

Culture and Creativity Study



North Sydney Council

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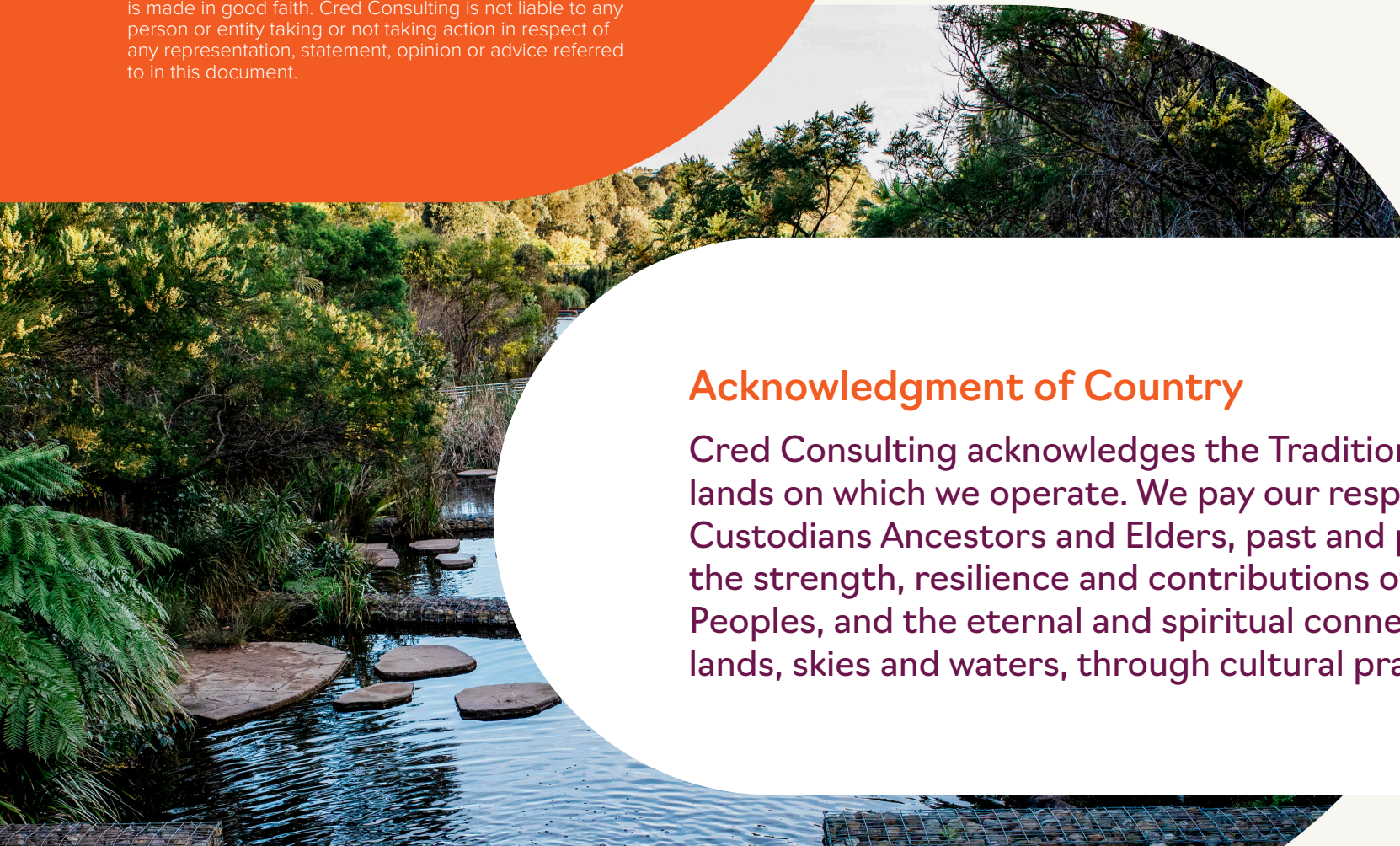


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1. Introduction

North Sydney has a unique and diverse cultural and creative ecosystem with a range of experiences and offerings. This includes Stanton Library, community centres, theatres, galleries, public spaces, events, programs, community groups, cultural organisations and businesses. Culture and creativity is highly valued by the North Sydney community, and attracts visitors from across Sydney, Australia and beyond.

This Culture and Creativity Study provides an evidence-base and will help to set the framework for future planning of culture and creativity in North Sydney. It will also inform the development of a new Culture and Creativity Strategy.

1.1 Background

North Sydney Council (Council) is committed to fostering a vibrant, diverse and inclusive cultural and creative sector that enriches the lives of its community, including residents, workers, visitors and investors. As part of this commitment, Council will deliver a new Culture and Creativity Strategy (the Strategy).

The Strategy is one of eight Informing Strategies being prepared by Council, that together, will consider needs and priorities in the following key areas:

- culture and creativity
- environment
- economic development
- governance
- housing
- integrated transport
- open space and recreation, and
- social inclusion.

Once prepared, these eight Informing Strategies will be combined to form Council's new Community Strategic Plan 2025-2035, Delivery Programs and Operational Plans. They will determine Council's priorities and ensure that Council's resources are focused on delivering outcomes needed and wanted by the community.

1.2 Purpose of this study

Council engaged Cred Consulting to prepare this Culture and Creativity Study (the Study). This Study outlines the evidence-base to inform the development of the Strategy. It provides a clear picture of the current state of culture and creativity in North Sydney, responding to the following three questions:

Where are we now?

Identifying the current state of culture and creativity in North Sydney, including an overview of current cultural and creative assets, strengths, challenges and opportunities.

Where do we want to be in 10 years?

Determining the desired future state of culture and creativity in North Sydney, based on community and stakeholder needs and aspirations, as well as industry trends. This includes identifying outcomes and possible measurable objectives.

How will we get there?

Identifying prioritised actions that Council can consider to work towards delivering the desired future state, considering feasibility, strategic partnership opportunities and funding requirements.

1.3 Methodology

This Study was developed in collaboration with North Sydney Council staff, based on desktop research and an extensive community and stakeholder engagement program.

Discussion Paper

A Discussion Paper was developed to guide community and stakeholder engagement about culture and creativity in North Sydney. It highlighted strengths, challenges and strategic opportunities within North Sydney and encouraged thinking about where we are now, where we want to be in the future and how we will get there.

The Discussion Paper presented six themes:

- Theme 1: Culture and creativity for everyone.
- Theme 2: Spaces and places for participation and production.
- Theme 3: Supporting our creative sector.
- Theme 4: Sharing our diverse stories.
- Theme 5: North Sydney as a culture and creativity destination.
- Theme 6: Investing in culture and creativity.

These themes formed the lines of questioning for the community and stakeholder engagement that informed this Study.



Ridge Street Laneway Mural by Jessica Birk and Frances Belle Parker
(Image source: North Sydney Council)

Community and stakeholder engagement

More than 250 North Sydney community members and stakeholders participated in an extensive engagement program that aimed to understand community needs, aspirations, ideas and priorities for culture and creativity. Community feedback has shaped the information, outcomes, objectives and actions outlined in this Study.

Please see separate *Engagement Outcomes Report* for a detailed summary of findings and insights from engagement.

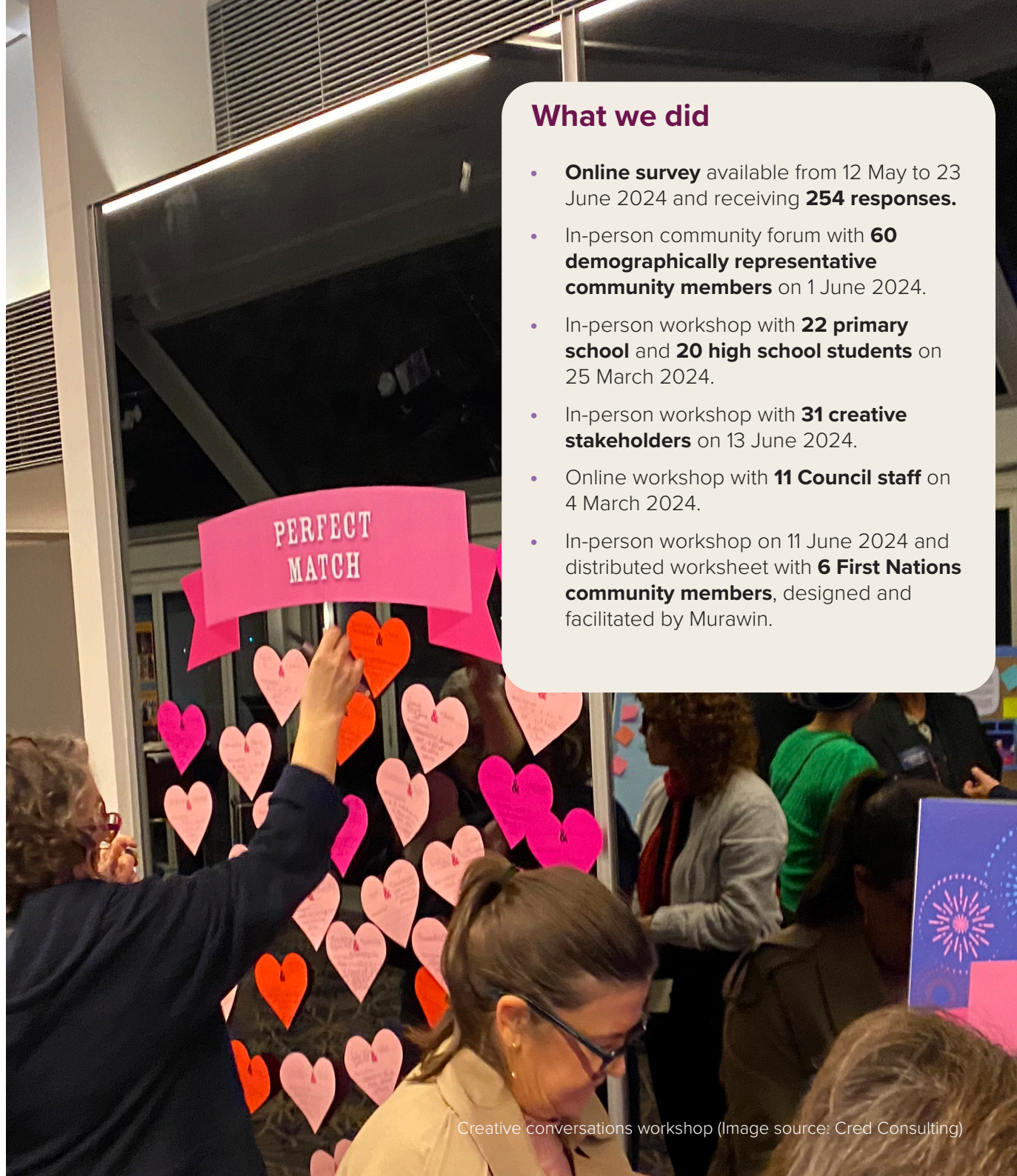
Desktop research

Desktop research activities to inform this study included:

- Review of Australian, New South Wales and North Sydney strategies, plans and policies to understand government priorities related to culture and creativity.
- Review of recent and leading practice local government cultural plans and relevant literature to understand emerging industry trends and opportunities.
- Review of demographic and place trends in North Sydney, based on ABS Census data, participation data and relevant planning proposals.
- Collation of information about Council and non-Council cultural and creative facilities and activities in North Sydney, as well as facilities that may have potential for future use or activation.

What we did

- **Online survey** available from 12 May to 23 June 2024 and receiving **254 responses**.
- In-person community forum with **60 demographically representative community members** on 1 June 2024.
- In-person workshop with **22 primary school** and **20 high school students** on 25 March 2024.
- In-person workshop with **31 creative stakeholders** on 13 June 2024.
- Online workshop with **11 Council staff** on 4 March 2024.
- In-person workshop on 11 June 2024 and distributed worksheet with **6 First Nations community members**, designed and facilitated by Murawin.



1.4 About North Sydney

Located on the northern side of Sydney Harbour on Cammeraygal land, the North Sydney local government area (LGA) is known for its high-density residential and commercial areas, as well as its leafy character, parks and recreational spaces.

The LGA is bounded by Willoughby, Mosman and Lane Cove LGA's, with Port Jackson to its south. The area is well-connected, with the North Shore train line and several ferry wharves along the main harbour. Situated near Sydney CBD, North Sydney's transport infrastructure not only serves residents, workers and students, but manages more than half a million through-trips daily across Greater Sydney. The development of two new Metro stations in Crows Nest and North Sydney (Victoria Cross) will offer faster and more accessible travel options, unlocking new opportunities for creativity and culture in North Sydney.

North Sydney has a rich and long history. It's historic structures and landscapes, First Nations and non-First Nations archaeological sites, parks, reserves and streets contribute to the unique character, liveability, culture and distinctiveness of the area.

The map at Figure 1 shows North Sydney's 14 suburbs.

Figure 1 - Map of North Sydney LGA



- | | | | |
|---------------------------|-------------------------------|-------------------|------------|
| North Sydney LGA boundary | North Sydney suburbs boundary | Public open space | Waterways |
| Train line and station | Metro line and station | Ferry stop | Main roads |

1.5 Defining culture and creativity for North Sydney

Culture can be difficult to define. It is a concept, often understood as a system of values that we share with other people, and which gives us a shared sense of belonging. North Sydney has a unique cultural identity that is reflected in its creativity, diverse stories, heritage and beliefs, places and spaces, as well as art in all of its forms.

For the purposes of this Study, Council defines culture as something for everyone in the North Sydney community, not just for those who identify as a 'creative'.

Cultural and creative activities bring the North Sydney community together, whether it is enjoying or making music, theatre, dancing, writing, visual arts, digital media and games, our heritage, design, fashion, or participating in community festivals and events.

This Study considers the breadth of culture and creativity, as shown in Figure 2. It outlines some of the informal and formal cultural and creative activities, spaces and places that make up North Sydney's cultural and creative landscape.





Figure 2 - Selection of cultural and creative activities, spaces and places considered as part of this Study



Recognising, enabling and celebrating First Nations culture

Culture and creativity in Australia are grounded in the material heritage, practices and knowledges of First Nations peoples, who possess the world's longest surviving culture. In the Uluru Statement from the Heart, First Nations peoples call for a future where their children 'will walk in two worlds, and their culture will be a gift to their country'.

Australia's National Cultural Policy, Revive, indicates that for First Nations peoples, culture encompasses knowledges held, shared and continually adapted, including language, music, dance, stories, songlines, songspirals, and visual art. Culture is central to the health, wellbeing and identity of First Nations peoples. Culture is governed by sophisticated systems of knowledge.

1.6 The value of culture and creativity for North Sydney

Research shows that culture and creativity plays important roles in enhancing social cohesion, driving economic development, and supporting civic identity for individuals and communities.

Community identity and connection

Inclusive creative opportunities can increase community identity, cohesion and belonging^{1,2}. In high-density urban areas where people are more likely to live alone, creative activities can bring people together around shared experiences.

Health and wellbeing

Studies have found links between cultural and creative participation, and increased longevity, better health and higher life satisfaction³. Not only does being creative support self-expression, it enables people to connect to others, in turn, boosting their wellbeing.

Liveability and attractiveness

Unique and diverse cultural and creative events, venues and programs help to position North Sydney as a cultural destination where there is something for everyone. This plays an important role in attracting people to live, work and visit North Sydney.

Resilient local economies

A vibrant and diverse cultural and creative ecosystem can help drive local economic prosperity and growth, including through attracting visitors, creating jobs, and attracting and retaining businesses.

Lifelong learning and skills

Participating in creative activities supports lifelong learning for people of all ages^{4,5}. In particular, this has been linked to improved educational outcomes in English, mathematics and science. The 21st century knowledge-based economy will increasingly require workers to be creative and collaborative.

Reconciliation

Culture and creativity play an important role in fostering reconciliation. Through cultural expression, First Nations communities can preserve history, language and stories, and share them with the world. This can promote connection to Country, healing, truth-telling, economic empowerment and intergenerational knowledge sharing.

Did you know?

- 70% of Australians agree that cultural and creative experiences make for a richer and more meaningful life⁶.
- 70% of Australians agree that cultural and creative experiences help you to understand perspectives that are different to your own⁷.
- 60% of Australians agree that culture and creative experiences can positively impact our sense of wellbeing and happiness and can help us deal with stress, anxiety or depression⁸.
- Across Australia, the arts and entertainment sector contributes \$14.7 billion per year in value added (GDP)⁹.
- Across Australia, for every million dollars in turnover, arts and entertainment produce nine jobs compared with the construction industry which produces around one job¹⁰.

¹ Creative Australia, Widening The Lens: Social inequality and arts participation, 2023

² Creative Australia, National Arts Participation Survey (NAPS), 2022

³ Creative Australia, Creating wellbeing: Attitudes and engagement with arts, culture and health, 2023

⁴ Creative Australia (2022)

⁵ Creative Australia, Cultivating Creativity: A study of the Sydney Opera House's Creative Leadership in Learning Program in schools, 2020

^{6,7,8} Creative Australia (2022)

^{9,10} The Australia Institute, Economic importance of arts and entertainment sector, The Australia Institute, 2020

1.7 The role of Council, community and partners in culture and creativity

1.6.1 Council's roles

Council plays an important role in strengthening local cultural and creative life in North Sydney by delivering and managing cultural infrastructure and services, developing cultural policies and plans, running events, programs and activities, bringing culture and creativity to the public domain, and providing cultural leadership and advocacy.

This Study considers the following roles of Council:

Cultural and creative infrastructure

Council owns and manages several places and spaces that support cultural and creative participation and production. This includes the Coal Loader, Primrose Park Art and Craft Centre, and two artist studios. Council also owns a number of local community centres but outsource their day-to-day management, including running cultural and creative programs, to not-for-profits.

Additionally, Council manages Stanton Library which provides collections, resources, services and programs to support lifelong learning, literary engagement and community wellbeing. Council also owns and manages the North Sydney Heritage Centre, Don Bank Museum and Sexton's Cottage Museum which preserve and promote North Sydney's culture heritage.

Planning

Council develops policies and plans to respond to North Sydney's cultural and creative needs. They align decision-making to the cultural values, needs and aspirations of the community, ensuring that cultural development is inclusive and forward-thinking,

Events, programs and activities

Council runs a variety of cultural and creative events, programs and activities that bring the community together to enjoy and participate in creativity. This includes the North Sydney Art Prize, the Coal Loader Artisan Markets, sunset cinema and live music in the park, festivals and creative talks and workshops. These initiatives support and showcase North Sydney's creatives while enriching the wellbeing and social cohesion of the community.

Public domain

Council brings culture and creativity to public spaces in North Sydney, including parks, laneways and plazas. This includes public art, sculptures, installations, lighting, street furniture and temporary activations. This enhances the vibrancy and attractiveness of North Sydney.

Research and engagement

Council engages with the community to better understand their cultural and creative needs and aspirations. This ensures that cultural and creative initiatives are responsive and relevant to the community's changing interests and demographics.

Partnerships and skills

Council collaborates with other agencies and cultural organisations to achieve shared goals and unlock capacity within the community. They also provide grants and in-kind support to community groups and facilitate connections between the creative sector, government and communities.

