

ARTS STRATEGY

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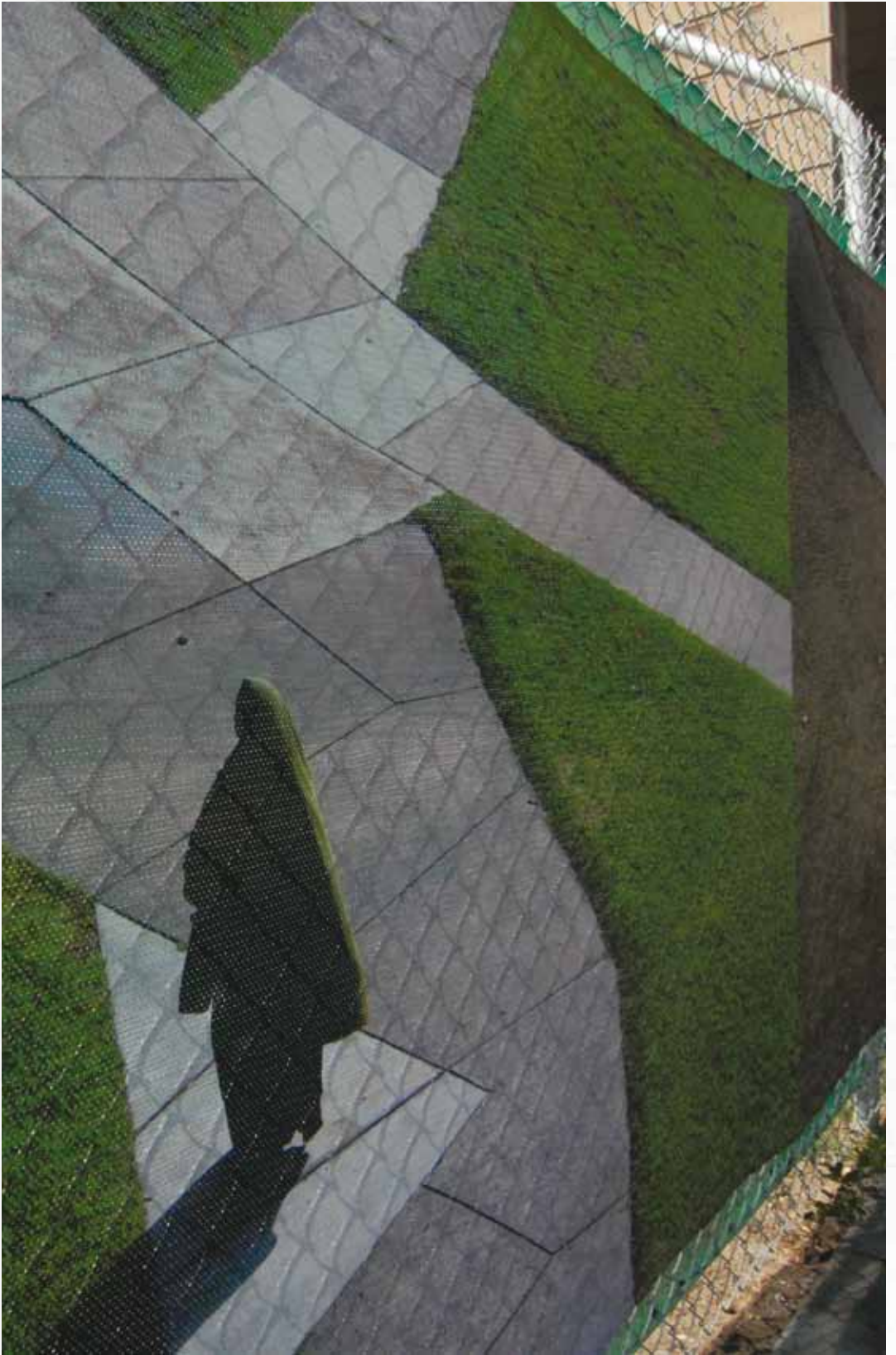
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ON THE
PAVEMENT
DOWN THE
LANEWAYS
BY THE
WATER
IN THE
GARDENS
AT THE
SQUARE...



...ART IS
EVERYWHERE.



TAKING IT TO THE STREETS

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A MESSAGE FROM THE CITY OF MELBOURNE

Arts and culture bring life to our streets. In the next three years, the City of Melbourne will introduce bold new projects as part of our arts strategy, while also strengthening existing programs.

Late-night arts and cultural programs spark activity all over the city, and will be expanded in the coming years. In other highlights, a new Indigenous Cultural Festival is planned for 2012, and ArtPlay can look forward to a new creative outdoor play space. The Creative Spaces program, which provides affordable work environments for artists, will be expanded to create further opportunities for artists, and the Arts House Warehouse will include an accessible rehearsal and performance space.

Council's \$7 million investment in arts and culture will improve our ongoing activities, triennial and annual grants program and cultural facilities. More than 80 per cent of Victorians experience the arts at least once a year, and this strategy recognises the key role of arts and culture in attracting visitors to our city.

City of Melbourne support ensures that a wide range of art forms and arts events flourish, including festivals, live performances, installations and exhibitions in galleries and Melbourne's unique laneways, and everything in between.

The arts are for everyone. The arts strategy has been developed in close consultation with the community, to encourage access and participation and provide a framework of support for artists. Re-affirming Melbourne's status as Australia's arts capital, we expect to attract more artistic and creative enterprises than ever before.

