Creative Bunbury strategy

An aspirational framework for Bunbury’s arts and cultural development programs.
Great places embody seven elements. They are places of anchorage; they feel like home, there is with a sense of stability, tradition and distinctiveness. They are places of possibility, ‘can do’, stimulation and buzz. They are places of communication and networking, where it is easy connect, interact and move around, the outside world is accessible, and you feel you are part of a bigger, extensive web. They are places to self-improve, learn and reflect. They are places of inspiration. Culture is alive and, finally, a great city is well put together through design.

- Charles Landry
# Table of Contents

- Mayor’s Message .................................................. p5
- Introduction ........................................................ p5
- Strategic Direction .............................................. p7
- Vision and Mission ............................................... p7
- The Role of the City .............................................. p7
- Goals ................................................................. p8
  - Goal 1 ............................................................ p8
  - Goal 2 ............................................................ p9
  - Goal 3 ............................................................ p11
- Policy Context ..................................................... p13
  - Internal .......................................................... p13
  - External ........................................................ p15
- Acknowledgements and Informing Literature .......... p19
"Culture is not created by government, but enabled by it. Culture is created by community."

- Creative Australia National Cultural Policy
In a competitive world of global open markets and rapid rates of economic change regional cities must seek out advantages to maintain productivity and a strong identity.

Attracting visitors to stay and spend while offering residents an attractive and vibrant lifestyle which promotes lifelong learning and general wellbeing requires a considered and sustained effort by council. Arts and culture can contribute significantly to these objectives, but gone are the days when councils simply provided conventional entertainments for the community.

Shortly after I became Mayor, Bunbury hosted an exciting new arts event. Re.Discover is the initiative of Andrew Frazer, an entrepreneurial young man who wants to give something back to the community where he grew up.

This wonderful street art event has captured the imagination of our city and showed us that the best ideas come from our people and that artists, property owners and business people can work together to do great things to enhance living and working in Bunbury.

This framework will provide council with goals and targets to aim for in ensuring that our city can realise its full potential and truly become Creative Bunbury.

Mayor Gary Brennan

This is an exciting and dynamic time for Bunbury. Over the last 20 years the city has made a major transition from its origins as an industrial port to a future as an attractive modern coastal city. Although industry and the busy port of Bunbury continue to grow, prosperity Bunbury is increasingly becoming a city of choice for tourists and new residents seeking an agreeable lifestyle that is rich and diverse in cultural experiences.

Arts and culture play an important role in activating our streets and open spaces as well as providing the levels of amenity and vibrancy appropriate for a major regional capital.

Arts and culture provides the mechanisms to tell our stories, beginning with the deep history of Noongar Culture in this place. Our stories are what makes Bunbury unique, whether expressed as part of our history and heritage or as the product of artists’ creativity.

Arts and culture enable us to appreciate our history and heritage and explore our creativity. In times of economic constraint it is easy to dismiss such things as non-necessities but what kind of a community do we become without them?

Writers and thinkers such as Richard Florida, Charles Landry and Charles Leadbeater have positioned creativity at the forefront of urban transformation and economic recovery utilising terms such as Creative Industries, Creative Classes and the Creative Economy. These useful concepts have stimulated much discussion and have subsequently been challenged and refined, but at the heart of the debates and developing literature, there is a growing certainty that without arts and culture we are impoverished and dull.
The city’s culture shapes the scope, possibilities, style and tenor of its social, economic and artistic development. If the urban culture is open-minded, it fosters possibilities, enterprise and exchange between its diverse groups and the flow of ideas.

- Charles Leadbeater
Creative Bunbury aims to strengthen the identity of our city as a vibrant arts destination, a confident and resilient community with a supportive environment for artists and creative businesses. The goals and targets in this strategy will guide council in activating public spaces, encouraging the generation of new ideas and initiatives, and developing arts and cultural facilities. This will enhance the future of our city as a vital and dynamic modern city which values its history and heritage. Council strongly believes that the primary source of new arts and cultural initiatives should be artists, creative individuals, community groups, organisations and businesses. Council will actively foster the exchange of information, knowledge and contacts that will enable creative ideas to become reality.