Advocacy

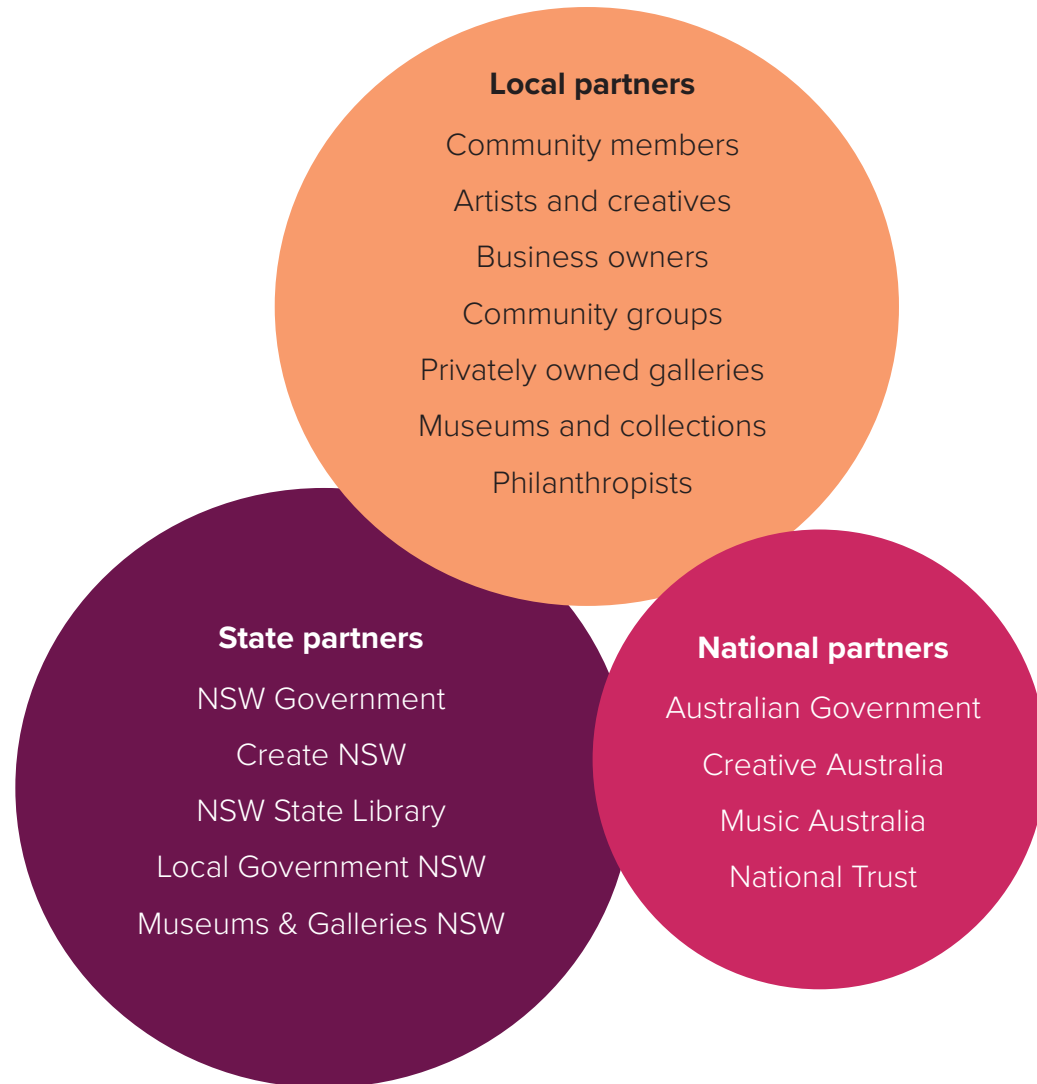
Council advocates to other agencies and levels of government to secure funding and resources for culture and creativity in North Sydney.

1.7.1. Working in collaboration with community and partners

With finite resources, Council needs to work in close partnership with other levels of government, the community, private sector and other stakeholders to deliver sustainable outcomes.

It is important that Council, community and partners work together, identifying opportunities for improved collaboration and coordination. This recognises that we all have a role to play in enhancing the cultural and creative life of North Sydney.

Some of Council's key partners for culture and creativity include:



1.8 How to read this Study

This Study consists of three parts:

Part A. Drivers for culture and creativity in North Sydney.

This part presents an overview of the key strategic drivers for culture and creativity in North Sydney. This includes a review of international, national, state and local strategic documents, North Sydney's community profile, engagement insights, analysis of participation trends in Australia and North Sydney and an overview of North Sydney's current cultural and creative ecosystem. It sets up the research and analysis to answer the three questions.

Part B. Culture and creativity in North Sydney now.

This part provides a summary of the key strengths, challenges and opportunities for culture and creativity in North Sydney currently. It answers the question of "where are we now?"

Part C. Where the North Sydney community wants to be and how they will get there.

This part develops aspirational outcomes for culture and creativity in North Sydney and sets out objectives and actions to achieve these outcomes. It answers the questions of "where do we want to be in 10 years?" and "how we will get there?"



Part A

Drivers for culture and creativity in North Sydney

Public art by Daniel Templeman (Image source: North Sydney Council)

2. Strategic and policy landscape

From the United Nations to the Australian and NSW governments, there is growing strategic focus on the value of culture and creativity for our societies, economies and collective wellbeing. To inform this Study, international, national, state, regional and local literature, policies and plans were reviewed to understand emerging strategic drivers for culture and creativity in North Sydney.

2.1 Strategic context

A snapshot of some of the international, national, state, regional and local strategies and policies reviewed is shown in Table 1. Please see Appendix 1 for a full list and summary of strategic documents reviewed.

Table 1 - Strategic context documents reviewed

Level	Documents
Global	<ul style="list-style-type: none"> • United Nations 2030 Agenda for Sustainable Development. • United Nations Declaration on the Rights of Indigenous Peoples. • UNESCO Convention for the Protection and Promotion of the Diversity of Cultural Expressions. • United Nations- Article 27 Universal Declaration of Human Rights
National	<ul style="list-style-type: none"> • National Cultural Policy – Revive. • Creative Australia National Arts Participation survey. • Creative Australia Corporate Plan.
State	<ul style="list-style-type: none"> • Connecting with Country Framework. • Connecting with Country Government Architect Issue 3 2023. • Creative communities: NSW Arts, Culture and Creative Industries Policy 2024-2023. • NSW Government Cultural Infrastructure Plan 2025+.
Local	<ul style="list-style-type: none"> • Community Strategic Plan - North Sydney Vision 2040. • Local Strategic Planning Statement (LSPS) 2020. • Arts and Culture Strategic Plan. • Library and Historical Services Strategy 2022-27. • Events Strategy 2019-2022. • Public Art Masterplan. • Public Art Trail Masterplan. • Disability Inclusion Action Plan.

Through this analysis, the following key themes to guide North Sydney's cultural and creative future emerged:

Support and celebrate First Nations culture and creativity

Creative Australia and Create NSW strategic documents prioritise First Nations culture and creativity, recognising that First Nations stories are at the heart of Australia's cultural and creative landscape. This includes providing spaces, programs and professional development for First Nations artists, and exposing Australians to First Nations artists and culture.

Various North Sydney strategies and plans, including Council's previous Community Strategic Plan, aim to support and recognise First Nations cultures, creativity and heritage.

Build community connections and wellbeing through culture and creativity

The Australian and NSW governments acknowledge that culture and creativity promote health, wellbeing and social cohesion. These strategic documents also value cultural and creative participation in fostering a strong sense of belonging and identity for individuals and communities. In particular, the National Cultural Policy's pillar "A place for every story" highlights that engaging in culture and creativity not only improves mental wellbeing but can assist with healthy ageing and lowering risks of dementia.

Many North Sydney Council strategies prioritise improving community wellbeing, building social cohesion and addressing social isolation.

Access, equity and inclusion in culture and creativity

Both Australian and NSW governments strategic documents recognise that culture and creativity belong to everyone, regardless of age, culture and background. They emphasise the importance of access, equity, inclusion, participation and representation. This ensures people of all ages, cultures and backgrounds can participate in and feel represented by cultural and creative activities. It also supports artists and creatives from diverse backgrounds to produce, create and share their unique stories.

The previous North Sydney Arts and Culture Strategic Plan prioritised supporting artists and community members from diverse backgrounds, including First Nations people, culturally diverse people, older people, young people and those experiencing social isolation, enabling them to participate in and experience culture and creativity in North Sydney.





Provide spaces and places to enable cultural production and participation

Strong cultural infrastructure is a key focus of Australian and NSW government strategic documents. This means there are fit for purpose spaces and places for community participation in culture and creativity, as well as dedicated spaces for creatives to produce and showcase their work. In particular, the NSW Cultural Infrastructure Plan notes the need for more affordable, fit-for-purpose and flexible cultural and creative spaces and places.

North Sydney's Local Strategic Planning Statement (LSPS) focuses on delivering infrastructure that meets the needs of a growing and more densely populated community, while preserving North Sydney's distinct character. Cultural and creative programs, events and spaces play a crucial role in delivering essential infrastructure while ensuring North Sydney's unique identity.

Through prior community engagement initiatives, Council has identified a strong desire for a dedicated art gallery and additional art studios in North Sydney.

Celebrate and preserve cultural heritage

Both Creative Australia and Creative NSW underscore the importance of celebrating and protecting cultural heritage for future generations, and the importance of telling Australia's diverse stories. The National Cultural

Policy outlines an action around establishing artist residencies to visit Australian World Heritage Sites to produce artworks to tell stories of place and heritage. They also acknowledge that place matters, and Australia's cultural diversity is different across our different LGAs, cities and states.

North Sydney strategies and policies speak to the importance of preserving North Sydney's unique and diverse cultural heritage. The North Sydney Library and Historical Services Strategy outlines the role of the Stanton Library in collecting, curating and sharing stories of North Sydney's history and people across a range of platforms, both in person and online. On top of this, the North Sydney Heritage Centre is a research and exhibition space that showcases Council's unique and valuable collection of artworks, objects, maps and photographs.

Support the creative sector and industries

Across all levels of government there is a focus on supporting artists, creatives and creative industries, particularly in the aftermath of the COVID-19 pandemic.

2.2 What does this mean for culture and creativity in North Sydney?

The strategic context analysis reveals that it is important for the Culture and Creativity Strategy in North Sydney to:



Explore opportunities to **share First Nations histories and stories** through events or public art and **support professional development and capacity building for First Nations creatives.**



Use culture and creativity to **build social cohesion** and **improve health and wellbeing outcomes.**



Provide **equitable access** to cultural and creativity in North Sydney.



Develop cultural infrastructure that addresses **community needs and enhances North Sydney's cultural vibrancy.**



Celebrate and **preserve** North Sydney's **rich cultural heritage**, including through Stanton Library and the North Sydney Heritage Centre.



Support creatives.

3. Community profile

Future planning for culture and creativity in North Sydney is driven by unique demographic and place characteristics of the North Sydney LGA. Demographic data in this chapter reflects the 2021 Australian Bureau of Statistics (ABS) Census sourced via id.community.

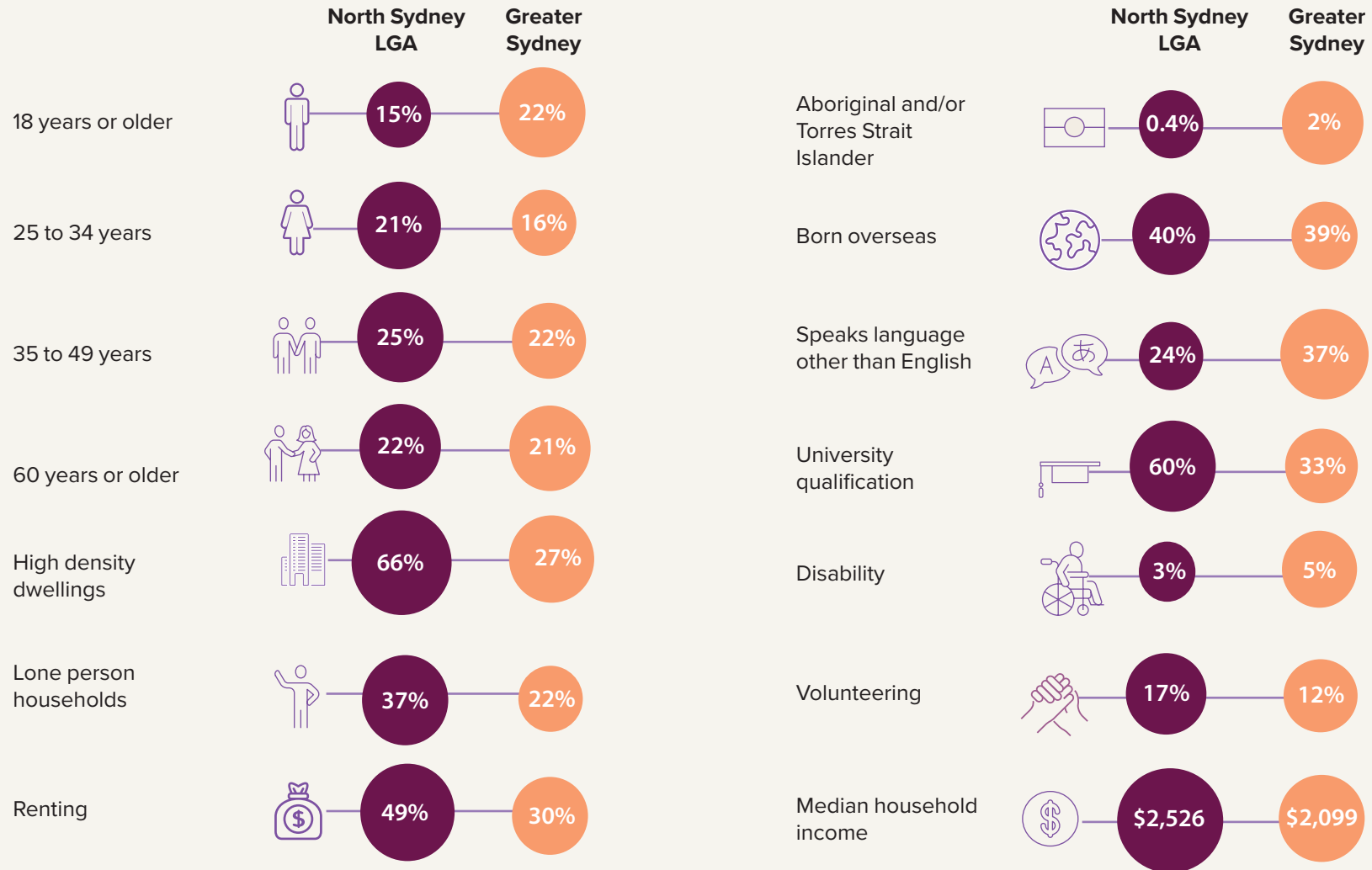
3.1 North Sydney's current community

ABS data estimates that the North Sydney LGA was home to 72,014 residents in 2023.

As shown Figure 5, in proportion to Greater Sydney, North Sydney has a:

- **Lower proportion** of people aged **under 18** - 15% compared to 22%.
- **Higher proportion** of 'young workforce' aged **25 to 34** - 21% compared to 16%.
- **Higher proportion** of residents living in **high-density apartments** - 66% compared to 27%. Some suburbs have a very high proportion of high-density dwellings, including Milsons Point-Lavender Bay (88%), North Sydney (80%) and Kirribilli (29%).
- **Higher proportion** of people **living alone** - 37% compared to 22%.
- **Higher proportion** of households that **rent** - 49% compared to 30%.
- **Lower proportion** of **Aboriginal and Torres Strait Islander people** - 0.4% compared to 2%, or 281 people.
- **Similar proportion** of people **born overseas** - 40% compared to 39%. The top non-English speaking countries of birth being China (4%), India (2%), South Africa (2%) and Hong Kong (2%). However, the proportion of people born overseas in North Sydney has increased by 7.5% since the 2016 Census.
- **Lower proportion** of people **speaking a language other than English at home** - 24% compared to 37%. The top languages are Mandarin (4%), Cantonese (3%), Spanish (2%) and Japanese (2%).
- **Higher proportion** of people with a **university qualification** - 60% compared to 30%.
- **Higher median household income** - \$2,526 compared to \$2,099.
- **Higher proportion** of people that report doing some form of **volunteering** - 17% compared to 12%.
- **Lower proportion** of people needing **assistance due to disability** - 3% compared to 5%.

Figure 5 - North Sydney demographic compared to Greater Sydney, 2021 (source: 2021 ABS Census, via id.community)



3.2 Visitors and local workers

This section provides an overview of visitors and local workers in North Sydney.

3.2.1. Visitors

North Sydney is a vibrant tourist destination, attracting visitors from across Australia and the world for its stunning harbour views, iconic Luna Park, Kirribilli Markets and many other attractions.

According to North Sydney's Visitor Economy Strategy 2019/20-2024/25, the area welcomes 600,000 visitors annually, with 57% staying at least one night. The Strategy highlights a growing interest in small-scale, immersive and locally curated activities, particularly those centered around heritage and history. Events like festivals and local market are also becoming significant attractions, adding to the excitement of North Sydney and appeal for business conference organisers.

For overnight visitors, the primary reasons for visiting are to see family and friends or for business. This presents significant opportunity for the Strategy to increase awareness of North Sydney's cultural and creative offerings among these groups, encouraging them to extend their stay for leisure. Additionally, key markets for cultural and creative activities include individuals aged 55 and older and female travelers.

It is important to note that research from the Visitor Economy Strategy is over five years old and does not account for changes resulting from the COVID-19 pandemic and other recent developments.



Young Street Plaza pop-up (Image source: North Sydney Council)

3.2.2. Local workers

Local workers present a significant opportunity to enhance North Sydney's cultural and creative landscape. With thousands commuting to the area for work, there's potential to engage workers in local culture, whether through exploring laneways with public art during lunch breaks or attending shows or exhibitions after work. Workers can help boost the local economy by increasing attendance of cultural attractions and events, and activating places after dark.

According to economy.id, there were 80,715 local workers employed in North Sydney LGA in 2021. These workers come from across Sydney, including:

- North Sydney (13%)
- Northern Beaches (8%)
- Sydney (6%)
- Parramatta (5%)
- Willoughby (5%)
- Inner West (5%)
- Blacktown (5%)
- Ku-ring-gai (4%), and
- Hornsby (4%).

A large proportion of these workers work from home (67%), however those travelling into the office typically drive (14%) or catch public transport (7%).

The top industries for local workers include:

- professional, scientific and technical services
- information media and telecommunications
- financial and insurance.

Local workers in North Sydney are a relatively young cohort, with 65% aged under 45 years. The majority were born overseas (52%), and around a third (37%) speak a language other than English at home.

3.2.3. Creative workers

North Sydney is home to a thriving creative and cultural sector made up of creative organisations, businesses and individuals. In 2022/23, the arts and recreation services industry added \$124.4 million to the North Sydney economy.

According to economy.id, North Sydney has:

- 1,287 local jobs in the arts and recreation services industry. This is 1.2% of total employment, compared to 1.6% in Greater Sydney, and includes 40 jobs in heritage activities, and 270 jobs in creative and performing arts activities. Other categories in this industry include sports and recreation and gambling activities.
- 272 businesses in the arts and recreation services industry.