We encourage you to get involved, and ensure the arts remain central to the life of Melbourne!



Robert Doyle
Lord Mayor



Cr Jennifer Kanis
Chair Future
Melbourne (People
and Creative City)
Committee

OUR ARTS VISION

MELBOURNE, HOME TO AUSTRALIA'S MOST VIBRANT AND DIVERSE ARTS SCENE

Each year we invest significantly in arts and culture but funding is only part of the story. It is nothing without the passion and enthusiasm of artists, participants and audiences – and that's what sets Melbourne apart.

Our citizens can be justly proud of Melbourne's stature as a centre for artistic expression.

Melbourne, home to Australia's most vibrant and diverse arts scene

We support a living, breathing cultural landscape, encompassing a diversity of artists, arts practices, arts organisations, venues and events.

We are a city that:

- Celebrates Indigenous arts and culture.
- Engages with and supports culturally and linguistically diverse artists, communities and cultures.
- Sustains outstanding cultural precincts, incorporating numerous venues and spaces including the Southbank arts precinct and the City of Melbourne's own spaces – the City Gallery; Arts House at North Melbourne Town Hall and the Meat Market; ArtPlay for children, and Signal for young people.
- Has a rich literary heritage, reflected in our UNESCO City of Literature status.
- Encourages everyone to experience and engage with the arts; and values and encourages artistic contributions of people in all life stages.
- Supports public art in our city environments and values creative and innovative design in the built environment.

- Supports established, mid career and emerging artists; professionals as well as community groups.
- Ensures artists continue to work in the municipality by providing affordable, secure and legal spaces suitable for creative production.

For the Wurundjeri, Boonerwung, Taungurong, Djajawurrung and the Wathaurung which make up the Kulin Nation, the land on which our city stands has always been an important meeting place and location for events of social, educational, sporting and cultural significance.

'A consistent theme that emerged is that when it comes to the arts, Melbourne has a reputation for offering "a little bit of everything" and being "progressive", "innovative", "action-packed" and "diverse".'

**City of Melbourne Community
Consultation Report, August 2005**

'Cultural tourism is important to Melbourne's economy, and national surveys indicate that Australians see Melbourne as the country's "cultural capital city".'

**UNESCO City of Literature submission,
Arts Victoria**

THE CITY OF MELBOURNE'S ROLE

We take a leadership role in ensuring that Melbourne retains and builds on its reputation as a creative city.

We believe in doing so with a light touch, setting parameters which help bring balance to the arts scene while encouraging diversity, exploration and innovation.

We provide the direction, collaborative framework and support that enables artists and creative enterprises to realise their full potential.

We test the success of our approach through regular consultation with the people of Melbourne, Traditional Owners, artists and representatives of creative industries.

ACHIEVEMENTS

We have successfully delivered our arts strategy for several decades. We have fostered creative talent among our own citizens, creating an environment that has sparked innovative approaches and a strong cultural focus for the City. As a result, artists from many parts of the world have been drawn to Melbourne, assured of an interested and supportive reception. Such an environment benefits all.





SPECIFICALLY:

- Creative industries make a significant contribution to the economy and Melbourne's arts scene has been a major attraction, bringing visitors to our city and boosting our tourism ratings.
- Arts and cultural projects yield social benefits, joining together individuals and communities, while celebrating diversity.
- Our lives, individually and collectively, are enriched through narratives, images, sounds, new technologies and the convergence of these in our day to day lives in Melbourne.
- Artists are valued and supported.



PRINCIPLES

Over time, each iteration of our arts strategy has moved us forward, but the underlying principles have remained the same. We believe:

- Participation in, and access to the arts contributes to people's wellbeing as well as to the social and economic health of communities.
- The arts are for everyone. Equity and social justice underpin our strategy, providing an engagement with the arts for people who may previously have felt excluded.
- Partnership and collaboration provide exponential benefits.
- Freedom of artistic expression, being courageous and pushing the boundaries are vitally important elements, even when they challenge popular perceptions.
- A strong support framework for artists is essential for creating innovative and view-changing work.

Creative Industries

'Industries that combine the creation, production and distribution of goods and services that are cultural in nature and usually protected by intellectual property rights.'

Understanding Creative Industries, UNESCO

ARTS STRATEGY PAST AND PRESENT

The City of Melbourne *Arts Strategy 2010 – 2013* builds on the work that has been carried out through several generations.

From the building of the Melbourne Athenaeum theatre in 1839, through the creation of the Sidney Myer Music Bowl in 1959, to the founding of Australia's first Centre for Books, Writing and Ideas in 2009, Melbourne has supported innovative concepts and sought to fulfil its potential as a renowned creative city.

Our *Arts Strategy 2004 – 2007* described our vision of the City of Melbourne as 'a crucible for the arts'.

In 2008, the Future Melbourne community plan detailed what we meant by Melbourne as 'a creative city', and in 2009, our Council Plan included this as one of its key goals.

We carry forward this ideal of Melbourne as a creative city but we have further refined our vision for Melbourne to be 'home to Australia's most vibrant and diverse arts scene'. Our aim is to consolidate and extend the city's reputation and capacity as a hub for a lively, surprising, innovative and diverse arts practice and engagement.

