, makers and the creative industries in dynamic dialogue and to explore wicked problems, new ideas and possibilities
- Establishment of a Culture and Arts working group to support the work of the Council of Capital Cities Lord Mayors
- Creation of the Dynamic City: Arts and Culture Dashboard to showcase and share the essential contributions arts and culture make locally to cultural, economic, environmental social and wellbeing outcomes
- The Business of Being Creative entrepreneurship program developed and delivered with partners
- Emerging Curator Program reviewed and expanded across City of Adelaide spaces in collaboration with a series of partners
- Delivery of the annual Libraries Action Plan including extensive annual program of residencies, workshops, exhibitions and presentations delivered across Adelaide City Libraries with creative and cultural partners



Bringing the Cultural Strategy to life

The Cultural Strategy is a living document, refreshed in July 2020 to align with Council's 2020-2024 Strategic Plan and prioritises future actions.

2020 has seen a significant negative impact on arts and culture across Australia, South Australia and in the City as a result of the COVID-19 pandemic. This has led to the cancellation of festivals and events, delays in programming, lost income, and a reduction in creative and social experiences. Bold leadership, strong strategic partnerships, positive relationships and engagement with artists and makers will help us to meet the ongoing challenges. The response of our artists and makers to this evolving and changing landscape is acknowledged and is a reminder of the need to continually reimagine our City, to innovate and be courageous.

When we refer to the arts and cultural sector, we include individuals, groups, business and organisations who contribute to creative cultural activity in the City. Council is one of these organisations. Within the arts and cultural sector, we make reference to:

State Government: Government departments, functions and projects that support cultural activity in the City.

Artists/Artisans and Culture makers: People and organisations who create and foster the cultural life of the City. People who make creative culture happen. They are the creative people who make art, create festivals and events, shoot films, design sets, light performances, make costumes, write stories, generate music, perform, design buildings and public spaces, make games, and fashion clothes, jewellery and objects.

Curators and Cultivators: People who create opportunities for diverse creative stories to be seen, heard, experienced and shared. The people who support creativity and cultural activity, enable funding and training, lead cultural institutions, curate exhibitions, collect art and objects, research history and present shows, festivals and events.

Creative industries: The creative industries are also culture makers. They are often specifically referred to as people, businesses and enterprises working in the fields of festival and event management, music industry, architecture, design, fashion, digital technologies, gaming, craft, film, television and radio.

Art and Creative incubators: Organisations that provide professional development and opportunities for creative careers across a variety of forms, including visual art, film making, writing, music, performing, production, designing buildings and public spaces, and making games, clothes, jewellery and objects.

Emerging artists, makers and creatives: Individuals at the beginning of their creative career.

Art and Cultural enterprises: Business or collectives with a cultural or creative focus.

We will also work together with the wider **Community**, including city residents, workers, students and businesses.





25 Pirie Street Adelaide
South Australia 5000
cityofadelaide.com.au

Image Credits

Front cover: Dave Court, City of Music Mural, 2019, (installation view) corner of North Tce and Morphett Street. Photo Che Chorley **Page 2-3:** Kuma Kaaru Dance Group, Creative City Still, Adelaide, 2019 **Page 4:** The Right Honourable The Lord Mayor of Adelaide, Sandy Verschoor. Photo City of Adelaide **Page 5:** David Booth (Ghostpatrol) & Carla McRae, The Portal of Possibility, (installation view), 2019, City Library Francis Street Adelaide, a City of Adelaide Commission. Photo Jack Fenby **Page 6-7:** Dots Pots at Flip Side Festival 2019. Photo Jack Fenby **Page 9:** Moh Awudu & Jake Homes, Possible, 2020. Photo Lubega Photography **Page 11:** Electric Fields performing at Adelaide New Year's Eve 2019. Photo Daniel Marks **Page 13:** WOMAdelaide Festival, 2019. Photo City of Adelaide **Page 15:** Tatzu Nishi's A Doll's House, 2019, presented in Rundle Mall by Adelaide Festival Centre in partnership with City of Adelaide. Photo Jack Fenby **Page 17:** Fruzi Kenez, Storytelling through Installation workshop, 2019. Photo Rosina Possingham **Page 19:** Laura Wills & Will Cheesman with Exhibition Studios, Flow, 2019, (detail) Gawler Place. Photo City of Adelaide **Page 20:** Jess Day performing at Adelaide New Year's Eve, 2019. Photo Daniel Marks **Page 21:** CHEB Art and Design, (Christine Cholewa and Deb Jones), Terrazzo Tree and Branchracks, 2016, (installation view). Photo Andy Nowell **Page 23:** OzAsia Festival. Photo City of Adelaide **Page 25:** Access 2 Arts participant. Photo City of Adelaide