**Vision:** Bunbury will be a dynamic and resilient regional city where artists and creative professionals seek to live and work and Bunbury communities are strengthened and enriched by a wide range of opportunities for arts and cultural expression and participation.

**Mission:** The City of Bunbury will develop our city as a dynamic arts destination and creative hub where vibrant arts programs support and inspire a resilient and confident community.

**The Role of the City**

The role of the City of Bunbury will be that of:

**Custodian and host:** Caring for and developing arts and cultural collections and facilities and providing, maintaining and activating spaces where creative expression and activity can happen.

**Facilitator and information broker:** Acting as a central resource to provide knowledge, information and contacts between artists, creative professionals, businesses and community.

**Promoter and advocate:** Championing arts and cultural initiatives and their benefits, utilising council’s marketing resources and mechanisms to promote and generate audiences.

**Capacity builder and supporter:** Supporting education, training and sector development, encouraging research, data collection and measurement for sustainable arts and culture sector growth.

**Partner and stakeholder:** Working with artists, creative professionals, entrepreneurs, businesses, organisations and community groups to support programs and create new opportunities.
GOAL 1: DESTINATION BUNBURY

A VIBRANT CITY OF CHOICE FOR ARTISTS, RESIDENTS AND VISITORS

Targets:

1.1 Signature Bunbury arts events
1.2 Outstanding arts facilities and venues, including Bunbury Regional Entertainment Centre, Bunbury Regional Art Gallery, Stirling Street Arts Centre
1.3 A 21st Century Museum and Heritage Centre
1.4 A showcase for Noongar arts
1.5 App guided tours of Public Art, Street Art, Heritage sites
1.6 Activation of open space for creative events
1.7 Maintaining and developing Bunbury’s Art and Heritage Collections
1.8 Maintaining and developing Bunbury’s public art program and collection.
GOAL 2: RESILIENT AND CONFIDENT BUNBURY
A CITY WITH A DISTINCTIVE CHARACTER AND STRONG SENSE OF PLACE
THROUGH CONNECTED YET DIVERSE CREATIVE COMMUNITIES

Targets:
2.1 Opportunities for arts and cultural participation
2.2 Funding support/grants for initiatives by creative people, communities and organisations
2.3 Story telling and place-making opportunities
2.4 Opportunities for sharing cultural diversity
2.5 Creative programs for Seniors, Youth and People with Disability
2.6 Focus on community and individual mental health and well-being
2.7 Mapping our cultural richness, diversity and character.
GOAL 3: CREATIVE HUB BUNBURY
A REGIONAL ARTS CAPITAL DEDICATED TO SUPPORTING CREATIVE PEOPLE AND INNOVATIVE IDEAS

Targets:

3.1 Supporting affordable places for artists and creative professionals
3.2 A digital media hub
3.3 A centre for creative educational opportunities
3.4 A centre for Noongar arts
3.5 Brokering connections between creative people and industries
3.6 Fostering ideas, innovation and investment
3.7 A whole-of-council commitment to Creative Bunbury.
3.8 Embracing creative risk taking

“Cities are only creative if they display a culture, attitudes and a mindset open to imaginative, widely visible.”

- Charles Leadbeater
Creativity is inherently social because it stems from the interplay of different ideas.

- British Council Creative Cities Workshop
  Warsaw, March 16/18
In preparing Creative Bunbury careful consideration has been given to related plans and documents, both internal and external, which inform and complement this framework. Links to, and consistency with, the strategic direction of other levels of government and peak bodies will support and strengthen our capacity to realise the goals and targets of Creative Bunbury.