ASSETS

People: The Melbourne arts scene is a breeding ground for talent, enterprise, ambition and engagement, with artists, communities and creative businesses continually raising the bar. Melbourne's cultural diversity is one of the city's key strengths, enabling us to engage with a wide range of cultural practices and perspectives in a global context.

Places: Our municipality has a multitude of well-equipped venues and spaces, including parks, squares, galleries, theatres, cinemas, libraries, and concert halls. In 2012, Melbourne will also see Hamer Hall rebuilt and reopened. The city itself often acts as a location for art projects by lending its laneways, underpasses and urban infrastructure to artists to create site-specific work.

Investment: We have long recognised the importance of arts and culture to the prosperity of the city and the arts have benefited from continuous funding by the City of Melbourne and Victorian and Australian governments.

Reputation: Melbourne is widely acknowledged as one of the world's great creative cities and our international literary credentials have been endorsed by our UNESCO City of Literature accreditation.



'A creative city allows for and encourages risk taking and initiative. It embraces Indigenous history and culture, builds on its heritage and its freedom, and allows people to experiment and innovate. It is bold and inspirational, fostering uniqueness and invention, and demonstrating leadership.

The city has a vibrant and thriving creative base. Emerging artists, communities and businesses are nurtured in a creative city. There is freedom to innovate and the arts and cultural sectors thrive, with new artists and new mediums constantly emerging.

Boldness is rewarded.

New art forms and performers enhance the city's high-profile international arts reputation. Strong and growing links and synergies between the city's artistic and creative communities and the commercial world contribute to a vibrant community and city growth.'

Future Melbourne, July 2008



BEHIND THE SCENES

The City of Melbourne's Arts and Culture Branch is responsible for delivering this arts strategy. The Arts and Culture Branch is responsible for grants programs; developmental, public and collection programs; operating and maintaining the municipality's cultural facilities and the provision of affordable and sustainable work spaces for artists and arts organisations throughout the municipality.

We focus on the areas where our involvement can be most beneficial. In some cases this means running our own programs and events; in others, it means providing the grant funding and support required by artists and external enterprises.

There are more than 4000 arts organisations in Melbourne and we receive several hundred grant applications every year. We can't support them all, which is one of the reasons why we have assessment panels made up of artists, practitioners and community representatives, who can peer-review the ideas and recommend those which best meet the needs of the city.

<http://www.melbourne.vic.gov.au/AboutCouncil/grantssponsorship/ArtsGrants/Pages/ArtsGrantsCriteria.aspx>

We regularly review our portfolio to reflect environmental, social and artistic change, ensuring that we have a balanced approach and reflecting the diversity of our population.

ARTS STRATEGY THEMES

Our themes in this arts strategy are based on the *Council Plan 2009 – 2013*, describing a bold, inspirational and sustainable city.

We have eight themes:

1. Encouraging arts organisations and creative industries to base themselves in the City of Melbourne
2. Involving the creative sector in decisions that affect the city
3. Supporting a culture of innovation
4. Increasing access to affordable work spaces for artists and creative enterprises
5. Encouraging creative and innovative design in the built environment
6. Increasing the reach and profile of the City of Melbourne's expenditure on arts, culture and literature
7. Encouraging diversity in the arts
8. Increasing access to and participation in arts and culture



OBJECTIVE 1

ENCOURAGING ARTS ORGANISATIONS AND CREATIVE INDUSTRIES TO BASE THEMSELVES IN THE CITY OF MELBOURNE

Strategy: *Strengthen and enhance the environment for arts and creative enterprises.*

Melbourne is already a destination of note for artists:

- We provide the necessary infrastructure – municipally-owned venues and work spaces; expert advisory panels with members drawn from a variety of different backgrounds and disciplines; opportunities for professional development.
- We provide economic incentives in the form of grants.
- We provide affordable work, office and presentation spaces for the creative sector.
- We develop partnerships with arts organisations, tertiary institutions and different tiers of government for research and the delivery of programs and projects.

'Born and bred in Melbourne, Circus Oz aims to entertain, inspire and challenge the broadest possible audience in this vibrant city and take our made-in-Melbourne performances to the world. Community, diversity, humanity, hilarity!'

Linda Mickleborough, General Manager, Circus Oz

Arts House

Arts House provides 35 offices and studio spaces at North Melbourne Town Hall and the Meat Market housing 66 arts workers, 19 arts companies and 14 individual artists.

- We provide support services, especially in the area of generic arts marketing and promotion for arts events, projects and programs.
- With planning for the second decade of Docklands starting, we plan to ensure the integration of arts activity, artists and arts organisations into the fabric of this new part of the city.

We aim to build on this position, further developing our community of artists and creative industries.

ACTIONS

- We will work to create an arts and culture web portal that links and promotes our support, housing and production programs and allows increased access to our opportunities and resources.
- Our Creative Spaces program will expand its website to better integrate regional and metropolitan areas as well as allow listings of spaces Australia wide.
- We will advocate for affordable floor space for arts organisations and creative industries within new developments in Docklands as part of the planning for the second decade of Docklands.
- We will work with VicUrban to help interested arts organisations and creative industries to locate their operations and activities in Docklands.

All this goes towards creating an environment where artists and creative enterprises are most likely to flourish.