(Coal Loader, North Sydney, Image source: North Sydney Council)

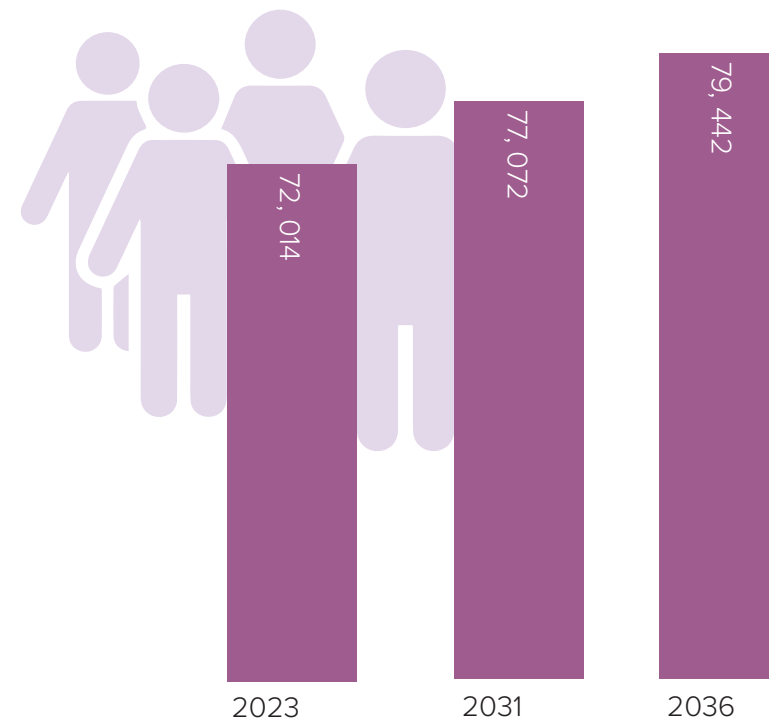
3.3 How the North Sydney community will change in the future

As shown in Figure 6, by 2036, the North Sydney population is forecast to grow by 6,320 people to 79,442 (+8.64%) (forecast.id, 24 July 2024). Forecast population growth will be concentrated in the harbour-side suburbs of Cremorne Point (+115%) and Milsons Point-Lavender Bay (33%).

Recent demographic trends and changes occurring in North Sydney, analysed via id.community, indicates that the future North Sydney community will include:

- **Growing proportion of young people** aged 18 to 34.
- **Decreasing proportion of parents and homebuilders** aged 35 to 49.
- **Increasing proportion of seniors** aged over 70.
- **Increasing multicultural and diverse population**, including more people born overseas and speaking a language other than English at home.
- **Growing proportion of people living alone** in high-density apartments, particularly near train or metro stations.
- **Growing number of local workers**, particularly young professionals, commuting to North Sydney at least weekly for work.
- **Growing number of visitors**, including those travelling for work, seeking cultural and creative opportunities.

Figure 6 - North Sydney's population change 2021-2036 (Source: Forecast.id)



3.4 What does this mean for culture and creativity in North Sydney?

The demographic analysis of North Sydney's current and future population, highlights the following opportunities for culture and creativity to:



Strengthen social cohesion and connections, including for people living alone in high-density apartments and local workers who don't live in North Sydney.



Provide more events, programs and activities **outside of work hours** to meet the needs of North Sydney's growing community, including residents, young workers and local workers.



Celebrate growing cultural diversity through events, programs and spaces that allow people to celebrate their own culture and share it with others.



Leverage the **high volunteer participation rate** to put on more cultural and creative events, programs and activities.



Support and partner with local creative businesses and workers to build a strong and diverse cultural and creative ecosystem.



Ensure equitable access to culture and creativity by considering the needs of people with disability, an ageing population and people who speak a language other than English at home.



Leverage the strengths of the North Sydney visitor economy to attract more domestic and international visitors to the area.

4. Engagement insights

Cred Consulting engaged with over 250 people in May and June 2024 to inform the development of this Study. This included an online survey, stakeholder interviews and workshop, a community workshop and targeted engagement with school students and Council staff. A First Nations workshop was also designed and facilitated by Murawin.

This section provides a snapshot of outcomes from engagement related to the current state of culture and creativity in North Sydney, including satisfaction, strengths, issues and opportunities.

More detailed findings are provided throughout the Study and in the *North Sydney Culture and Creativity Study Engagement Report* and the *First Nations Engagement Workshop Report*.

4.1 What we heard

4.1.1. *North Sydney has many strengths to enhance culture and creativity*

Across all engagement activities, community and stakeholders identified the following strengths for culture and creativity in North Sydney:

- **Important First Nations stories and history**, including being the birthplace of Tribal warrior Barangaroo and the ancient lands of Berry Island Reserve.
- A **loyal, enthusiastic and engaged community** that regularly participates in a range of cultural and creative activities.
- A **diverse array of cultural and creative spaces, events and programs** catering to the community's interests and needs.
- **Facilities and public spaces** that support culture and creativity.
- An **active and diverse community of artists, makers and creative businesses**.
- Being located on **Sydney Harbour** with stunning natural landscapes, iconic views and waterfront public spaces.
- A **rich tapestry of cultural, social and built heritage** assets.
- Strong **cross-team collaboration** within North Sydney Council.

“North Sydney is surrounded by beauty. There is water, parks and historic homes. We are so lucky to have this environment that nurtures creativity.”

- Stakeholder interview participant

4.1.2. North Sydney has a number of challenges that hinder culture and creativity

Across all engagement activities, community and stakeholders identified the following challenges for culture and creativity in North Sydney:

- A **lack of awareness** about what's available for culture and creativity in North Sydney.
- A **lack of affordable, accessible, diverse and inclusive events, activities and programs.**
- A **lack of fit-for-purpose, affordable, modern and accessible spaces** and places for production and participation.
- A **need for more tailored support programs for local creatives.**
- A **lack of ongoing sustainable funding** for creatives, programs and activities.
- **Council red-tape** around running events and programs.
- **Poor community satisfaction** with cultural and creative offerings.
 - Just over half of survey participants (57%) agree that North Sydney effectively preserves and promotes its cultural heritage.
 - Half of survey participants (50%) agree there are plenty of opportunities for them to get involved in culture and creativity in North Sydney.
 - Just under half of survey participants (49%) agree that cultural and creative activities in North Sydney are inclusive and accessible.
 - Just under half of survey participants (48%) agree that North Sydney has a range of quality cultural and creative venues and facilities.
 - Less than half of survey participants (44%) agree that creatives are supported in North Sydney.
- **Inconsistent communication** between creatives and North Sydney Council.

“More support programs. The North Sydney Art Prize running once every two years isn't enough. Do a local artists award - other councils do this regularly.”

- Survey participant

“Maybe some more public events that can be free or cost less so people of all ages can socialise and participate in community activities.”

- Survey participant

“There are so many amazing spaces and parts of the LGA that can be activated to established North Sydney as a cultural creative hub.”

- Creative conversations workshop participant

“I'm interested in art but I don't know of the opportunities. We had a fabulous exhibition in Coal Loader that I stumbled upon accidentally but literally none of the neighbours knew it was happening. I took it upon myself to post in community Facebook forums to promote it.”

- Survey participant

4.2 What does this mean for culture and creativity in North Sydney?

Community and stakeholders identified a number of opportunities for culture and creativity in North Sydney. Many of these are already being undertaken by Council, meaning there is an opportunity for Council to expand and improve on these ideas, including:



Sharing important First Nations culture through supporting First Nations led programs such as public art, dual signage and storytelling.



More **support for local creatives** through community projects and support programs, including First Nations creatives.



More **affordable and diverse events, programs and activities** including multicultural festivals, live music and creative workshops and classes that are **well promoted**.



Activate heritage sites for cultural activities and events.



Fit-for-purpose and multi-functional culture and creativity hubs with spaces for **exhibitions, studios and rehearsals that are accessible and affordable**.



Major events and festivals to create a cultural and creative destination.



Celebrate North Sydney's diverse and unique stories from First Nations to European to multicultural.



Partnerships between Council and cultural and creative organisations.



More **public art and cultural activities in public spaces**, leveraging the unique locations. This includes murals, sculptures, live music and performances.



Opportunities for innovative funding, including corporate sponsorship, public-private partnerships and paid events.

5. Culture and creativity trends

This section provides an overview of key cultural and creative participation and industry trends that can help to inform future priorities.

5.1 National participation trends

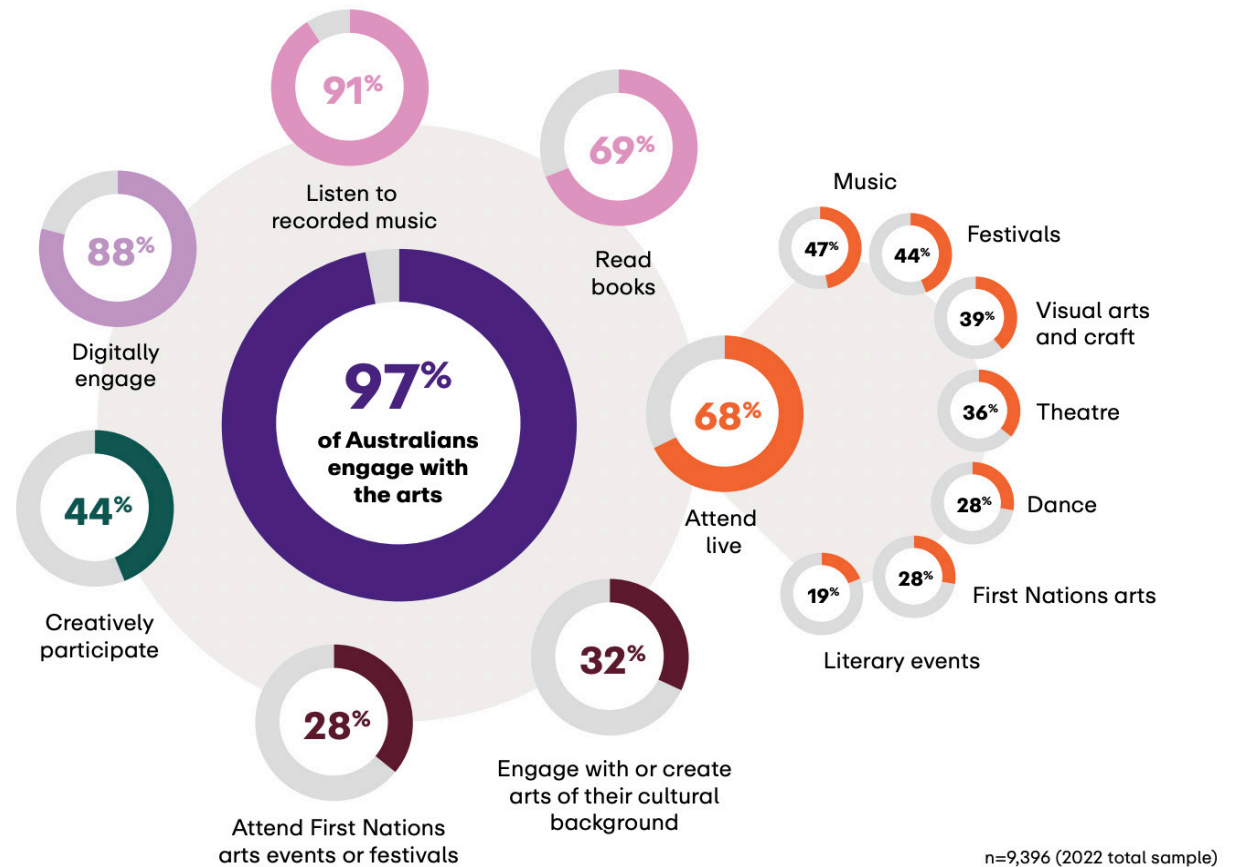
5.1.1 Most Australians engage in culture and creativity

According to the 2022 National Arts Participation Survey (NAPS)⁷, 97% of Australian respondents aged over 15 years engage in culture and creativity by listening to music, reading, creating art, engaging with arts online or by attending events and festivals. 68% attend live events and festivals, including:

- music (67%)
- festivals (44%)
- visual arts and craft (39%), and
- theatre (36%).

Almost half of Australians (44%) also create art. This includes playing an instrument, writing, dancing, painting, photography and singing. The reasons for this include expressing themselves, exploring new concepts and collaborating with others.

Figure 7 - Australians' engagement with cultural and creative activities and events in 2022 (Source: Creative Australia, National Arts Participation Survey 2022)



⁷ Creative Australia, National Arts Participation Survey, 2022

5.1.2. *Australians want to engage more with First Nations culture*

The Uluru Statement from the Heart envisions a future where First Nations culture is a gift to Australia. Our national and state arts and cultural strategies and policies have responded to this by recognising the importance of supporting First Nations artists and sharing First Nations art and culture with all Australians.

A survey conducted by Creative Australia in 2022 with a nationally representative sample of 9,396 people finds that 74% of survey participants agree that First Nations art and culture is an important part of Australia's culture, and 40% were interested in learning about and experiencing First Nations art in the future⁹.

Younger Australians and people from culturally diverse backgrounds were more likely to be interested in First Nations art. Australians also want to experience First Nations culture while on holiday or are willing to travel to experience First Nations arts and craft¹⁰.

⁹Creative Australia, National Arts Participation Survey, 2022

¹⁰Australian Council for the Arts, Domestic Arts Tourism: Connecting the Country, 2020

¹¹Australian Council for the Arts, Survey of First Nations Music Artists, 2020

¹²Creative Australia, National Arts Participation Survey, 2022

¹³Ibid

¹⁴Ibid

The most common First Nations cultural and creative offerings Australians attend include arts and craft events, festivals, dance and music. However, there are a number of challenges faced by First Nations creatives that need to be addressed.

Research by the Australian Council for the Arts found that the top challenge faced by First Nations musicians is a lack of financial return (73%)¹¹.

Supporting and celebrating First Nations art also has positive impacts on the health and wellbeing of First Nations people. It can also support truth-telling and help First Nations people develop stronger connections to their own culture, history and language.

5.1.3. *Australians want more multicultural events and experiences that reflect our growing diversity*

There is a growing desire from Australians that creative and cultural offerings reflect and be relevant to all Australians, including those from culturally and linguistically diverse practices.

The NAPS shows that 27% of survey participants attend cultural events focused on their own cultural background. This is much higher for culturally and linguistically diverse (CALD) Australians (46% compared to 23% of non-CALD respondents) and First Nations (63% compared to 26% of non-First Nations respondents)¹².

The top creative and cultural experiences Australians attend to engage with their own cultural background include:

- music events (15%)
- festivals and celebrations (10%)
- dance (8%), and
- theatre (8%)¹³.

The spaces and places people gather to share and celebrate their culture include:

- concert halls or theaters (37%)
- local parks (29%)
- community centres (28%)
- stadiums and arenas (26%)
- museums or galleries (24%)
- markets (20%), and
- education settings (17%)¹⁴.

5.1.4. *Australians want more affordable or free cultural and creative offerings*

Creative Australia's Audience Outlook Monitor (August 2023) found that financial reasons are the top barrier to attendance, with inflationary pressures expected to continue into 2023 and 2024¹⁵. In the 2022 NAPS, cost was the main barrier to accessing cultural and creative experiences (55% up from 34% in 2019)¹⁶.

Since 2022, financial reasons have become the most common barrier to creative and cultural attendance (40%), although this is much higher for people aged under 35 (62%). As a result of this, the majority of arts audiences (53%) are looking for things that are free or affordable¹⁷.

As the cost-of-living crisis continues, the cost of creative and cultural experiences is likely to play a role in people's behaviour and attendance at events, programs and activities. These financial barriers, along with busy lives, means people are more likely to make last-minute decisions around attending creative and cultural offerings

They are also more likely to stay local, with 76% of survey respondents in the Audience Outlook Monitor (November 2023) staying in their

local area when attending creative and cultural events and activities¹⁸. However, in the 2022 NAPS, 40% of survey participants said there were no arts events near to where they live (up from 25% in 2019)¹⁹.

The cost-of-living crisis also impacts individual creatives, with new research from The Conversation and Creative Australia showing that in 2021-22, artists' income from creative work averaged only A\$23,200²⁰. This means that artists use their personal savings to sustain their practice, particularly as they are often asked to donate their time and expertise for free. Almost two-thirds of participants want to spend more time working creatively, but financial circumstances prevent them from doing so.

It is important to also note that research from the 2022 NAPS survey also suggests one third of Australians (34%) are happy to pay for events to help support the cultural and creative sector²¹.

5.1.5. *Australians want culture and creativity to be accessible and inclusive*

There is an increasing focus on creating accessible and inclusive experiences for people with disability in Australia. This includes accessible venues and programming, outreach programs, and partnerships with disability advocates and cultural organisations to ensure that everyone can participate in and enjoy the benefits of culture and creativity.

According to the 2022 NAPS, 86% of respondents with an intellectual disability want to go to more cultural and creative experiences, but the key barrier they face is cost (76%)²². On top of this, 62% of survey respondents with an intellectual disability attend cultural and creative experiences less because of their disability, and 54% are restricted in what they can do because of their disability.

Accessible and inclusive access to culture and creativity also extends to creatives with disability. According to Accessible Arts, NSW's peak arts and disability organisation, creatives with disability earn 42% less than their counterparts and experience higher levels of unemployment²³.

¹⁵ Creative Australia, Audiences 2023+: The top trend shaping Australian audiences in 2023 and beyond, 2023

¹⁶ Creative Australia, National Arts Participation Survey, 2022

¹⁷ Creative Australia, City lights to red dirt: Connecting with audiences across Australia, 2023

¹⁸ Ibid

¹⁹ Creative Australia, National Arts Participation Survey, 2022

²⁰ Throsby, D and Peteskaya, P. Australian artists only earn \$23,200 a year from their art – and are key financial investors in keeping the industry afloat, 2024

²¹ Creative Australia, National Arts Participation Survey, 2022

²² Ibid

5.1.6. Australians want to experience culture and creativity after dark

The night-time economy can provide a platform for creatives and cultural organisations to showcase their work beyond traditional day-time hours. It provides the community with a safe, vibrant and exciting way to engage with creativity.

However, consumer behaviour and expectations of the night-time economy are changing. Research conducted for the 24-hour Economy Strategy for Sydney finds that 56% of survey respondents agreed that Sydney's night-time experience has been getting worse over the years²⁴. The cost-of-living crisis coupled with time pressures and poor public transport mean people are opting for at-home entertainment options or making last-minute decisions about going out in the evening, leaving organisations and businesses very little time to plan. When they do go out, people are looking for more than just a meal and a drink, and for a unique cultural experiences they cannot get at home.

People increasingly want to participate in activities not centered around alcohol, as well as smaller and more intimate experiences.

5.1.7. Australians want more digital and online cultural and creative offerings

Digital technology has disrupted the cultural landscape by providing new ways to create, access and enjoy art.

According to the NAPS, between 2019 and 2022 more Australians aged 15 and over engaged with arts online or through digital platforms (88% in 2022 compared to 82% in 2019). This includes listening to streamed music (75%), using a digital platform to engage with arts (71%) and watching a live or recorded performance, or viewing virtual exhibitions (41%). Young people in particular experience culture and creativity in their everyday life through their engagement with social media and technology (78% of those aged 15-24 compared to 65% of Australians aged 25-49 and 42% of those aged 50 and over).