**CITY OF BUNBURY 2030 STRATEGIC COMMUNITY PLAN**

**Related Goals**
- 2: Economic Diversity and Prosperity
- 3: Sustainable Natural and Built Environment
- 4: Social Enhancement

**Related Objectives**
- 2.1: Maintain support for local business
- 2.3: Create an environment that will attract new business
- 3.4: Improve recreational open space and facilities
- 4.3: Celebrate and conserve our culture and heritage
- 4.4: Enhance our sense of place, pride and participation in our community
- 4.5: Improve community health and wellbeing

**CITY OF BUNBURY CULTURAL MAP 2011**

This study, completed in 2011, involved wide public consultation. Although not adopted as City strategy it acted as an informing document to The City of Bunbury 2030 Strategic Community Plan. The Cultural Map has also provided a useful base on which the Creative Bunbury framework is built.

**Vision statement, page 8:** “The City of Bunbury acknowledges and celebrates culture as the heart of quality of life”.

**Goal 2020, page 8:** “Increase the vitality and identity of Bunbury as a cultural hub for the Greater Bunbury Region and South West”

**Focus areas and objectives, page 9:**
- **Identity:** Build a stronger cultural identity for the City of Bunbury.
- **Creativity:** Inspire and enable creativity and talent within Bunbury and surrounds.
- **Places and Spaces:** Develop a City of relevant, dynamic and memorable cultural spaces and places.
- **Noongar Culture:** Generate a genuine valuing and understanding of the original culture of this place.
- **Cultural Diversity:** Increase opportunities to acknowledge, share and celebrate cultural diversity.
- **Engagement:** Create broader awareness and activate participation in cultural activities.
- **Access:** Ensure equal opportunity for participation by all people in cultural and leisure activities.
"Art and culture are not a luxury; they are part of a city’s DNA, its unique selling point. It is why people want to live and work here, and seven out of ten tourists say it is a reason for their visits."

- Boris Johnson Mayor of London, 2009
The State Government of Western Australia is a key partner of the City of Bunbury in developing and delivering arts and cultural facilities and programs.

Department of Culture and The Arts Strategic Plan 2010-2014

Our Vision, page 10

“The Western Australian community is enriched by unique and transforming culture and arts experiences”

“This vision statement evokes a future picture of Western Australia where citizens are connected to their history, their culture and share their experiences and stories…”

Creating Value An Arts and Culture Sector Policy Framework 2010-2014

Outcome Areas, page 8

“Creative People: Creative individuals are at heart of culture and the arts. We will support opportunities to develop the talents and practice of Western Australian artists and organisations.”

“Creative Communities: Access to, and participation in culture and the arts is a basic human right as supported by the United Nations Universal Declaration of Human Rights. The Department will seek to deepen and enrich engagement in a range of culture and arts experiences alongside support for the creation and sharing of stories in a distinctive Western Australian context.”

“Creative Economies: At the core of the success of creative economies is the notion that they are based on experiences not goods, but that the best goods, be they fashion, jewellery or design are inspired at their source by the very best in art.”

“Creative Environments: Appropriate culture and arts infrastructure encourages participation and engagement in culture and arts activity and enhances the social and economic life of the State.”

Regional Arts and Cultural Action Plan 2014-2018

Objectives

“Creative People: To increase access for regional artists and arts and cultural workers to resources, professional development opportunities, networking opportunities and the ability to capitalise on opportunities.”

“Creative Communities: By assisting communities to form partnerships with the non-arts sector, broaden the creation and delivery of culture and arts experiences, and to increase sustainability.

“Creative Economies: For regional communities and other key stakeholders to set arts and cultural priorities for their region, including appropriate arts and culture infrastructure.”

“Creative Environments: To encourage regional arts and cultural organisations to build hubs of creative activity, to engage in research and provide ideas that contribute to the creative economy of a region.”

Actions, page 35

DCA will provide advice and make recommendations regarding investment in arts and cultural development through the Regional Investment Blueprint process.