OBJECTIVE 2

INVOLVING THE CREATIVE SECTOR IN DECISIONS THAT AFFECT THE CITY

Strategy: *Find ways to increase artist participation and to strengthen artist voices in issues affecting the municipality.*

Through our Arts and Culture branch, the City of Melbourne enjoys an open dialogue with artists, communities and creative thinkers. Critical debate adds a welcome perspective to our planning processes.

By involving artists, communities and creative industries in decisions that affect how our municipality looks and feels in the future, we make best use of their talents; achieve better results for our citizens, and further enhance Melbourne's international reputation.

- We already hear ideas and gain feedback from our advisory, assessment and reference panels. These are independent, vocal groups, with new members sought publicly.
- We have sought the opinions of artists and people in the creative sector for important consultations, including Future Melbourne and our Council Plan.
- In 2009, our Melbourne Conversations involved a number of people from the creative sector talking about key issues affecting the city.

We want to hear more from the creative and community sectors about all kinds of issues, not just arts and culture-related, and we want to ensure that Traditional Owners' views are fully represented.

ACTIONS

- We will encourage Aboriginal and Torres Strait Islander representation on all Arts and Culture advisory and reference panels.
- We will also encourage a diversity of specialisation and cultural and linguistic representation on our panels, enabling a diversity of perspectives, backgrounds and practices and creating increased opportunities for collaboration between the panels.
- We will involve the creative sector, as a key stakeholder group, in appropriate key City of Melbourne consultation processes.
- We will look to establish an artist-in-residence program at the City of Melbourne, engaging artists to give creative perspectives on our development projects, community engagement and planning activities.
- We will further broaden the scope of our Melbourne Conversations, with diverse curators, speakers and topics that reflect the City of Melbourne's main areas of interest.
- We will engage with stakeholders such as artists, arts organisations, local businesses and community members, in planning the implementation of our arts strategy.



'Creativity is more than art and our aim is to get creative thinkers involved in decision-making for the city.'

**Melbourne City Council,
Council Plan 2009-2013**

'Cultural Development Network shares an office with the City of Melbourne and is in a unique position to witness the length that the city takes to involve the creative sector in decisions that affect the city. The panels, forums and partnerships with city artists and organisations have been important avenues for the community input. The City's cultural development and engagement unit of Arts and Culture has a long history of engagement with the arts community which has made it a leader in local government arts and cultural development.'

**John Smithies, Director,
Cultural Development
Network**



OBJECTIVE 3

SUPPORTING A CULTURE OF INNOVATION

Strategy: *Further develop the capacity of our programs, our partnerships with government, educational and commercial bodies, and our support for artists, to maintain and enhance the municipality's focus on innovation.*

We provide around \$4 million a year in funding for the arts through our annual and triennial arts grants programs. Each round is hotly contested, with more projects presented than we can possibly fund. This means we see fresh, new, exciting ideas every year and it provides our panels with an interesting challenge.

We don't court controversy, but we don't shy away from it either.

Our funded and City of Melbourne produced programs aim to reflect the arts strategy, delivering a wide range of innovative and progressive activity for the people of Melbourne.

An important role for us is to support both new and emerging, mid-career and established artists along with a range of media. We do this through our own programs, as well as by investing in others.

Research and knowledge is important to us. Our Arts and Culture branch is currently engaged in a number of Australian Research Centre-funded partnerships with key tertiary institutions, artists and communities.

ACTIONS

- We will review our annual arts grants program, including its categories.
- We aim to work more closely with Victorian and Australian Government arts funding bodies and tertiary institutions to develop stronger strategic partnerships for the delivery of innovative programs.
- We will establish the feasibility of a web-based research hub for artists and producers who work, or want to work, with children and families, to share research and evaluation and to provide networking, mentoring and training opportunities.
- We will look at the operation of the Arts House program, maximising its capacity to support innovative work and providing further opportunities for artist and community access.
- We will encourage and support international collaborations in all our key programs.
- New partnerships, in particular with the tertiary education sector, will enable us to incorporate climate change and environmental sustainability factors in our arts strategy, including alternative ways of producing and promoting our programs and performances. We will encourage grant applicants to do the same.



- We will explore opportunities for cultural programming in Melbourne to coincide with the 2012 International Climate Change Conferences.
- We will explore the feasibility of a major temporary site specific visual/public art project in Melbourne’s central city.
- We will use contemporary and new technologies to promote access to and interaction with our programs, projects and resources and will evaluate these over the lifespan of the strategy.

Triennial grants program

38 organisations
\$2.48 million budget
 Recipients include Circus Oz, Melbourne Queer Film Festival, Experimenta

innovate [verb] make changes in something established, especially by introducing new methods, ideas or products.

New Oxford Dictionary of English

Sample Australian Research Council Partnerships

Indigenous Arts Program, University of Melbourne and the Victorian Traditional Owners Land Justice Group – exploring the potential for a Victorian Indigenous Cultural Centre.

Public Art Program, researching the audience’s experience of public art.

ArtPlay, Australia Council and the University of Melbourne – three year research program (2008-2011) focusing on the value of creative arts programming with children and families at ArtPlay.

Arts and Participation Program, La Trobe Refugee Research Centre, La Trobe University, Centre for Multicultural Youth, APC.au and the Cultural Development Network – developing and online cultural project with young refugees, Home Lands.