The 2020 NAPS also finds that 53% of survey respondents aged 15 and over value the flexibility of online options, while 51% like that they can access a range of creative experiences they wouldn't be able to access otherwise. However, 60% miss the atmosphere of live events and experiences when engaging with arts online²⁵. There are also concerns around digital fatigue for people who work on computers all day.

Technology can also create new and unique live art experiences. For example, The O at the Museum of Old and New Art (MONA) in Tasmania is an app that allows visitors to see artworks, rate how they feel about each artwork, and listen to interviews with artists. It is designed to offer location-based content catering to different learning styles and interests. Users can engage with artworks by expressing preferences through 'love' and 'hate' options, access virtual exhibit queues, utilize augmented reality features, and save tours for later engagement. The app is supported by a technology platform that assists museum staff in managing daily operations.

Similarly, the Digital Revolution Exhibition at the Barbican Museum in London is an immersive exhibition that celebrates the transformation of arts through technology with a number of interactive installations.

²³ Accessible Arts, Arts and Disability Statistics, available at: <https://aarts.net.au/arts-and-disability-statistics/>

²⁴ NSW Government, Sydney 24-hour Economy Strategy, 2020

²⁵ Creative Australia National Arts Participation Survey, 2020

5.2 North Sydney participation trends

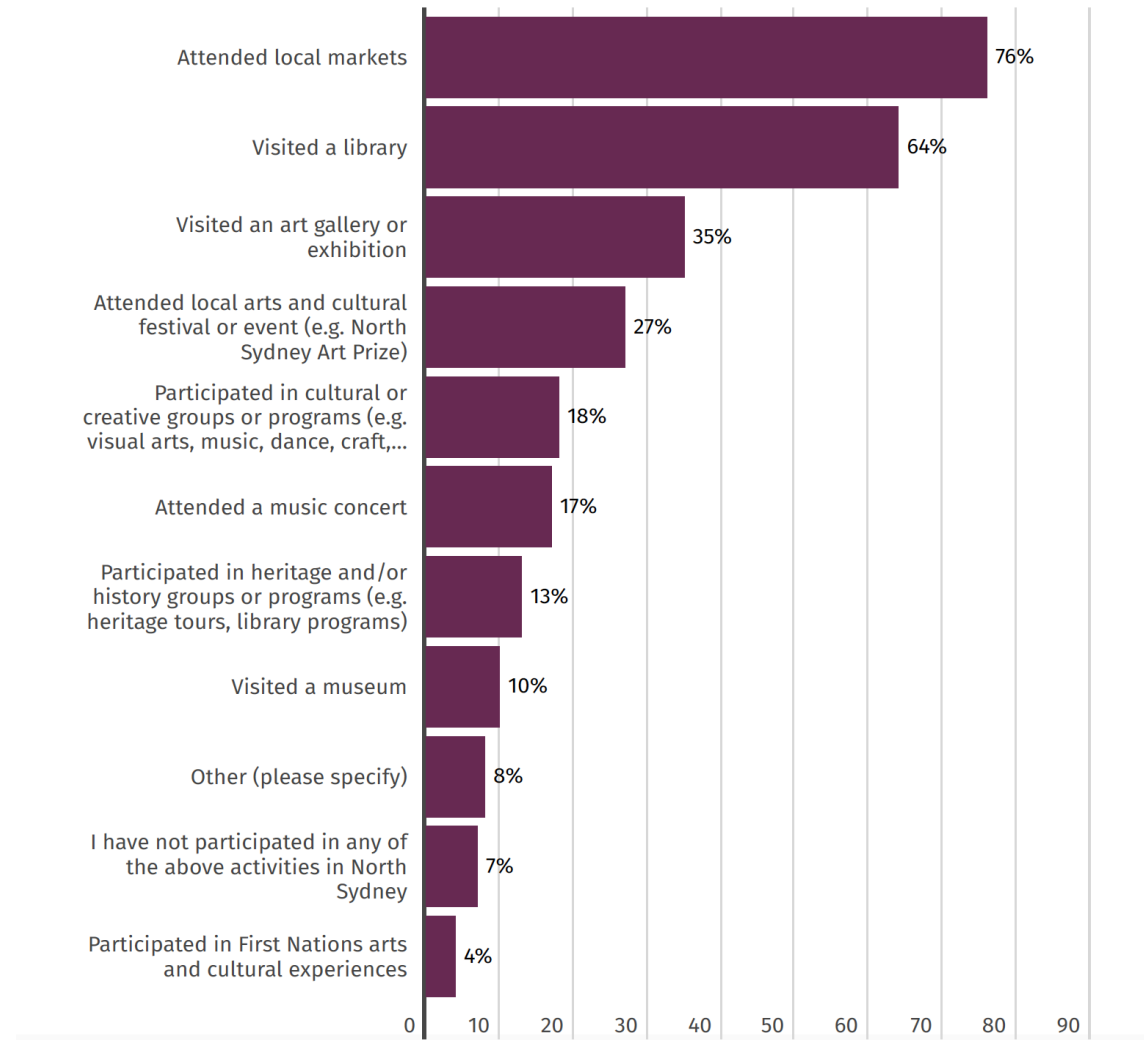
Online survey participants (253 respondents) were asked a series of questions about how they participate in culture and creativity in North Sydney now. These questions can be used to track changes in the North Sydney community's participation in culture and creativity, and measure progress against actions.

5.1.8. How the North Sydney community participants in culture and creativity now

As shown in Figure 8, online survey participants indicate they are most likely to participate in the following cultural and creative activities:

- local markets (76%)
- library (64%)
- art gallery or exhibition (35%)
- local arts and cultural festival (27%), and
- music concert (17%).

Figure 8 - In the past 12 months, which of the following cultural and creative activities have you participated in North Sydney? (source: North Sydney Culture and Creativity Survey, 2024 - 253 responses)

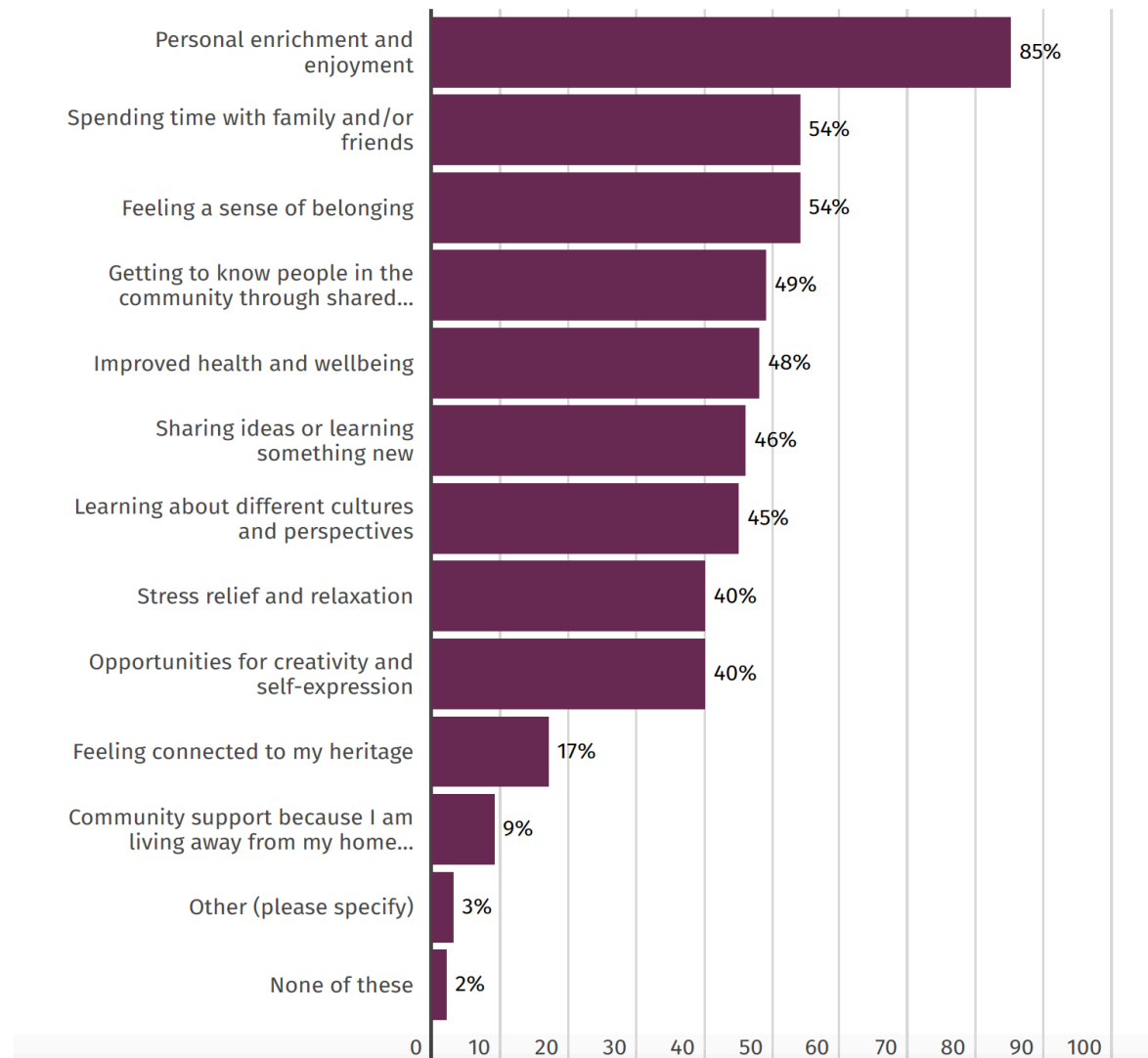


5.2.1. Why the North Sydney community participate now?

As shown in Figure 9, the top reasons survey participants engage in culture and creativity in North Sydney include:

- personal enrichment and enjoyment (85%)
- feeling a sense of belonging (54%)
- spending time with family and friends (54%)
- getting to know people in the community through shared experience (49%), and
- improved health and wellbeing (48%).

Figure 9 - What value does participating in cultural and creative activities in North Sydney provide to you? (source: North Sydney Culture and Creativity Survey, 2024 - 253 responses)

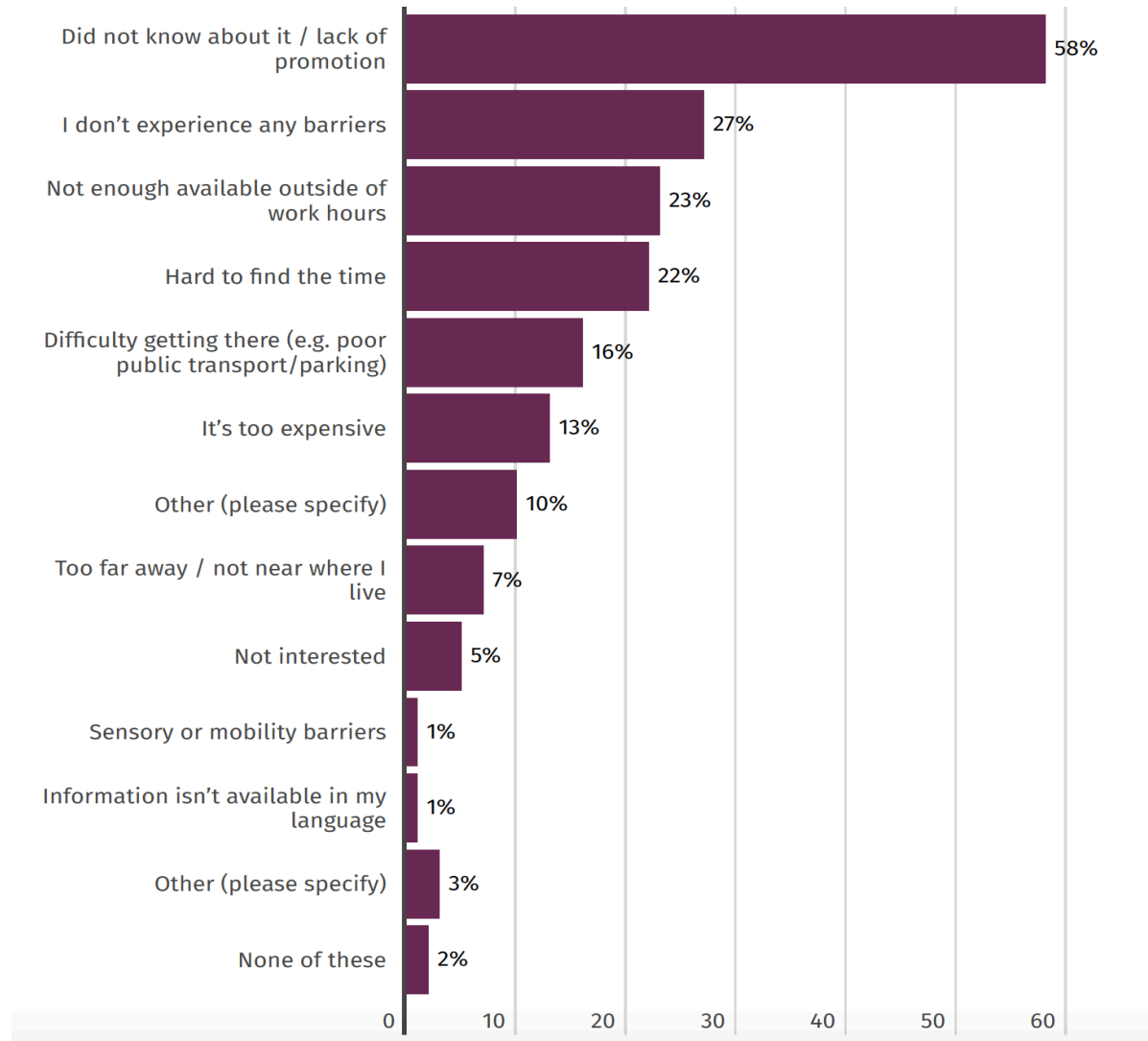


5.2.2. What stops the North Sydney community participating now

As shown in Figure 10, the top barriers for survey participants to participate in culture and creativity in North Sydney include:

- did not know about it/lack of promotion (58%)
- not enough available outside of work hours (23%)
- hard to find the time (22%)
- difficulty getting there (16%), and
- it's too expensive (13%).

Figure 10 - What are the barriers to you participating in these types of activities (more regularly) in North Sydney? (source: North Sydney Culture and Creativity Survey, 2024 - 253 responses)



5.2.3. What activities the North Sydney community want to participate more in.

As shown in Figure 11, survey respondents would like to see more:

- live music (68%)
- visual arts programs (61%)
- performing arts programs (60%)
- public art installations (58%)
- film and media programs (57%)
- markets (54%), and
- community arts engagement programs (53%).

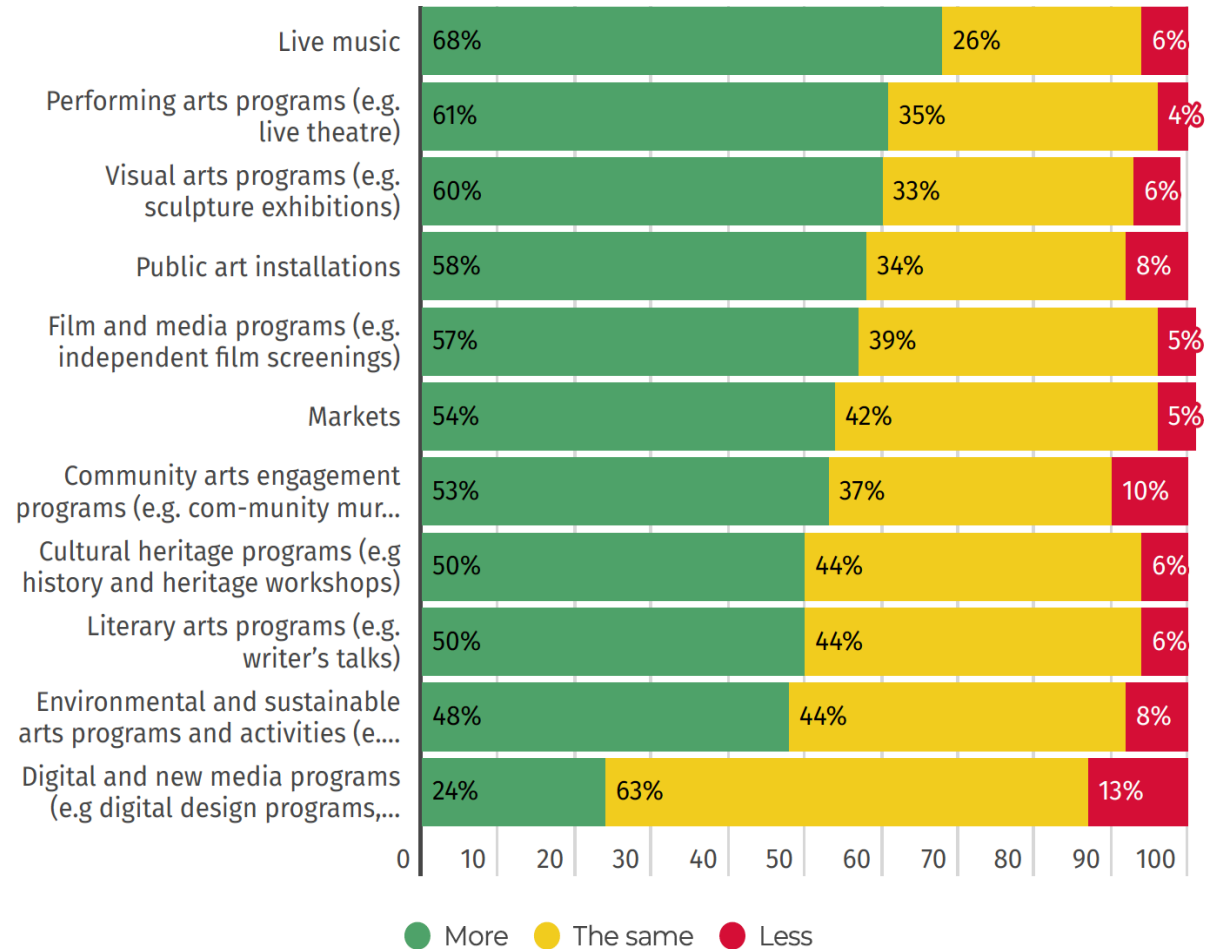


Figure 11 - Would you like to see more, less or the same number of the following types of cultural and creative activities in North Sydney? (source: North Sydney Culture and Creativity Survey, 2024 - 253 responses)

5.3 Industry trends that North Sydney can aspire to

The way we plan for and deliver culture and creativity is always changing, just like our communities and places. The following presents industry trends and leading approaches gathered during the desktop research part of this Study for culture and creativity North Sydney can aspire to.

5.3.1. Create art capable spaces in existing community facilities

As it can be resource and time intensive to create new stand-alone arts spaces, there is a growing trend towards the creation of arts capable spaces within existing community facilities. The creation of arts capable spaces provides community members a space to engage in cultural and creative events, programs and activities within an already existing facility, typically a community centre or library. For example, this could mean having a recording and podcasting studio in a neighbourhood community centre, or an exhibition space attached to a library.

Co-locating arts spaces with existing council facilities can help reduce operating costs, increase the usage of community facilities and services, promote social cohesion and create a sense of place within local communities.

5.3.2. Activate public spaces

Temporary cultural and creative activations and programs can be an affordable and quick way for local councils to deliver cultural and creative outcomes to the community. They also allow councils to be flexible in responding to the needs and wants of creatives and their community and helping create community connections and activities as a neighbourhood is growing.