The Chamber of Arts and Culture WA Inc 2015-2016 Pre Budget Submission to the Government of Western Australia

Priority Themes 2015-16, page 6

2. State-wide arts reflecting a sense of place and identity

Regional Arts Plan - $24 million Royalties for Regions funding over 4 years to be released to activate necessary planning and implementation.

Commit to a three tiers of government approach to cultural development – joined up funding and resources as exemplified in the Federal Cultural Places initiative.

Support reticulation of arts experiences throughout the state – touring and exhibition circuits.

Metropolitan reform and the arts – Invest in arts and culture programs that will strengthen the identity of newly created communities in the metropolitan region.
“Creative Australia celebrates Australia’s strong, diverse and inclusive culture. It describes the essential role arts and culture play in the life of every Australian and how creativity is central to Australia’s economic and social success: a creative nation is a productive nation.

Creative Australia aims to ensure that the cultural sector—in incorporating all aspects of arts, cultural heritage and the creative industries—has the skills, resources, and resilience to play an active role in Australia’s future. Creative Australia reflects the diversity of modern Australia and outlines a vision for the arts, cultural heritage and creative industries that draws from the past with an ambition for the future.

Creative Australia has five equally important and linked goals at its core:

**Goal 1:** Recognise, respect and celebrate the centrality of Aboriginal and Torres Strait Islander cultures to the uniqueness of Australian identity.

**Goal 2:** Ensure that government support reflects the diversity of Australia and that all citizens, wherever they live, whatever their background or circumstances, have a right to shape our cultural identity and its expression.

**Goal 3:** Support excellence and the special role of artists and their creative collaborators as the source of original work and ideas, including telling Australian stories.

**Goal 4:** Strengthen the capacity of the cultural sector to contribute to national life, community wellbeing and the economy.

**Goal 5:** Ensure Australian creativity thrives in the digitally enabled 21st century, by supporting innovation, the development of new creative content, knowledge and creative industries.
South West Development Commission
South West Regional Blueprint.
Draft August 2014

Infrastructure, page 8

Our Mission: We will seek to develop a region of first choice, building population and improved amenity.

Our Priorities: Regional capital: Greater Bunbury
Strengthen Greater Bunbury as the SW capital, supporting commerce, international trade, arts, culture, education and human services with a population of 300,000 by 2050.

Our Objectives: Bunbury is a well-connected, affordable city of choice with high quality services and amenity and economic opportunity.

Table 8: South West transformational opportunities, page 79

Regional Priorities, Creative Industries: “Support the creative sector to triple its employment base from 1,000 to 3,000 by 2050.”

Economic Opportunities for Creative Industries in Western Australiа’s South West
Final Report, July 2013

Strategy and Action Plan, page 69

7.1 Introduction

Strategic Activity Areas
1. Business Assistance for the region’s Emerging and Established Creative Industries
2. Affordable Accommodation for the Region’s Emerging Creatives
3. Marketing and Communication
4. Tourism Promotion
5. Training and Employment
6. Hard and Soft Infrastructure Support
7. Coordination with other Government Agencies

Country Arts WA, A Regional Arts Manifesto for Western Australia

Concrete Steps, Policy, page 3

“Create and implement Regional Arts Policy and Arts and Cultural Strategies in the nine regions.”
Acknowledgements
South West Development Commission
Bunbury Regional Entertainment Centre
City of Bunbury Community, Arts & Culture staff
City of Bunbury Media and Communications staff
City of Bunbury Councillors Giles and McCleary

Informing literature
Charles Landry – "Lineages of the Creative City" 2008
Charles Leadbeater – “The Completely Creative City”
Jon Hawkes ‘The Fourth Pillar of Sustainability: culture’s essential role in public planning’ (Common Ground, 2001)
Richard Florida ‘Cities and the Creative Class’ 2002

This very cool new Creative Bunbury logo has been designed by our City of Bunbury in-house team of talented designers Lucy Wiseman, Heidi Hall and Elle Dixon. The logo will be seen wherever Creative Bunbury projects are happening around our city.