OBJECTIVE 4

INCREASING ACCESS TO AFFORDABLE WORK SPACES FOR ARTISTS AND CREATIVE ENTERPRISES

Strategy: *While continuing to provide direct access to space through Arts House, Creative Spaces and the City Village, we will work with external bodies, both private and public, to free up further premises across the municipality.*

Our challenge is to attract organisations to base themselves in Melbourne by providing them with affordable, secure and permanent space.

As a creative capital city we want to maintain a vibrant mix of communities and industries in Melbourne. Melbourne's status as one of the world's most liveable cities has created a strong demand for space in the central city.

We will endeavour to provide access to affordable work space across the municipality, investigating a range of sustainable housing models to ensure long term access to affordable urban work spaces for individual arts practitioners, arts organisations and small-scale creative industries.

ACTIONS

- We will investigate the development of a permanent international live and work studio facility in Melbourne for local, national and international artists.
- We will be expanding the Arts House Warehouse, adding two residential studio spaces for visiting artists and ensuring that the building provides full access for people with disabilities.
- Our Creative Spaces program will examine ways to repurpose vacant, privately-owned properties in the municipality in an effort to create affordable work spaces for the arts community.
- We will examine the potential of the Creative Spaces program to become an independent not-for-profit property development organisation, developing and managing permanent spaces for artists and arts organisations.
- We will ensure that our Municipal Strategic Statement review recognises the role of artists and creative industries in Melbourne.
- We will look at our own building stock and consider surplus and under-used properties which could be developed as viable, sustainable creative spaces.



Creative Spaces

Temporary studios for 50 artists at Boyd School, 75 artists at River Studios, Website and support program for property owners and artists.

'A studio at Boyd School has given me what every artist needs – a secure place to work. It is great to be a part of a community of creative people working in a diverse range of media – traditional painting and sculpture alongside fashion, film and design based practice.'

**Blanche Tilden, Jeweller,
Boyd School Studios**

'Arts House, City of Melbourne have been hugely influential in my artistic life. The funding opportunities, support and expertise they offer have enabled me to develop, create and present a work that would not otherwise have been born. I feel certain this new piece is a turning point in my career. It was a huge joy and privilege to create it, and I'll always be grateful to Arts House for this opportunity.'

Genevieve Lacey, Musician

OBJECTIVE 5

ENCOURAGING CREATIVE AND INNOVATIVE DESIGN IN THE BUILT ENVIRONMENT

Strategy: *Collaborate with artists and designers to gain arts perspectives in key City of Melbourne design projects.*

Melbourne is known for its multi-layered environment and for its myriad art initiatives. Frequently intersecting, they have informed the shape and feel of our city. Creative energy is visible throughout the municipality, occupying streets and parks, walls and open spaces.

Our Public Art Program seeks to extend the artist's sphere of influence, enabling them to contribute to the interpretation and development of the public realm.

Urban design is very much a focus for the City of Melbourne. Beyond the Arts and Culture branch, our Council has major plans for redeveloping areas of the city, diverting cars to make way for more attractive vistas and to enable pedestrians, cyclists and public transport users to get around more easily.

This activity will have an impact on our arts strategy.

ACTIONS

- In collaboration with the City of Melbourne's Indigenous advisory groups we will be developing mechanisms to engage with Indigenous Traditional Owners, artists and communities around the design and development of significant new buildings and cityscapes.
- Through an Australian Research Council linkage grant we will work with the University of Melbourne and the Victorian Traditional Owners Land Justice Group to support research into Indigenous place making and the potential for an Indigenous cultural education and knowledge centre in Melbourne.
- We will strengthen the strategic partnership between arts and culture and urban design, evaluating the role of the arts at the master planning stage of key projects.
- We will investigate options for the private sector to contribute to the development of the public domain as a site for creative and artistic expression.
- We will collaborate with national and international partners to develop and facilitate knowledge sharing opportunities (master classes, forums, residencies) that can make a significant contribution to the practice of public art in an urban environment.



- We will make environmental sustainability a key consideration in the development and planning of our Public Art Program and will explore the use of LED lighting to supplement the use of traditional, less green tungsten-style lighting in our theatres.
- With support from the Federal government's Australia Council, ArtPlay will be developing a new creative outdoor play space working with families not previously engaged with the ArtPlay program.

Audience reactions to works from the series *Propositions for an Uncertain Future: five responses, through art, to a fountain without water*:

'It's really natural - a lot of city art seems to be reflecting the city back onto itself, with lots of layers of people and concrete and steel.'

John Wolseley's *Wild Cried Wild Wings of Wetland and Swamp*

'I think that many people walking down the street would be having selfish thoughts or thoughts about what they were about to do next. And having this here and reading the narrative is probably going to bring them to a different frame of mind, which is a healthy thing.'

Carl Michael von Hausswolff's *Red Fragments*

'I chose to propose a work for the Melbourne Laneway Commissions because I wanted to move the context of my work into a functional environment, to take a work into public space. Whereas in the past I have worked with gallery, institutional and domestic space, I have always been interested in how the private and public sit in tension. I wanted to make a work that could interact with the scale of the city, and the Laneway Commission gave me this opportunity. I was able to explore the process of making a work in the public space and at the same time draw on the experience and expertise of the City of Melbourne. I now feel that I can build on this broadening experience and continue to explore my work in the context of public space.'