Gathering, learning, socialising, collaborating and delivering programs in outdoor open spaces is increasing in popularity. Recent events such as COVID-19 have also accelerated demand for these types of outdoor creative spaces, encouraging collaboration in informal environments. Examples of activations in public spaces include public art, busking, live music, performances and street festivals.

5.3.3. Explore shared use arrangement

Sharing the use of existing social infrastructure has significant potential to maximise the use and efficiency of a variety of community facilities and cultural venues for public benefit.

Sharing existing space may decrease the need to build new facilities that replicate already existing infrastructure, making assets work harder for the benefit of all. There may be opportunities in areas with cultural and creative infrastructure deficiencies to share infrastructure with primary and secondary schools, and with other community partners. There are also opportunities to explore shared use arrangements with local businesses, including cultural and creative organisations.



Stanton Library (Image source: North Sydney Council)

5.3.4. Adaptive re-use of heritage buildings

Adaptive re-use refers to finding a new purpose for an existing structure. Generally this seeks to occur in such a way that protects the historic character of the building, while providing it with a “new lease of life” through enlivening the space with different uses, purposes or activities.

There are countless examples from across the world of heritage buildings being re-purposed for creative arts and industries from exhibition space to rehearsal rooms, or studios.

It provides the potential to provide inspiration, space, materials and support for creative production, as well as providing the community with experiences and services.

5.3.5. Leverage new development to include cultural and creative spaces

With the growth of high-rise high-density apartments across Australia, there is a growing desire to see these developments include cultural and creative spaces. This could include multi-purpose art studios, gallery spaces and music or recording studios that are available to residents and the broader community. These spaces can be used for variety of activities such as visual arts, dance, music and theater, providing residents with convenient access to cultural and creative experiences. Including cultural and creative spaces in new developments can reduce the need for separate standalone facilities, increase accessibility to culture and creativity, help foster a sense of community and improve the wellbeing of residents.

There are also opportunities for developers to develop creative precincts in blocks of land awaiting redevelopment, such as the TWT creative precinct in St Leonards.

5.3.6. The rise of innovative funding models

Traditional funding models for cultural and creative initiatives often rely heavily on government grants and philanthropic donations. However, there is a growing trend towards new and innovative funding models that can provide sustainable support for cultural and creative projects. This includes public-private partnerships (PPPs), corporate sponsorship and crowdfunding.

Public-private partnerships (PPPs) help to leverage the resources and expertise of both governments and the private sector. By pooling financial investments and strategic visions, PPPs can facilitate the development of development of cultural infrastructure, events and the revitalisation of public spaces. These partnerships not only enhance accessibility to cultural experiences but also stimulate economic growth through tourism and cultural industries. An example of this is the Sydney Modern Project expansion of the Art Gallery of NSW through the NSW Government and private donors, including the Neilson Foundation.

While corporate sponsorship sees funds for cultural and creative activities come from corporate businesses, crowdfunding sees these funds come from the individuals and communities. An example of corporate sponsorship is the Westpac Groups’ support for the Sydney Biennale.



Public art in North Sydney by Marta Ferracin, Echosonar (Image source: North Sydney Council)

5.5 What does this mean for culture and creativity in North Sydney?

Culture and creativity trends across Australia and North Sydney highlight that into the future the North Sydney community is likely to want:



Affordable, low-cost or free events that provide them a **sense of belonging and connection** to their community. The types of events they will want include multicultural events and festivals, live music and markets.



A fit-for-purpose multifunction cultural and creative hub with spaces for exhibitions, studio and rehearsal spaces and spaces to be messy.



Arts capable spaces in existing **community facilities** and **new developments** along with **shared-use arrangements** with local schools.



Culture and creativity to be **visible in public spaces**, including live music, public art or lighting installations.



Cultural and creative offerings to be **promoted in a range of ways** to all community members.



Opportunities to **support the creation of culture and creativity**, for community members and creatives.



More **opportunities to engage with and learn about First Nations culture**. This could be through arts and craft events, festivals, dance and music, with appropriate payment given to First Nations creatives.



Barriers facing people with disability to both participate in and produce culture and creativity to be addressed.



Opportunities to use **digital platforms** to engage with culture and creativity online and in-person.



Opportunities to engage with culture and creativity **after dark**.



Opportunities to connect to culture and creativity through **Stanton Library**.



Council to explore **innovative funding models** to deliver cultural infrastructure, events and activations in public spaces.



Luna Park, North Sydney (image source: Fancy Boy Photography)

Part B

Culture and
creativity in North
Sydney now

6. Overview of North Sydney's cultural and creative ecosystem

North Sydney is home to a thriving cultural and creative ecosystem, including unique places and spaces, events, programs, activities, heritage stories, organisations, businesses and community groups that reflect its vibrant and creative spirit. Importantly this includes cultural facilities and programs provided by Council, as well as by other private and not-for-profit organisations and community groups.

This section provides an overview of North Sydney's current cultural and creative offerings, including both Council and non-Council offerings. It sets out current supply, issues and opportunities.

Appendix 2 provides an overview of North Sydney's cultural and creative ecosystem, identified via desktop research.

6.1 Cultural and creative offerings in North Sydney now

Cred Consulting conducted high-level desktop research on North Sydney's cultural and creative spaces and places, events, programs and activities and community groups. It should be noted this is not an audit with appropriate benchmarking, instead relying on information available online in May 2024.

North Sydney has over 80 traditional cultural and creative spaces and places

North Sydney has a diverse range of cultural and community facilities and public spaces that support creative participation. This ranges from the Coal Loader to Stanton Library, to the music shell at St Leonards Park, alongside non-Council-managed community centres, theatres, galleries and public spaces such as Wendy Whiteley's Secret Garden.

Having access to venues, facilities and spaces supports community participation in culture and creativity. It also enables visual artists, writers, performers, dancers and other creatives to produce and showcase their work.

Our research showed that North Sydney has over 80 traditional cultural and creative spaces and places, including:

- Council owned and managed facilities
- Council owned but not managed facilities
- Privately owned creative spaces and places, including theatres, cinemas, bookshops, dance schools, music studios and Luna Park.

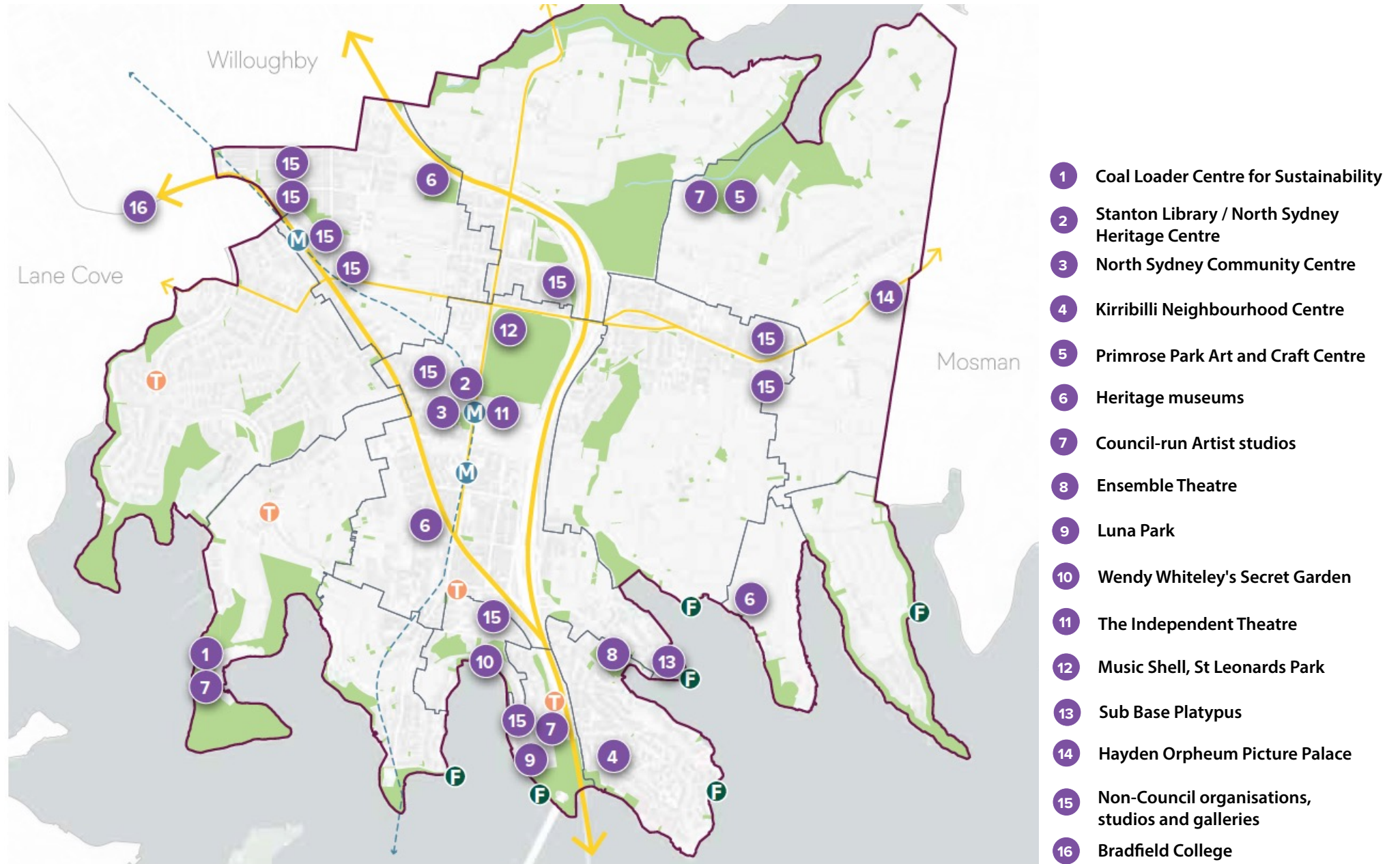
Figure 12 shows a selection of North Sydney's cultural and creative spaces, both Council and non-Council.

North Sydney has many public spaces that can be activated for culture and creativity

North Sydney is home to many parks, laneways and plazas that are not currently being used for culture and creativity. These are important spaces and places that could deliver cultural and creative outcomes into the future. Examples include North Sydney Oval, St Leonards Park and Brett Whiteley Plaza.

Ideas include public art installations, events and activations, outdoor dining, performances and live music.

Figure 12 - Snapshot of cultural and creative spaces in North Sydney



North Sydney has over 500 cultural and creative programs and events

Spanning from grassroots initiatives to large-scale productions, North Sydney has diverse cultural and creative events, programs, and festivals catering to community participation and enjoyment. This includes programs and events delivered by Council, including at the Coal Loader and Stanton Library, and those delivered by not-for-profits, such as at the Kirribilli Centre or North Sydney Community Centre.

Having access to a range of cultural and creative events, programs and activities support community participation in culture and creativity. It enables belonging, shared identity, social cohesion, and supports health and wellbeing.

Our research shows that North Sydney has over 500 cultural and creative programs and events including:

- Council-run events, including the North Sydney Art Prize, sunset cinema, twilight food fair and the sunset series.
- Local markets, including Kirribilli Markets, the Coal Loader Artisan Markets, Rotary Crows Nest Market and Northside Produce Markets.
- Community creative programs run by not-for-profits, including Artbox workshops and programs at the Kirribilli Centre, North Sydney Community Centre and Crows Nest Community Centre.

North Sydney has 26 heritage items on the NSW state register and over 60 Aboriginal sites of significance

North Sydney boasts a rich tapestry of movable, built, and landscape heritage, including First Nations sites, colonial-era and 20th-century buildings, and historical collections and archives. Among these, 26 heritage items are listed on the NSW State Heritage Register, including Nutcote, North Sydney Post Office, Don Bank, St Leonards Park, Waverton and Milsons Point stations and the Luna Park precinct. Council also helps conserve and manage approximately 60 significant Aboriginal sites in the area, featuring middens, occupation sites, rock engravings, and rock art, with at least one site dated to 7,000 years old. Council collaborates with the Aboriginal Heritage Office and surrounding northern Sydney LGAs to protect Aboriginal sites and cultural heritage.

Additionally, North Sydney is home to over 2,000 heritage items not on the NSW State Heritage Register, including apartment buildings, homes, parks, schools, churches and shopfronts. While these items may not meet the specific criteria for state-level significance via the register, they contribute to North Sydney's character and heritage, enriching the community's cultural fabric and historical identity.

North Sydney has 15 creative community groups

Our research showed that North Sydney is home to 15 creative community groups in a range of areas including visual arts, photography, history, music, writing and books, film and textiles. These groups help to strengthen community connections and inclusion within the North Sydney community and can help increase participation in culture and creativity. They can help improve well-being, skill development and promote lifelong learning.

North Sydney has a number of planned projects and proposals that can help deliver cultural and creative outcomes

There are also opportunities through planned and proposed developments including:

- St Leonards Art Centre DA
- a cultural hub plan identified in the Wart Street Masterplan
- a community centre, creativity hub and two plazas identified in the Neutral Bay Masterplan, and
- proposed pedestrianisation of Miller Street and the creation of a plaza in the North Sydney Public Domain Strategy.

Regarding the St Leonards Art Centre, Council is currently in the design phase with a developer in St Leonard's to fulfil their VPA requirements via the provision of a purpose-built arts centre within the development. The two floors within the development will be dedicated space for North Sydney Council.



Youth Ocean Carnival at Luna Park (Image source: North Sydney Council)

6.2 What does this mean for culture and creativity in North Sydney?

The analysis of North Sydney's cultural and creative ecosystem revealed the following opportunities:



A **fit-for-purpose multifunction cultural and creative hub** with spaces for exhibitions, studio and rehearsal spaces and spaces to be messy.



Leveraging existing cultural and creative spaces, including Council-owned facilities, private facilities and local schools, to create more flexible arts capable spaces across the LGA.



Activate North Sydney's cultural heritage sites for culture and creativity.



Activate public spaces with culture and creativity including live music, public art and lighting installations.



More affordable and inclusive events, programs and activities.



More support for community and cultural groups, including more spaces and funding.

7. North Sydney has many strengths to build on

Through desktop research and community and stakeholder engagement, we heard that North Sydney has many strengths that can be leveraged to deliver cultural and creative outcomes that meet the changing needs of the community. These are summarised below.

A rich history and cultural heritage, including First Nations, European and multicultural stories

North Sydney is located on the traditional lands of the Cammeraygal people of the Eora Nation. There are many important sites and stories stemming from the Cammeraygal people, including being the home of Barangaroo, powerful Cammeraygal leader and the engravings at historical sites such as of Berry Island Reserve and Balls Head. Given Creative Australia and Create NSW prioritise First Nations culture and creativity as the heart of cultural and creative landscape, this is an important strength North Sydney can leverage, particularly as there is growing interest in First Nations cultural events in Australia.

North Sydney is home to the North Sydney Heritage Centre which preserves and showcases North Sydney's unique artworks, objects, maps and photographs that celebrate this rich history and heritage, preserving it for future generations to enjoy. North Sydney community members would like more events, programs and activities that celebrate this diverse cultural heritage and allows them to learn more about North Sydney's heritage.

A strong and diverse cultural and creative ecosystem

North Sydney is home to a diverse array of cultural and creative spaces, events and programs and creatives. There are also a number of facilities and public spaces that support cultural and creative outcomes, along with a rich tapestry of cultural, social and built heritage assets. There are also a number of Council facilities and public spaces that support culture and creativity, such as Stanton Library and the Heritage Centre, local community centres and numerous parks, plazas and laneways.

Alongside this, there are a number of community creative groups, cultural organisations and individual creatives that deliver cultural and community outcomes. This presents opportunities for partnerships and collaborations with Council. There is also a strong volunteer base in North Sydney, including via the community creative groups, that can be leveraged for culture and creativity support.

A community who is active in culture and creativity

The North Sydney community is loyal, enthusiastic and engaged and regularly participate in a range of cultural and creative activities including attending local markets, visiting Stanton Library and visiting art galleries and exhibitions. There is a high volunteer participation rate which can be leveraged to support cultural and creative outcomes through community groups and events.

Being located on Sydney Harbour and major transport routes

North Sydney benefits from its geographical advantage of being located on Sydney Harbour, with stunning natural landscapes, iconic views and waterfront public spaces that offer opportunities for creative expression and cultural connection. Its location on major train, bus and ferry routes makes it easily accessible to visitors from outside the area.

Growing cultural diversity

North Sydney is home to a growing multicultural community. This means there is opportunity to include cultural and creative offerings that tap into the myriad of cultures represented in the community to foster sharing and learning of cultures, which is of growing interest to the Australian community. It also means North Sydney is experiencing new and changing histories and stories which can be leveraged for culture and creativity.

A strong visitor economy, including local workers

North Sydney has the geographical advantage of being located on Sydney Harbour with stunning natural landscapes, iconic views and waterfront public spaces which brings visitors to the area. As research suggests there is growing interest in the delivery of cultural and creative offerings such as heritage and history tours and activities, events and markets there is an opportunity to leverage the current visitor economy and build on what people already love about visiting North Sydney to create a cultural and creative destination.

There are also many people commuting to North Sydney at least weekly to attend work, and businesses who may be looking for locations to host events.



Progress Pride Flag event in North Sydney
(Image source: North Sydney Council)

8. North Sydney has some challenges to delivering cultural and creative outcomes

Through desktop research and community and stakeholder engagement, we heard that North Sydney has challenges that need to be considered and addressed in order to deliver cultural and creative outcomes for the community. These are summarised below.

A lack of awareness about culture and creativity in North Sydney

One of the key challenges facing culture and creativity in North Sydney is that many community members do not know what is available to them. This includes not knowing about the events, programs, spaces and community groups in the cultural and creative space.

A lack of affordable, accessible and inclusive events, activities and programs

While North Sydney offers over 300 cultural and creative events, activities and programs we heard they are not always affordable or accessible to the community. Currently only half of survey participants feel they have opportunities to participate in culture and creativity, and less than half agree that cultural and creative activities in North Sydney are inclusive and accessible. Barriers includes a lack of promotion , prohibitive cost, the timing of events, not easy to travel to (e.g. not located near a train station) and they are not physically accessible for older people or people with disability. This is important particularly as the proportion of North Sydney's community aged over 70 will grow between now and 2036.

We heard there are not enough multicultural events and festivals where the community can celebrate their own culture or learn about other cultures.

We also heard there are not enough live music venues and events, or opportunities for culture and creativity after work hours, such as in the evening or on weekends, and that young people's experience of culture and creativity is changing and can be hard to keep up with the spaces and programs they need and want.

Growing population living alone and in high-density apartments

North Sydney's population is forecast to grow by 14% in 2036. Many will be living alone in high-density apartments, which means they may feel less connected to their communities. This can have negative impacts on physical and mental health and wellbeing. It also means the needs and interests of the North Sydney community will change.

A lack of fit-for-purpose, accessible and affordable spaces and places

The NSW Cultural Infrastructure Plan found that the majority of the NSW community values cultural infrastructure in their local area. However, less than half of survey participants (47%) agreed that North Sydney has a range of quality cultural and creative venues and facilities. Many people do not access these places and spaces because they are not affordable, too far away, not fit-for-purpose, or do not meet their needs.