Cathy Busby, *We Are Sorry*, Laneway Commissions 2009

OBJECTIVE 6

INCREASING THE REACH AND PROFILE OF THE CITY OF MELBOURNE'S EXPENDITURE ON ARTS, CULTURE AND LITERATURE

Strategy: Increase public focus on the City of Melbourne's role in arts and culture, and maintain the drive for media coverage of programs and events.

Public awareness is critical to the success of our arts strategy. We can't rely on word-of-mouth for sell-out events. A full calendar of activities needs to be widely promoted and to this end we work to gain extensive coverage in print, broadcast and electronic media.

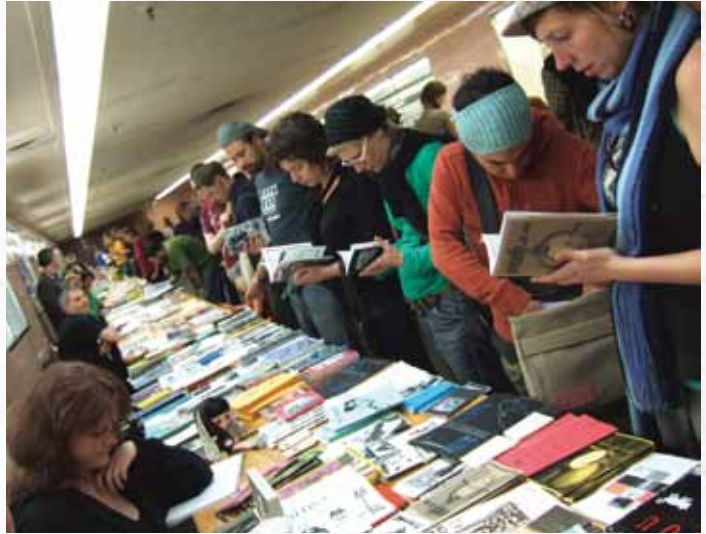
We also communicate with business people and philanthropists, alerting them to the opportunities and incentives to become art 'angels'.

'One of the major benefits of the Melbourne Queer Film Festival's long term relationship with the City of Melbourne has been access to the excellent marketing and promotions resources that the City offers its triennial funding partners. The MQFF has grown enormously over the past decade, and a good portion of that growth can be attributed to the City's ability to successfully promote its associated events. Without that promotional and marketing help, the MQFF would undoubtedly still be one of Melbourne's smaller arts events, and not the internationally recognised festival that it has become. The City of Melbourne allows us to reach audiences that were previously very difficult for us to access.'

**Lisa Daniel, Festival Director,
21st Melbourne Queer Film Festival**

ACTIONS

- We will engage more actively with the City of Literature theme, to capitalise on our international literary status. We will:
 - Create an online promotional vehicle for literature projects and programs, connecting with Melbourne's UNESCO City of Literature status; and
 - Work with public libraries, Arts Victoria and the Wheeler Centre – Australia's first Centre for Books, Writing and Ideas – to produce and promote literary projects and events for all ages.
- We will extend the availability of the photographic component of our art and heritage collection to service City of Melbourne outposts, including libraries and community centres.
- We will develop vehicles to promote free and low cost events to new and existing audiences.
- We will achieve maximum exposure for our arts and cultural programs and projects.
- We want to acknowledge Melbourne's artists and will be looking at developing vehicles to recognise publicly and celebrate Melbourne's arts successes.
- We will be establishing publicly accessible, online documentation to explain our various programs and projects.



OBJECTIVE 7

ENCOURAGING DIVERSITY IN THE ARTS

Strategy: *Ensure that diversity continues to be a thread running through all our arts and culture activities and make formal arts programs more accessible for those who may feel they are on the margins.*

Melbourne is a wonderfully cosmopolitan city. More than 40 per cent of our residents were born overseas and between us we speak at least 122 languages. Almost 25,000 international students study in Melbourne and each year our population swells with more than one million international visitors.

Our annual Indigenous Arts Mentorship Program sees aspiring Indigenous artists, producers and administrators placed in major arts organisations, strengthening the development of Melbourne's Indigenous arts industry.

In partnership with Multicultural Arts Victoria, we deliver arts grants workshops and forums for Melbourne's culturally and linguistically diverse arts community. We also deliver a year-round Quick Response funding scheme, providing opportunities for communities to seed and pilot new projects.

Our funded and City of Melbourne-produced programs involve all art forms. From circus to new media, we strive to embrace a diversity of artistic practices and methodologies.

We aim to encourage new opportunities in artform, thematics, and participant reach by increasing awareness of participatory arts. Through our programs and funding initiatives we intend to strengthen connections and collaborations between communities and artists.

Our arts programs need to be designed and continuously refreshed to reflect this vast cultural spread.

ACTIONS

- We will review the make up of our advisory, assessment and reference panels to encourage the cultural and linguistic diversity of our artists and community members.
- We will work with The Black Arm Band to develop a strategic plan and funding strategies to enable it to become an independent company.
- We will deliver an Indigenous Cultural Festival in Melbourne in 2012.
- We will support the development of Aboriginal and Torres Strait Islander traditional and contemporary dance in Melbourne, creating opportunities for art form development.
- We will strengthen our ties with artists and communities from the Asia Pacific region through cultural exchange, commissioning and engaging with these artists and communities in our key arts and culture programs.



- We will explore new opportunities to work with street artists, especially in areas where there are high levels of graffiti. We will also look at the heritage and preservation implications of significant street art.
- We will create opportunities for Melbourne's creative producers to develop one-off projects, enabling a diversity of perspective and practice to benefit our community.
- Through our programs, we will encourage debate and dialogue about colonialism; place making; and the broader Indigenous context in and through the arts.
- We will expand the capacity of our public art program, giving Aboriginal and Torres Strait Islander, culturally and linguistically diverse and community-based artists more opportunities to create successful public art works.
- We will investigate new opportunities for public art in the municipality including new formats and new locations beyond the central business district.
- Through our programs we will explore a discourse on the role of the arts as a vehicle for social inclusion in multicultural Melbourne.

In these ways we will achieve our vision of Melbourne as 'home to Australia's most vibrant and diverse arts scene.'

Between 1999 and 2009, City of Melbourne funding of Indigenous arts increased eight-fold, from \$20,000 to \$163,000.

58% of triennial grant program activities have a strong multicultural element, and 39% an Indigenous focus.

'Cultural diversity creates a rich and varied world, which increases the range of choices and nurtures human capacities and values, and therefore is a mainspring for sustainable development for communities, peoples and nations.'

UNESCO

'Being the only prominent Indigenous theatre company in Melbourne, it is important for us to provide a place to nurture stories from the community. In Melbourne there are lots of stories that remain untold. For us, it is vital to empower the voice of Indigenous people through theatre and also provide professional development opportunities for artists and arts workers.'

Rachael Maza, Ilbjerri Theatre Company

'From an artist's point of view, the Melbourne City Council's arts program is a vital provider of opportunity and continuity of practice. The strategy clearly understands the importance of the arts to the vibrancy of the city.'

Adriano Cortese, Artistic director, Ranters Theatre

OBJECTIVE 8

INCREASING ACCESS TO AND PARTICIPATION IN ARTS AND CULTURE

Strategy: *Continue to initiate and support new programs and projects, while providing a balanced, cohesive approach to supporting existing arts activity in the city.*

We already do much in terms of access and participation. We mount our own events, work directly with artists, and fund independent arts organisations and artists, all of which contributes to the goal of wider availability. Melbourne's busy calendar of arts events is testament to our success in this area.

However, for art to remain timely and relevant it needs constant refreshment. Our investment, particularly in triennial grants, has to be balanced between ongoing support for existing recipients and funds for new initiatives.

We also see our role as helping to bring organisations together to provide integrated, city-wide arts programs, which can be jointly branded and marketed to the benefit of the artists and the audience.

Melbourne is a vital and vibrant multicultural city, however there are barriers that act to prevent culturally and linguistically diverse artists and communities from engaging with the arts.

We want to continue to work with peak bodies to address this.

ACTIONS

- We will encourage and increase participation in arts experiences by fostering connections and facilitating collaborations between communities and artists.
- Much of the current arts programming takes place within the central business district. Through our Arts and Participation Program we will look at ways to increase public programs in the city's residential neighbourhoods.
- Working with Multicultural Arts Victoria, we will increase our engagement with culturally and linguistically diverse artists and communities across all key programs and facilities, creating programs that encourage reconciliation and respect for cultural difference.
- Arts and Culture will implement our new Disability Action Plan.
<http://www.melbourne.vic.gov.au/CommunityServices/DisabilityServices/Support/Pages/DisabilityActionPlan.aspx>
- We will encourage triennial arts grants applicants to look at ways of increasing the number of people with a disability attending, participating in and creating programs.
- We will initiate more discounted ticket offers for targeted audiences, including residents, low income groups and seniors.
- We will partner with other arts providers including the Arts Centre, the National Gallery of Victoria, Federation Square and others to create a city-wide arts program for families that can be co-branded and jointly marketed.



'The significant support of the City of Melbourne has ensured greater access to arts programs in the city for artists and communities from culturally diverse backgrounds, has strengthened relationships between and within communities, and has been pivotal in the development of quality cultural development projects and multicultural arts events.'

**Jill Morgan, Executive Officer,
Multicultural Arts Victoria**

- With funding from the Australia Council, ArtPlay and Signal will deliver four community-based access projects engaging with communities from diverse backgrounds.
- We will work with a range of Melbourne based arts organisations to provide training to youth agencies and young people aged 13-20, developing a diverse team of curators for Signal into the future.
- We will encourage arts and cultural organisations and festivals to explore Docklands as a venue for events and activities.
- We will encourage and promote innovative good practice for late night arts and cultural programming in the central business district by supporting key arts festivals and looking at the scope of our own programs.
- We will review the purpose and benefits of the triennial arts grants program, including the levels of funding allocated to program streams.

Triennial grants program

In 2008, more than two million people experienced events and activities, half of them for free.

Arts and Participation Program

Each year, we initiate and produce major projects requiring collaboration between professional artists and communities.

Annual arts grants program

We provide specific opportunities for young artists, arts participation and Indigenous arts through the annual arts grants program.

City Gallery

Open six days a week in Melbourne Town Hall, the City Gallery provides a range of exhibitions based on the City of Melbourne's own Art and Heritage collection.

Signal

In its first six months, Signal hosted and supported four productions, four special events, one sound installation and three screen works, attracting an audience of more than 4000 in the 13 to 20 age group.

ArtPlay

In 2009, ArtPlay delivered more than 450 workshops and events, involving some 18,500 participants, all aged between two and 13.