This aligns with what we heard through engagement around a lack of fit-for-purpose, modern and accessible spaces and places for both production and participation of culture and creativity. This includes not having a dedicated purpose-built culture and creativity hub, along with arts capable spaces in existing Council buildings. In particular, we heard North Sydney is lacking exhibition or gallery spaces and rehearsal and studio spaces.

Ongoing and sustainable funding for the creative sector

Less than half of survey participants agreed that creatives are supported and have opportunities to produce and present their art in North Sydney. We found a key challenge facing creatives and creative businesses across Australia, including North Sydney, is accessing ongoing and sustainable funding. We heard many creative businesses have concerns around going out of business in the near future if they are not able to access sustainable

funding. This also means they are limited in their ability to offer spaces, places, events, programs and activities to meet community needs.

Creative stakeholders also requested better communication and collaboration from Council to better understand what funding they are receiving, and opportunities to receive more funding, whether through Council or other avenues.

Encouraging local workers to stay past business hours

North Sydney has a large transient population of people who commute in once or a few times a week, typically for work. This means there are large groups of people in North Sydney during business hours, but less after work hours and on the weekend. There are challenges around encouraging local workers to stay longer after work.



Community forum (Image source: North Sydney Council)

9. There are many opportunities for culture and creativity in North Sydney

Opportunities to deliver cultural and creative outcomes to the North Sydney community were highlighted through desktop research and community and stakeholder engagement. This includes building on North Sydney's strengths and existing cultural and creative ecosystem, to creating new opportunities. These opportunities are summarised by below.

Prioritise and celebrate First Nations culture and creatives

Creative Australia and Creative NSW place First Nations stories at the heart of Australia's cultural and creative landscape. North Sydney Council is also committed to supporting First Nations creatives and celebrating First Nations cultural heritage.

Although there is a lower number of First Nations people who call North Sydney home compared to Greater Sydney, there is growing desire from the Australian public for more opportunities to engage with First Nations culture. This includes through arts and craft events, festivals, dance and music. Many North Sydney community members shared their desire to learn more about First Nations culture.

There are also opportunities to do this through dual signage and the sharing of stories in North Sydney's public spaces.

We also heard through engagement with First Nations people there is a need to support First Nations creatives through the provision of creative spaces, professional development and in-kind support.

Use culture and creativity to build social connections, belonging and wellbeing

Strategic documents across all levels of government underscore the importance of culture and creativity to building social cohesion, wellbeing, a sense of belonging and shared identity.

The North Sydney population is forecast to grow by 14% between 2021 and 2036. This will include more people living alone in high-density dwellings, including around train stations and along our coastline. Participating in cultural and creative activities can support apartment dwellers to connect to their neighbours and support positive health and wellbeing outcomes and a sense of belonging. This is important as

a sense of belonging was the second most popular reason that North Sydney community members participate in culture and creativity.

Cultural and creative spaces, events and programs can also support North Sydney's young working age population and local workers from outside of North Sydney to participate and connect with the North Sydney community outside of work hours and on the weekend. This can also drive local economic benefits.

We heard through research and engagement the best way to do this was through an extensive program of affordable, inclusive and diverse events that cater to the diverse and changing needs of the community.



XXXXXX North Sydney (image source: XXXXXX)

Host more affordable, inclusive and diverse events, programs and activities that celebrate North Sydney and are well-promoted

The North Sydney community want more affordable and diverse events, programs and activities that cater to the interests and needs of the local community. Local governments are typically well placed to provide cultural and creative activities at low cost to ensure everyone in the community can participate.

Australian and NSW government documents emphasise the importance of access, equity, inclusion, participation and representation in culture and creativity. This is supported by the community's desire for these events to be safe, welcoming and occur outside of work hours. In particular, people want more live music and performances, more multicultural events and festivals and more creative workshops and classes. There is also an opportunity to explore hosting more local markets in the North Sydney area.

Into the future, the North Sydney community and visitors will be using digital platforms to engage with culture and creativity. There is an opportunity to explore how North Sydney Council can deliver cultural and creative outcomes using digital technology, including virtual exhibitions or live streaming performances. There is also an opportunity to explore how digital technology can enhance in-person cultural and creative offerings.

People also want events to be better promoted including via Council's social media channels and a What's On website. Promotion of events should ensure every community member, including people with disability or those who speak a language other than English at home, are able to access the information.

Share North Sydney's diverse stories

Strategic documents recognise that culture and creativity belongs to everyone, and that it is important to preserve and share our unique cultural heritages. Different cultures can enrich our creative landscape, and it is important that programs, events and activities reflect and cater to diverse preferences and needs. With a growing multicultural population in North Sydney there are opportunities to share and celebrate North Sydney's diversity. This includes more events that celebrate First Nations, European and multicultural histories, such as storytelling workshops, multicultural events and festivals or community history projects.

There is also an opportunity to share North Sydney's diverse stories and heritage in public spaces such as through signage and public art.

Opportunity to explore culture and creativity after dark

Into the future, the North Sydney community and visitors will want to experience culture and creative after dark. There is an opportunity to tap into the potential of the night-time economy by combining cultural experiences with those centered around food and drink, as well as providing cultural experiences not centered around alcohol. One opportunity is to provide more live music events and venues in North Sydney for people to enjoy after dark.

The night-time economy can provide a platform for creatives and cultural organisations to showcase their in a safe, vibrant and exciting way.

Position North Sydney as a cultural and creative destination

We heard through engagement participants want to see North Sydney become a cultural and creative destination. We also heard given the current visitor economy, there are opportunities to build on the strengths and reasons people visit North Sydney to help create this destination. One opportunity is to partner with major events, festivals and experiences, such as Sydney Biennale, in North Sydney to attract diverse people from all around Sydney to the area. The North Sydney Visitor Economy Strategy also identifies heritage tours and local markets are key offerings to bring more people to North Sydney.

It is important to ensure the cultural and creative offerings are promoted across Australia, this could be through the What's On calendar or cultural and creative map.

Develop fit-for-purpose multifunctional culture and creativity hubs

Australian and NSW government documents emphasise the importance of fit-for-purpose, flexible and affordable spaces for cultural and creative participation and production. This is supported by the North Sydney community that want a fit-for-purpose multi-function culture and creativity hub which includes spaces for exhibitions, studio and rehearsal spaces and spaces to be messy and creative. It is important for this space to be affordable, located close to public transport and accessible for people with disability and older people. The creation of this hub can help meet the growing needs and demands of the most dense communities, while preserving culture and unique identity as identified in North Sydney's Local Strategic Planning Statement. Council is currently in the design phase of developing this hub.

Explore innovative funding models

With a rise in innovative funding models, and support from the community to explore these models there is an opportunity for North Sydney Council to test innovative funding models for culture and creativity. This could include PPPs, corporate sponsorship, crowd-funding and even the development of paid events or cultural and creative subscriptions.



North Sydney Art Prize (Image source: North Sydney Council)

More cultural and creative spaces for participation and production

Along with a cultural and creative hub, participants expressed a desire for a diverse range of cultural and creative spaces for both participation and production. It is important that these spaces cater to the diverse needs and interests of the community, including a variety of culture and creative activities such as visual arts, dance, music and writing. It is also important these spaces are welcoming, inclusive and accessible to everyone in the community. The spaces needed include exhibition or gallery spaces, messy or wet spaces, music practice spaces, artist studios and rehearsal spaces.

There are many opportunities Council can explore to ensure there are a diverse range of cultural and creative spaces in North Sydney including embedding arts capable spaces in existing community facilities, exploring shared use arrangements with schools or local businesses, adaptive reuse of heritage buildings and leveraging new developments to include cultural spaces.

More public art and activations in public spaces to create a vibrant and thriving North Sydney

North Sydney already has a lot of public art in public spaces, although we heard this tends to be heavily focused on sculptures. We heard the community want more public art, along with activations such as live music or performances in public spaces to create a vibrant and thriving cultural precinct. There is also an opportunity

to use public art and temporary activations to share North Sydney's diverse and unique stories. Another opportunity is to leverage the stunning coastline of North Sydney for activations and public art.

Expand on Council's support programs for creatives

North Sydney is home to a creative community comprised of creative organisations and businesses, community and cultural groups and individual creatives. Across all levels of government there is recognition of the need to support creatives of all types, particularly post COVID-19 pandemic. Across the research and engagement, we found that North Sydney offers a lot of support to their creatives. However, we have identified some ways in which they can continue to support creatives including through involving them in community projects and programs including creative workshops and classes and improving their existing programs for example through a First Nations artist residence program or by running a local art prize category in the North Sydney Art Prize. There are opportunities for Council to provide professional development to creatives including support with applying for and writing grant applications, budgeting and running events, festivals, programs and activities. It is important that these support programs target all creatives in particular young and emerging artists and First Nations artists.

Collaborate and partner with creatives and cultural organisations

There are opportunities for Council to collaborate and strengthen partnerships with North Sydney's cultural and creative stakeholders. This includes partnerships to cross-promote events or run joint events, partnerships with schools to develop young creatives through work placements and shared-use arrangements with schools and local galleries. There are also opportunities for cultural and creative stakeholders to partner with each other to deliver cultural and creative outcomes, which Council can facilitate through networking events that bring the creative community together to discuss shared goals and priorities.

Use Stanton Library to connect community and creatives

Two-thirds of the North Sydney community visit Stanton Library. There is an opportunity to further connect the community to culture and creativity through Stanton Library, particularly as Library services are free and available online. Stanton Library can be used to help the community learn about cultural and creative offerings. There is also an opportunity for May Gibbs' Nutcote and Stanton Library to help artists connect to the North Sydney community through art displays or educational programs and workshops.



Miriam Liberman at the North Sydney Art Prize (Image source: North Sydney Council)

Part C

Strategic outcomes and objectives

10. Strategic outcomes and objectives

This section proposes aspirational outcomes to support culture and creativity in North Sydney:

Outcome 1: First Nations culture and creatives elevated

Outcome 2: Culture and creativity for everyone

Outcome 3: Spaces and places for culture and creativity

Outcome 4: Strong creative community

These outcomes are informed by community and stakeholder engagement and desktop research.

For each outcome, we have identified:

- what the outcome is about
- possible objectives for delivering the outcome
- actions for Council to consider (in priority from high to low)
- example case studies for inspiration.

As measuring success in culture and creativity is often intangible, we have developed a separate section which outlines metrics Council can use to measure success of these outcomes and objectives. This is Section 12: 'Measuring success'.



Outcome 1: First Nations culture and creatives elevated

This outcome celebrates and prioritises the influence and importance of First Nations culture in North Sydney, aligning with the commitment of both the Australian and NSW Governments to place First Nations creatives and culture at the core of cultural and creative development.

This outcome focuses on:

- celebrating First Nations cultural heritage by making it more visible in North Sydney, and
- supporting more First Nations cultural and creative events and programs for the community and First Nations creatives.

By more appropriately recognising First Nations culture and creatives, North Sydney can promote connection to Country, foster reconciliation, and ensure we are creating pathways for First Nations voices and stories to be integral to the cultural landscape of North Sydney.

“In my tribe there has to be a place for her (Barangaroo) here, and there’s none. She’s not recognised here. It is culturally right. It’s morally right to bring her back here. She’s a Cammeraygal, she’s a full blood Aboriginal woman.”

- First Nations workshop participant

“A melting pot of cultures, celebrating all of the different ways to be Australian, particularly celebrating our First Nations communities. A place for interesting and inspiring events, and a spot you never need to leave, with great markets and wonderful facilities.”

- Survey participant



Ridge Street Laneway Mural by Jessica Birk and Frances Belle Parker
(Image source: North Sydney Council)

Strategic objectives and actions for consideration

Table 2 - First Nations culture and creatives elevated actions

Objective	Potential actions
<p>Share and make First Nations cultural heritage visible across public spaces in North Sydney</p>	Engage with First Nations and develop a program of dual signage and place naming for key public spaces such as the train stations, Stanton Library, North Sydney Council offices, Coal Loader and major walkways such as Miller Street.
	Continue to commission First Nations artists to develop public art displays in the public domain.
	Support a program of interpretive signage to share stories of special places across North Sydney with locals and visitors.
	Work alongside First Nations people to explore opportunities to provide a yarning Circle in a key space in North Sydney.
	Explore opportunities with First Nations people to conduct guided Walks on Country in key sites of First Nations significance such as Berry Island Reserve and Balls Head.
	Add an Acknowledgement of Country to the North Sydney Council website, and in key spaces such as Stanton Library.
<p>Support and promote First Nations events and programs for community participation</p>	Continue to support the Gai-mariagal Festival and explore opportunities to attract new audiences.
	Continue to work with First Nations community and creatives to run First Nations events during NAIDOC Week / Reconciliation Day.
	Support the development of a program of First Nations events that run across the entire calendar year, including music events, Blakmarkets, festivals and library events. Working to support the stories and celebrations that First Nations and diverse communities want to celebrate.
	Collaborate with schools and First Nations groups to develop educational programs on First Nations stories and culture, such as a bush tucker garden.

Objective	Potential actions
<p>Support First Nations creatives through programs and initiatives</p>	<p>Commission First Nations artists to deliver cultural and creative projects.</p>
	<p>Explore opportunities to establish a First Nations artist residence program.</p>
	<p>Work with First Nations community to explore opportunities to develop creative spaces and programs for First Nations creatives including Sand Circles for performances or First Nations only art classes.</p>
	<p>Implement cultural competency training for Council staff.</p>
	<p>Work with First Nations community members to develop a First Nations Advisory Committee.</p>

Case study for inspiration: Murama Dance Ground, Sydney Olympic Park

The Murama Dance Ground at Sydney Olympic Park is a place for healing and community belonging. It serves as an inclusive space where Aboriginal people can learn, lead and share their culture. This ground has evolved into a community gathering place that honors the rich Aboriginal heritage of Sydney Olympic Park. It facilitates intertribal meetings, community events, educational activities for schools and communities, and programs for artistic development.



Case study for inspiration: Aboriginal Gathering Place, City of Casey

Opened in 2016, the Aboriginal Gathering Place in the City of Casey is a multi-purpose safe space for First Nations people in the community. First Nations people are encouraged to take part in a range of programs and activities, host small events and engage in celebrations at the Aboriginal Gathering Place. The Gathering Place offers a range of programs including an interactive garden group, a yarn and art group and Koorie school holidays programs. More recently the Aboriginal Gathering Place initiated Yarn Up, a way for community members to provide feedback on the space.



Outcome 2: Culture and creativity for everyone

This outcome is dedicated to ensuring that all members of the North Sydney community - residents, workers, visitors and creatives - have equal opportunities to participate in and enjoy culture and creativity. This includes people with disability, young people, older people, people from culturally and linguistically diverse backgrounds and people living alone. To achieve this, barriers such as awareness, cost, time, access, transport and safety must be addressed.

Additionally, this outcome emphasises tailoring events, programs and activities to meet the diverse needs and interests of the North Sydney community, including live music, multicultural events and festivals and creative workshops.

It also celebrates North Sydney's rich tapestry of stories, from European to First Nations and multicultural histories, ensuring that the community has access to these unique stories and collections through resources like the North Sydney Heritage Centre and Stanton Library.

By ensuring culture and creativity is for everyone, North Sydney will be an equitable, welcoming, diverse and vibrant place for culture and creativity where there is a shared sense of belonging and identity and everyone's story is told and celebrated. This will create a destination where locals and visitors alike can come together to experience and celebrate culture and creativity in North Sydney.

“Available and accessible to everyone who wants to participate, across a range of cultural and creative art forms.”

- Survey participant

“We need to have spaces that cater to diverse and new types of art and culture. This will allow other people to be recognised for their art, will bring connection to the community and turn community from consumer to contributor.”

- Stakeholder interview participant



Strategic objectives and actions for consideration

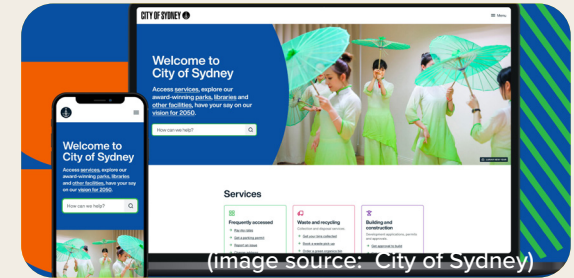
Table 3 - Culture and creativity for everyone table

Objective	Potential actions
<p>Ensure creative and cultural participation is affordable and accessible to everyone</p>	<p>Ensure Council's program of events and activities is inclusive, accessible, welcoming and culturally safe for audiences and creatives.</p>
	<p>Events and programs offered at different times of the day including after hours</p>
	<p>Ensure events, programs and activities explore different types of culture and creativity including music, dance, drama, visual arts and literature.</p>
	<p>Explore opportunities to host events, programs and activities across all suburbs in North Sydney to ensure people can easily access culture and creativity.</p>
	<p>Continue to provide free or low-cost access to cultural and creative experiences through Stanton Library, local galleries and other public spaces and places.</p>
	<p>Continue to engage the North Sydney community about their interests and needs for culture and creativity, including key cohort groups such as young people, young workers and culturally and linguistically diverse community members.</p>
<p>Promote local cultural and creative offerings via a range of platforms so people in North Sydney are well-informed</p>	<p>Develop a cultural and creative 'What's On' calendar for Council and community events and promote this to locals and visitors</p>
	<p>Develop an interactive map of culture and creativity in North Sydney and promote this to locals and visitors.</p>
	<p>Create a dedicated social media channel for culture and creativity in North Sydney.</p>
	<p>Partner with cultural organisations to cross-promote cultural and creative opportunities to expand the reach.</p>

Objective	Potential actions
<p>Organise events and programs that bring the North Sydney community together to celebrate diversity, strengthen connections and shared identity and that meet the needs of the changing community</p>	Continue to celebrate cultural diversity through key calendar events such as Lunar New Year or Harmony Day.
	Develop a program of multicultural events and festivals, across the entire calendar year.
	Review planning controls to foster a diverse live music scene in North Sydney, including both small scale and large-scale events.
	Explore the potential for an annual music event that supports young and emerging musicians.
	Offer free or low-cost creative workshops on a variety of topics including textiles, woodworking, cooking and art and craft.
	Investigate partnering with major events and festivals, such as Sydney Biennale to bring people to North Sydney.
	Explore opportunities to host joint events or programs with cultural organisations.
	Provide water and other amenities at Council-run events and programs.
<p>Provide the community with access to North Sydney's unique heritage and collections</p>	Continue to support the Stanton Library and the North Sydney Heritage Centre as collector and managers of North Sydney's collections and archives.
	Promote the services of the North Sydney Heritage Centre to the community via a range of platforms.
	Work with local schools to educate children and young people on North Sydney's heritage and history collections.
	Continue to host workshops or public lectures on North Sydney's cultural heritage and history via Stanton Library and the North Sydney Heritage Centre.
	Prioritise digitisation and digital storytelling projects that increase visibility and access to heritage collections.

Case study for inspiration: What's On website, City of Sydney

The City of Sydney's What's On website serves as a central hub for residents and visitors to access information about diverse cultural events and activities across the City. The interactive, user-friendly website allows people to search through a range of programs by topic, location and date to see what suits their needs and interests. The platform promotes increased engagement in Sydney's cultural life, celebrates diversity, and helps to foster community connections through culture and creativity.