MELBOURNE IS A CREATIVE CITY

Through artistic and cultural experiences we learn to value our heritage and environment, unlock our creative potential, gain insight into the lives of others and find new meaning in our own.

Art creates a bond between government, individuals and communities.

SUPPORTED BY CITY, STATE AND FEDERAL GOVERNMENT

All three levels of government recognise the importance of the arts as contributing greatly to our nation's well-being and we work together within the City of Melbourne in a way which has given rise to our vision of Melbourne as 'home to Australia's most vibrant and diverse arts scene'.

As the City of Melbourne, Arts Victoria and the Australia Council for the Arts, we each have our own objectives and strategies, but these are clearly complementary and we work together, often part-funding shared initiatives. We are united in our goal of achieving a world-class reputation for the arts in Melbourne, Victoria and Australia.

art [noun] *the expression or application of human creative skill and imagination, typically in a visual form such as painting or sculpture, producing works to be appreciated primarily for their beauty or emotional power.*

New Oxford Dictionary of English



PUTTING A VALUE ON ARTS AND CULTURE

Out of our 2010/2011 City of Melbourne budget, we have allocated almost \$4 million to the Arts and Culture Branch, to support the triennial grants program, the annual arts grants, and sponsorship. In addition to this we have allocated more than \$3 million to support our City of Melbourne-owned and managed cultural facilities and to produce arts programs and projects with and for the community.

We have in place statistical measures, which will tell us how many artists we are supporting and how many people participate in creative activities. These City of Melbourne figures are supported by state-wide results. For example we know that more than 80 per cent of Victorians attend an arts venue at least once a year. In addition, we know that the Victorian cultural sector, with Melbourne at its centre, employs more than 100,000 people and generates more than \$7 billion annually.

The numbers are impressive, but they tell only half the story. Understanding the true value of Melbourne as a creative city is more easily achieved by looking at what the absence of a vibrant arts and culture stream would mean to our society.

Imagine utilitarian cityscapes, streets without music and colour, closed theatres, rarely visited galleries, abandoned urban areas with no spark of regeneration. Without a vibrant arts scene, Melbourne simply wouldn't be Melbourne.

'I know that arts and culture make a contribution to health, to education, to crime reduction, to strong communities, to the nation's well-being, but I don't know how to evaluate it or describe it.'

Estelle Morris, UK Minister for the Arts, 2003

2009 Arts Grants (Triennial and Annual) Snapshot

\$3,860,026 budget, supporting
144 organisations, involving
14,584 artists, creating
8,638 events, attracting audiences totalling
5,039,564 people, of whom
4,059,739 attended free events, and
979,825 paid for tickets



IMAGE CREDITS

PAGE: ART IS EVERYWHERE

Graffiti Mentorship Project Union Lane,
Arts and Participation Program
Photo: Mark Ashkanasy

Wushu B-Boy,
Signal Art Program,
Photo: Signal Staff

Maxims of behaviour,
Artist: Alexander Knox, Public Art Program
Photo: Greg Sims

Birrarung Wilam,
Public Art Program
Artists: Vicki Couzens, Treahna Hamm
and Lee Darroch,
Photo: Greg Sims

PAGE: OPPOSITE CONTENTS

Carlton Flats Arts Project,
Arts and Participation Program,
Photo: Angela Bailey

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Southern Crossings,
Artists: one step at a time like this,
Arts and Participation Program
Photo: Mia Mala McDonald

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Carlton Flats Arts Projects,
Carlton Primary School,
Arts and Participation Program,
Photo: Angela Bailey

The Big Draw,
installation created by
schoolchildren, ArtPlay
Photo: ArtPlay staff

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From the exhibition **A New Jerusalem,**
curated by Zoe Ali and Christos Tsiolkas,
at City Gallery, Art and Heritage Collection

Top to bottom

Evangelismos Greek Orthodox Church,
Photo: Zoe Ali

Hare Krishna Temple,
Photo: Zoe Ali

The Mission to Seafarers,
Photo: Zoe Ali

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Puppets and PJs,
Artist: Lynne Kent, ArtPlay
Photo: ArtPlay staff

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Grand Organ,

Paul Grabowsky Music Program
Photo: M&C Media

Eip Kareem Beizam,

Torres Strait Islander Cultural Dance Group
Indigenous Arts Program,
Photo: Louis Porter

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Workshops, Art Play
Photo: ArtPlay staff

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River Studios West Melbourne,
Creative Spaces,
Photo: Creative Spaces

PAGE 17, LEFT

***Wild Cries Wild Wings of Wetland
and Swamp,***

Artist: John Wolseley,
Public Art Program
Photo: Hwa Goh

PAGE 17, RIGHT

We Are Sorry,

Artist: Cathy Busby,
Public Art Program
Photo: Greg Sims

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Propaganda,

Company acrobat Arts House,
Photo: Ponch Hawkes

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Crooked Rib,

Arts and Participation Program,
Photo: Sara Elagha

Puppet Lab,

Artist: Jacob Boehme
Photo: ArtPlay staff

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10 Transforming Youth,

Public Art Program at Signal
Artist: Philip Brophy, Signal
Photo: Lynton Crabb

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Federation Bells

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Ringside,

Mem Morrison Company,
Arts House,
Photo: Ponch Hawkes

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