Case study for inspiration: Parramatta Nights, City of Parramatta

Opened in 2016, the Aboriginal Gathering Place in the City of Casey is a multi-purpose safe space for First Nations people in the community. First Nations people are encouraged to take part in a range of programs and activities, host small events and engage in celebrations at the Aboriginal Gathering Place. The Gathering Place offers a range of programs including an interactive garden group, a yarn and art group and Koori school holidays programs.



Outcome 3: Spaces and places for culture and creativity

This outcome focuses on providing diverse, accessible and affordable places and spaces where community members, including artists and creatives, can actively participate in and produce cultural and creative activities. This means there are a variety of spaces and places to meet the various forms of creative expression including visual arts, performing arts, music, theatre and dance. Under this outcome will be a range of fit-for-purpose, flexible, accessible and affordable spaces for participation and production, some of which will be Council-owned and managed and others that will be explored through innovative partnership models.

This outcome is also about ensuring culture and creativity is visible in North Sydney's public domain. This means the community can experience culture and creativity when walking through North Sydney's streets, plazas, parks and laneways. This includes public art, temporary activations such as live music or performances and street festivals.

By enhancing these places and spaces, North Sydney will foster creativity, community engagement, a sense of welcome and safety in our public places and cultural vibrancy. It means anyone, regardless of whether they are employed as a creative, have the spaces and places they need to create, produce and showcase. This outcome can also support further developing North Sydney into a cultural and creative destination.

"I would love more public art installations and fun events at the Brett Whiteley Plaza!"

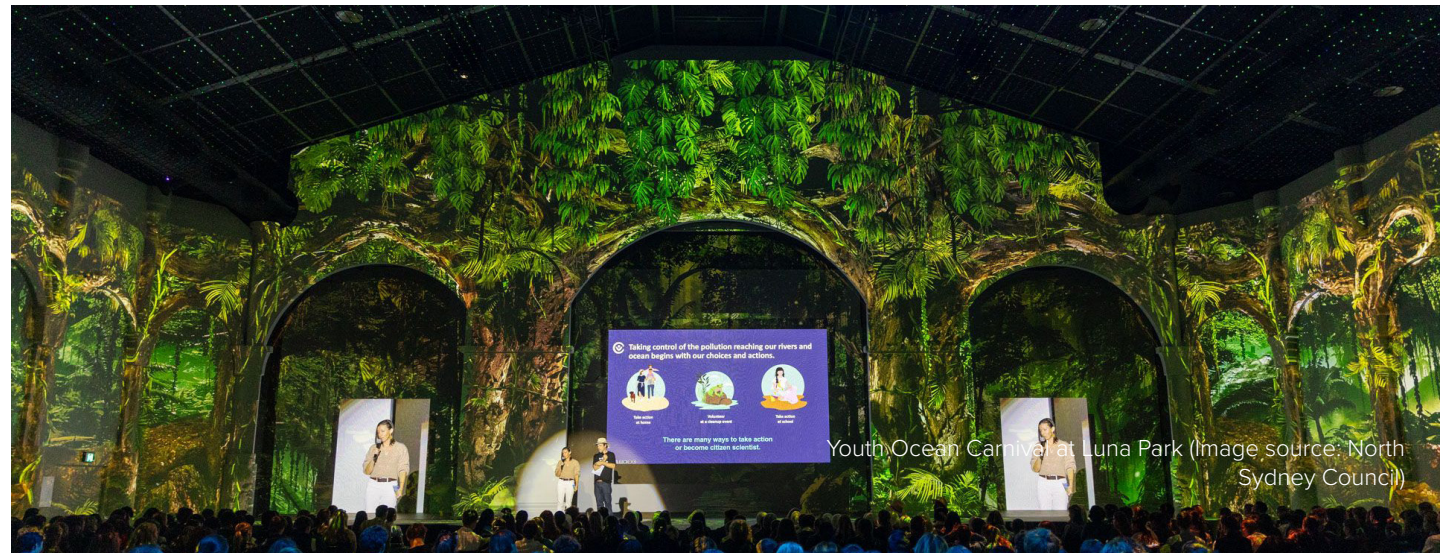
- Survey participant

"I strongly believe North Sydney should have a purpose built, professionally run art gallery and performance space. To be an effective cultural and creative destination, North Sydney needs a creative heart that belongs to its residents."

- Survey participant

"North Sydney is known for culture and creativity, not just as a business district. It has a social life that exists outside of the 9 to 5."

- Stakeholder interview participant



Youth Ocean Carnival at Luna Park (Image source: North Sydney Council)

Strategic objectives and actions for consideration

Table 4 - Spaces and places for culture and creativity actions

Objective	Potential actions
<p>Develop a range of flexible, multi-purpose spaces for cultural and creative participation and production</p>	Continue to support the development of a cultural and creative hub in St Leonards.
	Explore opportunities to enable affordable rehearsal, studio or performance spaces in existing Council facilities.
	Audit Council and non-Council places and spaces to identify opportunities for cultural and creative spaces, including exhibition space.
	Explore opportunities to provide more live music and comedy venues.
	Explore opportunities to partner with local schools for shared use arrangements of cultural facilities.
	Advocate for cultural and creative spaces in new high-density developments.
	Investigate increasing the number of artist studios in North Sydney.
	Explore innovative funding opportunities, such as public-private partnerships to develop new cultural and creative spaces and places.
<p>Prioritise showcasing North Sydney's diverse stories in public spaces</p>	Continue to commission local artists to develop public art displays in the public domain, particularly those from diverse backgrounds.
	Develop a program for creating public art that reflect North Sydney's cultural heritage.
	Develop innovative and interactive methods to engage the community with history at key local sites.

Objective	Potential actions
<p>Enable culture and creativity across North Sydney's public spaces</p>	<p>Activate laneways and other public spaces with busking, public art, lighting and projections, including after hours.</p>
	<p>Continue to provide public art in the public domain.</p>
	<p>Continue to run North Sydney sunset series and explore opportunities to expand this to other local parks.</p>
	<p>Investigate opportunities to commission prominent public art installations by renowned Australian or international artists to enhance North Sydney's appeal as a cultural and creative destination.</p>
	<p>Provide enabling infrastructure (e.g. power outlets) in local parks, civic and public spaces to support outdoor performances.</p>
<p>Activate North Sydney's built heritage assets for cultural and creative purposes</p>	<p>Explore opportunities to transform publicly owned heritage buildings and sites into cultural hubs for exhibitions, performances and community gatherings. This could include for major events to attract more people to North Sydney.</p>
	<p>Explore adaptive reuse of publicly owned heritage buildings for creativity, such as artist studios or galleries.</p>

Case study for inspiration: Creative Town Halls, Inner West Council

Inner West Council offer seven of their town halls as free cultural and creative spaces. This includes live music events, performances and rehearsals across a range of cultural and creative forms including music, dance and theatre. The town halls are accessible, located to public transport and free to hire.



Case study for inspiration: Laneway activation, City of Sydney

To help revitalise Sydney CBD after the COVID-19 pandemic, City of Sydney transformed and activated several laneways in the area to make them more appealing and functional. Key strategies included improving lighting, developing outdoor dining areas, installing public art, adding greenery and improving walking connections.



Outcome 4: Strong creative community

This outcome recognises the importance of supporting and nurturing North Sydney's creative community. This includes ensuring creatives have access to spaces where they can create, produce and showcase their work. These spaces should be affordable, accessible and be flexible to meet the needs of a variety of creatives including those in art, music, dance, writing and theatre.

It also means creatives receive support from North Sydney Council, including through programs such as the North Sydney Art Prize

or through financial and in-kind support. Finally, this outcome is about ensuring North Sydney's creatives are connected to Council, each other and their community to allow them to collaborate, share resources and foster a vibrant and diverse cultural and creative ecosystem.

By ensuring North Sydney creatives are supported, North Sydney will continue to be an appealing and exciting place for creatives to live and work and continue the legacy of North Sydney as a place that inspires creatives.

"More support programs. The North Sydney Art Prize running once every 2 years isn't enough. Do a local artists award - other councils do this regularly."

- Survey participant

"Council has helped Bradfield College connect to local artists. They come in to work alongside the students and that enriches their learning, it's not just about creating something for a mark but creates a product for an audience. It enables our students to see beyond the classroom and to their future."

- Culture and creativity panelist



North Sydney Children's Festival (Image source: North Sydney Council)

Strategic objectives and actions for consideration

Table 5 - Support our creative community actions

Objective	Potential actions
<p>Provide support for creatives in North Sydney through programs and initiatives</p>	Investigate running a local artists prize category in the North Sydney Art Prize.
	Continue to support community and cultural groups and creatives through financial assistance and in-kind support.
	Investigate innovative funding models to support creatives in North Sydney.
	Run professional development programs for creatives including grant support, budgeting and support for running community events.
	Advocate to Sydney Metro for artists to create public art for the new Metro stations.
	Continue to commission artists to develop public art displays in the public domain.
<p>Connect creatives in North Sydney to Council, each other and the community</p>	Host regular networking events for creatives in North Sydney to discuss issues, trends and opportunities.
	Create/advocate for partnerships between creatives, local businesses and government to explore shared cultural and creative goals.
	Investigate opportunities for community projects with local artists, such as a community history project.
	Connect local artists to Stanton Library and May Gibbs' Nutcote.
	Explore a partnership with Bradfield College and other education institutions to support emerging young artists.
	Support local businesses to run mentorship programs with local young creatives.
	Explore partnerships with cultural and creative organisations to develop major events and festivals that bring visitors to North Sydney.

Case study for inspiration: Project week, Bradfield College

During project week at Bradfield College, students have a week without formal classes. Instead they have five days dedicated to creating, rehearsing and learning. In 2018, during project week, Bradfield students prepared a multi-model exhibition for Vivid Sydney.

The exhibition was titled “The new creatives: Hidden in plain view” and explored Sydney’s hidden stories about people, land and spirit. The exhibition included stories from Australia’s Indigenous past to contemporary urban life, using a range of mediums such as film, dance, music, food, painting and design.

This is an example of nurturing young creatives to contribute to our shared sense of belonging and place.



Case study for inspiration: Hornsby Art Prize, Hornsby Shire Council

Established in 2009, the Hornsby Art Prize offers a total prize pool of \$23,000 across painting, drawing, printmaking, digital photography and sculpture categories.

While most categories are open to all Australians, they also run the Hornsby Shire Local Artist Award. This award is only open to people living in Hornsby Shire and offers a prize of \$5,000. Having a local art prize provides a valuable platform for local artists to promote their work, grow and connect with their community.



11. Measuring success

Measuring success in culture and creativity presents unique challenges due to the subjective nature of cultural experiences and the diverse ways in which individuals engage with and benefit from creative activities. Unlike quantifiable metrics in fields such as economics or infrastructure, the impact of cultural and creative impacts are often felt on a personal level, making them harder to quantify. The value of culture and creativity lies not only in tangible outputs like attendance numbers or economic benefits but also in intangible outcomes such as personal well-being, social cohesion, belonging and community identity.

We have developed the table overpage to provide metrics Council can consider to measure the success of the strategic outcomes and objectives. For each outcome we have included an example SMART measure, other possible measurements of success, any relevant benchmarks. Typically, these measures of success will involve community surveys, attendance and engagement data at spaces and events and other data from Council programs.

Table 6 - Measuring success for culture and creativity in North Sydney

Outcome	Example SMART measure	Other measurements of success	Benchmark (2024)
First Nations culture and creatives elevated	Increase the number of First Nations people engaged in cultural and creative activities supported by Council Increase the community's awareness of First Nation's heritage and culture	Number of public artworks created by local First Nations artists	TBC
		Number of First Nations events and programs	TBC
		Attendance at First Nations events and programs	TBC
		Number of First Nations artists involved in artist residencies in North Sydney	TBC
Culture and creativity for everyone	Increase the percentage of the population that agrees that cultural and creative activities in North Sydney are inclusive and accessible to community members of all ages, abilities and cultural backgrounds to greater than 60% by 2035	"There are plenty of opportunities for me to get involved in cultural and creative activities in North Sydney"	50%
		"Cultural and creative activities in North Sydney are inclusive and accessible to community members of all ages, abilities and cultural backgrounds"	49%
		Engagement with online promotions of culture and creativity e.g. What's On calendar or social media	TBC
		Attendance at events and programs	22, 671
		"North Sydney effectively preserves and promotes its cultural heritage"	57%

Outcome	Example SMART measure	Other measurements of success	Benchmark (2024)
Spaces and places for culture and creativity	Increase in the percentage of the population that agrees that North Sydney has a range of quality cultural and creative venues and facilities to greater than 60% by 2035.	“North Sydney has a range of quality cultural and creative venues and facilities”	48%
	Increase the number of places and spaces that are activated for cultural and creative activities by 2035	Number of arts capable spaces in Council facilities	TBC
Support our creative community	Increase in the percentage of the population that agrees that Creatives are supported and have opportunities to produce and present their art in North Sydney to greater than 60% by 2035.	“Creatives are supported and have opportunities to produce and present their art in North Sydney”	44%
		Number of networking events held by Council	TBC

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- Reference 13, The Australia Institute (2020), Economic importance of the arts and entertainment sector, available at: <https://australiainstitute.org.au/wp-content/uploads/2020/12/Background-Brief-Economic-importance-of-arts-and-entertainment-WEB.pdf>
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Appendix 1

**Strategic
document review**



Table 7 - Strategic context documents

Level	Documents
Global	<ul style="list-style-type: none"> • United Nations 2030 Agenda for Sustainable Development. • United Nations Declaration on the Rights of Indigenous Peoples. • UNESCO Convention for the Protection and Promotion of the Diversity of Cultural Expressions. • United Nations- Article 27 Universal Declaration of Human Rights
National	<ul style="list-style-type: none"> • National Cultural Policy – Revive. • Creative Australia National Arts Participation survey. • Creative Australia Corporate Plan.
State	<ul style="list-style-type: none"> • Connecting with Country Framework. • Connecting with Country Government Architect Issue 3 2023. • Creative communities: NSW Arts, Culture and Creative Industries Policy 2024-2023. • NSW Government Cultural Infrastructure Plan 2025+.
Local	<p>Strategies and plans</p> <ul style="list-style-type: none"> • Community Strategic Plan - North Sydney Vision 2040. • Local Strategic Planning Statement (LSPS) 2020. • Arts and Culture Strategic Plan. • Library and Historical Services Strategy 2022-27. • Events Strategy 2019-2022. • Public Art Masterplan. • Public Art Trail Masterplan. • Disability Inclusion Action Plan. • Crows Nest Centre Joint Strategic Plan 2020-25. • Kirribilli and Forsyth Park Joint Strategic Plan 2021-25. • May Gibbs Nutcote Joint Strategic Plan 2022-24.

Level	Documents
Local	<ul style="list-style-type: none"> • Neutral Bay Community Centre Joint Strategic Plan 2022-24. • North Sydney Community Centre Joint Strategic Plan 2020-25. • Primrose Park Art and Craft Centre Joint Strategic Plan 2021-23. • North Sydney Development Control Plan 2013 Part B Commercial & Mixed Use Development. Section 2.7.3 and Part C Character Statements. • Smart City Strategy. <p>Policies</p> <ul style="list-style-type: none"> • Community Engagement Policy • Community, Cultural and Recreational Facilities Policy • Volunteer Policy • Public Art Policy • Artists' Studio Policy • Artwork Acquisition Policy • Artwork Cultural Historical Collections Deaccession Policy • Historical Services Collection Management Policy • Writers at Stanton Policy • Placemaking Policy • Busking Policy • Filming within Council Area Policy • Community Grants and Subsidies Policy • Public Events Policy • Parks and Reserves Policies and Plans of Management • North Sydney Oval Plan of Management.

12.1 Global

UNESCO

The 2005 Convention for the Protection and Promotion of the Diversity of Cultural Expressions was a milestone in international cultural policy. Through this historic agreement, the global community formally recognised the cultural and economic nature of contemporary cultural expressions produced by artists and cultural professionals.

United Nations

The United Nations 2030 Agenda for Sustainable Development acknowledges, for the first time, the role of culture, creativity and cultural diversity to solving sustainable development challenges and to advance economic growth and foster social inclusion.

UN Declaration of the Rights of Indigenous Peoples

The UN Declaration of the Rights of Indigenous Peoples was adopted in 2007. It establishes a universal framework of minimum standards for the survival, dignity and well-being of the Indigenous peoples of the world and it elaborates on existing human rights standards and fundamental freedoms as they apply to Indigenous peoples.

12.2 National

National Cultural Policy - Revive

This policy sets out a new direction for the creative sector in Australia under five key pillars including:

- First Nations first.
 - Recognises and respecting First Nations stories at the heart of Australia's arts and culture. This includes the telling of First Nations histories and stories in galleries, libraries, archives and museums.
 - A place for every story.
 - Recognises that arts and culture belong to everyone, regardless of age, culture and background. This pillar emphasises the importance of access, equity, participation and representation, and the role arts and culture can play in supporting health and wellbeing outcomes.
 - Centrality of the artist.
 - Recognises the contribution Australia's cultural and creative workforce brings to Australia's economic and social wellbeing.
 - Strong cultural infrastructure.
 - Recognises the role of organisations of all sizes and types in creative arts including government, not-for-profit organisations and the private sector.
- Engaging the audience.
 - Ensure stories connect with and reach people in the way they consume content. This includes investing in digital and media literacy.

12.3 State

Create NSW

Create NSW is the NSW Government's arts and cultural driver, which brings together arts, screen and culture functions in an integrated entity, and includes cultural infrastructure.

Creative Communities: NSW Arts, Culture and Creative Industries Policy 2024-2033

Creative communities is a ten-year policy that puts 'arts, culture and creative industries at the heart of NSW'. By supporting artists, creatives, cultural organisations and creative industries, the policy aims to transform the cultural and creative ecosystem of NSW. The policy is built on five guiding principles including:

- Prioritise First Nations culture.
- Embrace the creative industries.
- Advocate for the value of culture.
- Support sustainable growth.
- Take our creativity to the world.

Create in NSW: NSW Arts and Cultural Policy Framework 2015- 2025

This is a ten-year framework that sets a vision for NSW to be known for its 'bold and exciting arts and culture that engage our community and reflect our rich diversity'. This vision will be achieved through three key ambitions:

- Excellence, including actions around innovation, leadership, Aboriginal arts and culture, international connections and revitalising infrastructure.
- Access, including actions around participation and arts for young people.
- Strength, including actions around professional development, business sustainability, networks and partnerships, and research and evaluation.

NSW Cultural Infrastructure Plan 2025+

The Cultural Infrastructure Plan provides a framework for planning and delivery of cultural infrastructure across New South Wales. Cultural infrastructure will help create jobs, boost tourism, activate communities and define Sydney as an iconic global city. The Plan includes strategic and geographic priorities.

Strategic priorities

- Cultural infrastructure supports strong communities and economies in New South Wales. This speaks to the importance of culture as a driver for creating vibrant places.
- Access to space for community participation

in culture. This includes using digital technology to reach and meet community needs and supporting the participation of targeted cohorts include First Nations, young people, people living with disability, older people and culturally diverse people.

- Cultural infrastructure for a collaborative and thriving cultural sector.
- Creating impact through partnerships and capacity building.

Geographic priorities

- Greater Sydney is recognised as a leading cultural destination of the Asia Pacific. The vision for Eastern Harbour City (where North Sydney is located) is 'creativity is central to a competitive, innovative and global city'.
- Cultural infrastructure leverages diversity and unique cultural identities across NSW.

Connecting with Country framework

The Connecting with Country framework supports the NSW government to develop connections with Country that inform the planning, design and delivery of built environment projects. The framework can help local government respond to and advocate for First Nations needs in local planning policies and projects..

12.4 North Sydney Council

Community Strategic Plan – North Sydney Vision 2040

The North Sydney Vision 2040 sets out the vision for North Sydney's future, calling for all levels of government, the community and private sector to work together. Under this Plan the community vision for North Sydney is 'a welcoming, connected and resourceful community which acknowledges its past, enjoys the present and plans for our future. We respect our beautiful harbourside locale, its unique villages and much valued bushland and open spaces. We lead the way in sustainability.'

The Plan is guided by the principles of sustainability, inclusivity and integrity. There are five key directions:

- Our living environment.
- Our built infrastructure.
- Our innovative city.
- Our social vitality.
- Our civic leadership.

Under our innovative city, goals include ensuring commercial centres are prosperous and vibrant, and that there is a distinctive sense of place and design excellence.

Under our social vitality, goals include that North Sydney is connected, inclusive, healthy and safe, that it is a centre for creativity and learning and that heritage is preserved and recognised, including First Nations history and culture.

Create in NSW: NSW Arts and Cultural Policy Framework 2015 -2025

This i The LSPS is a 20-year vision for land use planning to ensure North Sydney is able to grow while maintaining its character and identity. The statement notes that as North Sydney experiences growth, particularly the number of people living in apartments, there will be a need for more public spaces including community and cultural facilities.

The LSPS also notes that there is a lack of low cost studio and exhibition spaces, including temporary exhibition spaces. Under Local Planning priority 11 it commits to reviewing its developer contributions framework to address the growing demand for community and cultural facilities and services.

The vision outlined in the LSPS is a 'progressive, vibrant and diverse' North Sydney. Relevant planning priorities include:

- Provide a range of community facilities and services to support a healthy, creative, diverse and socially connected North Sydney community.
- Create great places that recognise and preserve North Sydney's distinct local character and heritage.

North Sydney Arts and Cultural Strategic Plan 2019-2022

The Arts and Cultural Strategic Plan (which ended in 2022) guides Council's vision of creating vibrant, inclusive, accessible, innovative

and collaborative arts and cultural program and services in North Sydney. The three key directions in the plan include:

- Provide creative spaces and opportunities. Community engagement in preparation for this Plan found that over 80% of the community want a dedicated art gallery, 70% artist studios and 66% creative pop up spaces. The majority of community also wanted to see more events and activities in the North Sydney CBD.
- Enable creative expression and cultural experiences. The top arts and cultural events and activities the community wanted to see were sculptures and installations, contemporary arts festivals and public art.
- Support diversity and inclusiveness. This focuses on supporting artists and community members from targeted cohorts including First Nations, culturally diverse people, older people, young people and people experiencing social isolation or mental health concerns.

Library and Historical Services Strategy 2022 - 2027

The Library and Historical Services Strategy is a five-year plan for the future of libraries across North Sydney. Stanton Library is co-located with the North Sydney Heritage Centre, a research and exhibition space. They key priorities are:

- Inclusive, responsive and flexible. Under this priority the library will pursue initiatives

- that demonstrate commitment to diversity, cultural safety, access and inclusion and increase digitisation and online access to the library's historical and research collections.
- Reading, learning and sharing stories. Under this priority the library will collect, curate and share stories of North Sydney's history and people across online and in-person platforms.
- Outreach, engagement and access. Under this priority the library will encourage increased participation and build new audiences for activities.

Events Strategy 2019 - 2021

The Events Strategy outlines a vision for North Sydney to be recognised for 'innovative events that support social cohesion and economic vibrancy'. There are three priority areas including:

- Improve the strategic approach to event management.
- Initiate and deliver new local and regional community events. Council currently delivers a number of community events that attract people from North Sydney and neighbouring areas. Council wants to continue running these while expanding to larger events that can attract audiences from Sydney and beyond.
- Support events organised by external organisations. Council wants to investigate potential event partnerships with external organisations.

Public Art Masterplan and Public Art Trail Masterplan

The Public Art Masterplan provides a blueprint to help North Sydney continue to develop public expression and distinct character through public art. The vision is for public art in North Sydney to 'celebrate the diversity and uniqueness of this place'. The three guiding principles are:

- Site is the starting point, meaning public art needs to be relevant and appropriate to its location.
- Space to breathe, meaning public art needs to command the area and respond to the surroundings.
- Play and participation, meaning public art should create the opportunity for dialogue and engagement.

The Masterplan details a number of public art recommendations for North Sydney including locations and cost ranges.

North Sydney is also home to the North Sydney Public Art Trail (NSPAT). The Public Art Trail Masterplan provides an overview of the NSPAT to create a public art trail that is unique to Australia and celebrates diversity. The key objectives include:

- The creation of a nationally recognised cultural attraction.
- A multi-layered experience incorporating art, architecture, gardens and views.

Activation of Milsons Point Foreshore, Brett

Whitley Place and the Education Precinct.

The Masterplan details the trail sites, including areas of existing artwork and architectural sites such as Luna Park, Comic Walk, Clark Park and areas for proposed artworks.

Disability and Inclusion Action Plan (DIAP) 2022-2026

The DIAP outlines North Sydney's commitment to be inclusive and welcoming to people living with disability under four focus areas of attitudes and behaviours, liveable communities, employment and systems and processes. Under the liveable communities focus area, North Sydney Council is focused on improving access to Council facilities, including the Coal Loader, improving access to the harbour vicinity including the Public Art Trail and improving access to library services.

Community facility strategic plans

North Sydney Council has a number of joint strategic plans for their community centres and parks that are relevant to this Study including:

- Crows Nest Centre Joint Strategic Plan 2020-2025
 - The Centre provides programs and services to enhance quality of life, reduce social isolation and improve community wellbeing. Key strengths of the Centre include dedicated volunteers, quality facilities and partnerships with Council and local schools, churches, clubs and

businesses.

- Kirribilli Centre and Forsyth Park Joint Strategic Plan 2021-2025
 - The Kirribilli Centre is located in a heritage building and is the manager of the Kirribilli Fashion and Art and Design Markets held every second Sunday and the general markets every fourth Saturday. One key priority is service delivery, which includes maintaining and strengthening the volunteer base.
 - The Centre in the Park is located in Forsyth Park and is the former home to the first Cremorne Scouts.
- May Gibbs' Nutcote Joint Strategic Plan 2022-2024
 - May Gibbs' Nutcote celebrates the life and works of May Gibbs, author of the Australian classic Snugglypot and Cuddlepie. Priorities include improve stakeholder engagement, improve access and leaning (including developing an exhibition and publication plan), improve community engagement and improve asset security.
- Neutral Bay Community Centre Joint Strategic Plan 2022-2024
 - The Centre aims to improve the wellbeing of the North Sydney community. Historically the Centre focused on programs for people aged over 65 but has since broadened to the wider community.
- North Sydney Community Centre Joint

Strategic Plan 2020-2025

- The Centre's vision is to build a sustainable future through a creative and engaged community. Programs and services offered include after school care, play group, classes and workshops, markets, and venue hire. Relevant strategic pillars include 'maintain fun and creative spaces' and 'focus on people, culture and building leaders'.
- Primrose Park Art and Craft Centre Joint Strategic Plan 2021-2023
 - The Centre provides educational and recreational resources through arts and craft-based member group including paper arts, calligraphy, textile and painting. It is managed and operated by volunteers. The Plan identifies opportunities for join gallery exhibitions, and cooperation with Primrose Artists' Studios.

North Sydney Development Control Plan 2013

The Development Control Plan guides future development in North Sydney. Part B outlines the objectives for commercial and mixed-use developments in North Sydney. Section 2.7.3 notes that public art should contribute to cultural life and enjoyment of commercial areas and allow for community self-expression. Part C contains 'area character statements' to each neighbourhood of North Sydney.

Smart City Strategy

The North Sydney Smart City Strategy explains how Council will leverage technology, data and innovation to improve North Sydney communities' life. The Strategy includes six strategic themes including:

- Supporting smarter travel choices.
- Creating vibrant and liveable places.
- Driving opportunity and productivity.
- Building digital maturity.
- Safeguarding our future.
- Inclusive, connected and engaged.

Other strategies and policies

North Sydney Council has a number of other strategies and policies in place, which have been used as reference documents for this Study. This includes:

- Provide a network of community spaces and programs that foster a sense of belonging, overcome social isolation and maximise community's use of Council facilities (Community, Cultural and Recreational Facilities Policy).
- Recognise and value the contribute made by volunteers (Volunteer Policy).
- Foster the creation of high contemporary public art that celebrates the diversity and uniqueness of North Sydney and enrich the visual appearance and liveability of the area (Public Art Policy).

- Encourage the inclusion of art and artists as a valuable and implicit part of civic planning, design and development processes (Public Art Policy).
- Encourage artists to explore and develop their art practice by providing a Low Cost Artists' Studio Program (Artists' Studio Policy).
- Support a collection of artwork and other materials that reflect the values of the North Sydney community and promotes ideas, cultural exchange and learning in the community (Artwork Acquisition Policy).
- Maintain a relevant collection that reflects the values of North Sydney Council's other policies and provide adequate storage space for collection items (Artwork and Cultural and Historical Collections Deaccession Policy).
- Collect, document, preserve and provide access to cultural, historical and educational resources, in a range of formats, which are relevant to past and present people, places and activities (Historical Services Collections Management Policy).
- Run a program of author talks at Stanton Library (Writers at Stanton Policy).
- Provide opportunities for placemaking on Council property that consider the cultural heritage of North Sydney, including First Nations story and heritage and support local artists (Placemaking Policy).
- Encourage busking performers and events that contribute to cultural life in North Sydney (Busking Policy).
- Provides support for a variety of events that promote social connection and activate public spaces (Public Events Policy).
- Encourage sporting, recreational, cultural and community events at North Sydney Oval (North Sydney Oval Plan of Management).

Appendix 2

Overview of cultural and
creative offerings



12.5 Cultural and creative spaces and places

Name	Category	Owner	Delivery
North Sydney Community Centre	Community centre	Council	Non-Council (NFP)
North Sydney Heritage Centre	Gallery/Museum	Council	Council
The Coal Loader	Cultural facility	Council	Council
Kirribilli Neighbourhood Centre	Community centre	Council	Non-Council (NFP)
Ensemble Theatre	Commercial and enterprise space		Non-Council (private)
Primrose Park Art and Craft Centre	Cultural facility	Council	Non-Council (NFP)
May Gibbs Nutcote studio	Gallery/Museum	Council	Non-Council (NFP)
Inside Outside Sculpture Plinth	Gallery/Museum	Council	Council
North Sydney Public Art Trail	Gallery/Museum	Council	Council
Don Bank Museum	Gallery/Museum	Council	Council
Sexton's Cottage Museum	Gallery/Museum	Council	Council
Mary Mackillop Place Museum	Gallery/Museum	Non-Council	Non-Council (NFP)
Alfred Street Artist' Studios	Artist studio	Council	Council
Ridge Street Artist' Studios	Artist studio	Council	Council
Men's Shed	Makerspace	Council	Non-Council (NFP)

Name	Category	Owner	Delivery
Crows Nest Centre	Community centre	Council	Non-Council (NFP)
Neutral Bay Community Centre	Community centre	Council	Council
McMahons Point Community Centre	Community centre	Council	Council
Planet X	Youth centre	Non-Council	Non-Council (private)
Space at Forsyth Park Community Centre	Community centre	Council	Council
Studio A	Artist studio	Non-Council	Non-Council (NFP)
The Hayden Orpheum Picture Palace	Commercial and enterprise space	Non-Council	Non-Council (private)
The Independent Theatre (Wenona)	Commercial and enterprise space	Non-Council	Non-Council (private)
TWT/Bridging Hope/Brand X studios and gallery spaces at St Leonards	Artist studio	Non-Council	Non-Council (NFP)
PCYC North Sydney	Community centre	Council	Council
Lavender Bay Gallery	Gallery/Museum	Non-Council	Non-Council (NFP)
Traffic Jam Gallery	Gallery/Museum	Non-Council	Non-Council (private)
Big music	Commercial and enterprise space	Non-Council	Non-Council (private)
Seaborn, Broughton & Walford Foundations	Commercial and enterprise space	Non-Council	Non-Council (private)

Name	Category	Owner	Delivery
Makers loft	Commercial and enterprise space	Non-Council	Non-Council (private)
Australian Writers Centre	Commercial and enterprise space	Non-Council	Non-Council (private)
Luna Park	Commercial and enterprise space	Non-Council	Non-Council (private)
Stanton Library	Cultural facility	Council	Council
Music Shell, St Leonards Park	Public space	Council	Council
Sub-base Platypus	Public space	Non-Council	Non-Council (Harbour Trust)
Brett Whiteley Pl	Public space	Council	Council
Former Quarantine Boat Depot	Heritage site	Council	Council
Faber Writing Academy	Commercial and enterprise space	Non-Council	Non-Council (private)
Blues Point Bookshop	Commercial and enterprise space	Non-Council	Non-Council (private)
Constant Reader Bookshop	Commercial and enterprise space	Non-Council	Non-Council (private)
The Antique Bookshop	Commercial and enterprise space	Non-Council	Non-Council (private)
Dymocks Neutral Bay	Commercial and enterprise space	Non-Council	Non-Council (private)
Half Back Book & Record Exchange	Commercial and enterprise space	Non-Council	Non-Council (private)
Project [504]	Gallery/Museum	Non-Council	Non-Council (private)
LIGHTWORKS	Gallery/Museum	Non-Council	Non-Council (private)
Rochfort Gallery	Gallery/Museum	Non-Council	Non-Council (private)

Name	Category	Owner	Delivery
Go Dance North Sydney	Community centre	Council	Council
Swing Patrol North Sydney	Commercial and enterprise space	Non-Council	Non-Council (private)
The Early Dance Consort	Commercial and enterprise space	Non-Council	Non-Council (private)
Australian Dance Institute	Commercial and enterprise space	Non-Council	Non-Council (private)
The Next Step Performing Arts	Commercial and enterprise space	Non-Council	Non-Council (private)
ProgressDNA	Commercial and enterprise space	Non-Council	Non-Council (private)
Sydney City Ballet School	Commercial and enterprise space	Non-Council	Non-Council (private)
North Shore Dance Studio	Commercial and enterprise space	Non-Council	Non-Council (private)
Rhythm burn dance fitness	Commercial and enterprise space	Non-Council	Non-Council (private)
Dance classes Sydney Crows NEst	Commercial and enterprise space	Non-Council	Non-Council (private)
The institute of dancing excellence	Commercial and enterprise space	Non-Council	Non-Council (private)
Tiny toes ballet Crows NEst	Commercial and enterprise space	Non-Council	Non-Council (private)
Arthur Murray Dance Studios	Commercial and enterprise space	Non-Council	Non-Council (private)
Pole Dance Academy Crows Nest	Commercial and enterprise space	Non-Council	Non-Council (private)
Collaborative Keys	Commercial and enterprise space	Non-Council	Non-Council (private)
North Sydney Flute School	Commercial and enterprise space	Non-Council	Non-Council (private)
Hive Sound Studios	Commercial and enterprise space	Non-Council	Non-Council (private)

Name	Category	Owner	Delivery
Noise International	Commercial and enterprise space	Non-Council	Non-Council (private)
Etoile Studio Content	Commercial and enterprise space	Non-Council	Non-Council (private)
ism Studios	Commercial and enterprise space	Non-Council	Non-Council (private)
Sydney Podcast Studios	Commercial and enterprise space	Non-Council	Non-Council (private)
Sound Kitchen	Commercial and enterprise space	Non-Council	Non-Council (private)
Zig Zag Lane	Commercial and enterprise space	Non-Council	Non-Council (private)
Klaypot Studios	Commercial and enterprise space	Non-Council	Non-Council (private)
Pinot and Picasso	Commercial and enterprise space	Non-Council	Non-Council (private)
Bright Spark Performing Arts Studio	Commercial and enterprise space	Non-Council	Non-Council (private)
Crash Symphony Productions	Commercial and enterprise space	Non-Council	Non-Council (private)
Music Mates	Commercial and enterprise space	Non-Council	Non-Council (private)
Joey Jig Music	Commercial and enterprise space	Non-Council	Non-Council (private)
A7 Music Academy	Commercial and enterprise space	Non-Council	Non-Council (private)
Silky Shapes Studio	Commercial and enterprise space	Non-Council	Non-Council (private)
Bradfield College	Educational institution	Non-Council	Non-Council (Government)
Wendy Whiteleys Secret Garden	Public space	Non-Council	Non-Council (private)

12.6 Events, programs and activities

Name	Delivered by	Delivered at
The Kirribilli Art Design & Fashion Market	Non-Council (NFP)	Kirribilli Bowling Green
The Coal Loader Artisan Markets	Council	Coal Loader Centre for Sustainability
Gai-mariagal Festival	Council	Across multiple Council areas
Seniors Festival	Non-Council (NFP)	North Sydney Community Centre
Sunset Cinema North Sydney	Council	North Sydney Oval
Northside Produce Market	Non-Council (NFP)	Ted Mack Civic Park
Twilight Food Fair	Council	Ted Mack Civic Park
Rotary Crows Nest Market	Non-Council (NFP)	Crows Nest Community Centre
Writers @ Stanton	Council	Stanton Library
Sunset Series	Council	St Leonards Park
Concerts at Kirribilli Centre (Amateur Chamber Music Society)	Non-Council (NFP)	Kirribilli Centre
Creating Wellbeing Program	Council	Across multiple Council locations
Artbox workshops	Non-Council (NFP)	Artbox Workshops
Programs at McMahons Point Community Centre	Council	McMahons Point Community Centre

12.7 Community groups

Name	Location
Artists in the Park	Primrose Park Art and Craft Centre
Basketry NSW	Primrose Park Art and Craft Centre
Calligraphy NSW	Primrose Park Art and Craft Centre
Primrose Paper Arts	Primrose Park Art and Craft Centre
Primrose Park photography	Primrose Park Art and Craft Centre
Textiles Sydney	Primrose Park Art and Craft Centre
North Shore Historical Society	Stanton Library
Men's Shed	Smoothey Park
The Feel Good Guitar Group	Kirribilli Neighbourhood Centre
Fitzroy Street Writers Group	Kirribilli Neighbourhood Centre
Kirribilli Book Group	Kirribilli Neighbourhood Centre
The Kirribilli Writers	Kirribilli Neighbourhood Centre
The Kirribilli Film Group	Kirribilli Neighbourhood Centre
Non-fiction book club	Kirribilli Neighbourhood Centre
Classical Guitar Society Sydney	Crows Nest Uniting Church

12.8 State Heritage Register items

Name
Graythwaite
Substation - Bellevue, Cammeray
Hastings
Egglemont
Nutcote
Hollowforth
North Sydney Technical High School (former)
North Sydney Post Office
Belvedere
Kailoa
Dalkeith Property
Luna Park Precinct
Electricity Power House
Sewer Vent
Ildemere

Name
St John's Uniting Church and Pipe Organ
Sydney Harbour Bridge, approaches and viaducts (road and rail)
Don Bank
Tarella
Waverton Railway Station group
Milsons Point Railway Station group
St Leonards Park
Balls Head Coal Loader Complex
Badangi
MLC Building North Sydney(former)

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