

Our Community

Draft Cultural Policy

City Culture
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The development of a Cultural Policy by 2024 is a key target of the Strategic Plan 2024-2028.

What is the Opportunity?

- Respond to changing community expectations of Adelaide as a cultural capital
- Consolidate Cultural Strategy, Public Art, Live Music, Arts and Culture strategies and action plans
- Position City of Adelaide in the contemporary context of local, state, national and international policies, plans and reports
- Connect and embed arts and cultural activities in climate, economic, social and cultural inclusion and community development strategies
- Alignment with Community Development Discussion Paper, Social Infrastructure Assessment, Cultural Infrastructure Assessment
- Elevate the City of Adelaide's designation as a UNESCO Creative City
- Opportunity to drive outcomes: engaged audiences, healthier, happier and more cohesive communities

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Key Questions

KEY QUESTION

What elements is Council seeking in the development of a Cultural Policy for community consultation?

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What will be the cultural impact and legacy of this Council?

KEY QUESTION

What roles should Council play in building the cultural life of the City?

Draft Cultural Policy Implications

Implication	Comment
Policy	<p>A Cultural Policy is a key target of the Strategic Plan 2024-2028.</p> <p>A Draft Cultural Policy was be developed and endorsed for public consultation in 2022.</p>
Consultation	<p>If the development of the Draft Cultural Policy is approved, by Council a High Level Engagement Plan for the Draft Cultural Policy will be prepared.</p>
Budget Consideration	<p>Not as a result of this report</p>
Risk / Legal / Legislative	<p>The absence of a Cultural Policy is a reputational risk for the City of Adelaide.</p>
Opportunities	<p>Consolidation of existing frameworks Cultural Strategy, Public Art, Live Music, Arts and Culture strategies and action plans.</p> <p>Elevation of UNESCO City of Music designation.</p> <p>Stronger alignment with AEDA grants and partnerships.</p>

Existing City of Adelaide Cultural Policy Context

Strategic Plan 2024-2028

Proposed Cultural Policy

Cultural Strategy 2017- 2023

Cultural Roadmap 2017- 2023

City of Music
Live Music
Action Plan
2017-2020

Public Art
Action Plan

Arts and
Cultural
Grant
Guidelines

Memorials
Guidelines

Adelaide
Libraries
Action Plan

Stretch
Reconciliation
Action Plan

Adelaide
Event
Guidelines

Development of the City of Adelaide Cultural Strategy 2017 - 2023

Between December 2016 and May 2017, City of Adelaide undertook a comprehensive engagement process that started with a Discussion Paper;

[Culture: It's how we express who we are.](#)

Consultation included a Live Music Summit, a Community Cultural Forum, six independently facilitated Think Tank community workshops, internal workshops with Councillors and Council staff and online consultation through Your Say Adelaide.

Consultation identified five cultural aspirations:

Adelaide's cultural identity is unique and our creative reputation is renowned

Adelaide has an engaged, collaborative, knowledgeable and connected cultural community

Adelaide is renowned for its authentic, vibrant and diverse cultural experiences

Adelaide's cultural economy is robust, sustainable and easy to navigate

Adelaide is recognised as a cultural incubator where people, enterprises and audiences flourish

Global Drivers of Arts and Cultural Policy Settings

Four key policy drivers underpin recent cultural policy around the world:

Collective identity	Reputation building	Social improvement	Economic contribution
Culture builds on the things individuals have (or can be argued to have) in common	Culture associates organisations or individuals with standards of excellence defined by relevant stakeholders	Culture provides spillover benefits in areas of societal concern (like education, health and disaster recovery) to the widest range of people possible	Culture contributes to economic prosperity, directly through income and employment generation, or indirectly by influencing innovation

The most effective cultural policies demonstrate how arts, culture and creative activities interact with each other to increase creativity and innovation across the economy.

Source: A New Approach, **Behind the Scenes: Drivers of Arts and Cultural Policy Settings in Australia and Beyond**, 2020.

National Arts and Cultural Audience Trends

- Despite the disruptions of COVID-19, between 2019 and 2022 97% of Australians were engaged overall, 84% acknowledged positive impacts of arts and creativity, 68% attended live and 61% agreed culture and creativity should receive public funding – all consistent with 2019.
- An increasing proportion of Australians now agree that the arts shape and express Australian identity (52%, up from 45% in 2016). Middle-aged, middle income swing voters from suburban and regional Australia said Australian arts and culture give us a sense of identity and help us represent Australia to the world. The most common reason given was that arts and cultural activities bring us together and help build community.
- Half of Australians believe the arts benefit our wellbeing (56%, the same as before COVID-19). However there has been an increase in those who are attending to improve their wellbeing (32% up from 25% in 2019).
- Australians are increasingly engaging with the arts online (88%, up from 82% in 2019). However, almost two-thirds missed the atmosphere of a live event, exhibition and/or experience when viewing online (60%).
- Most Australians continue to agree that First Nations arts are an important part of Australia's culture (73%) and interest has remained steady (40%). However, fewer now think First Nations arts are well-represented in Australia (47%, down from 51% in 2019).
- First Nations and CALD respondents are highly engaged in the arts but are more likely to say, 'cultural and creative experiences are not really for people like me'.

Source: Australia Council, *Creating Value: Results of the National Arts Participation Survey*

Federal Cultural Policy: Revive

[Revive: A Place for Every Story, A Story for Every Place](#)

Revive is structured around five interconnected pillars:

1. **First Nations First:** Recognising and respecting the crucial place of First Nations stories at the centre of Australia's arts and culture.
2. **A Place for Every Story:** Reflecting the breadth of our stories and the contribution of all Australians as the creators of culture.
3. **Centrality of the Artist:** Supporting the artist as worker and celebrating artists as creators.
4. **Strong Cultural Infrastructure:** Providing support across the spectrum of institutions which sustain our arts, culture and heritage.
5. **Engaging the Audience:** Making sure our stories connect with people at home and abroad.

2022 City of Adelaide Draft Cultural Policy responded to the Revive pillars. Approved by Council for consultation on 9 August 2022, it was aligned with the Strategic Plan 2020-2024. However, this did not occur due to the 2022 caretaker period.

South Australia: Creating for the Future

The state government is developing a landmark state cultural policy to set a long-term vision for supporting arts, culture and creativity in South Australia.

Consultation has included sector workshops led through a process of appreciative inquiry, on where the state should focus its efforts to ensure South Australia builds on its strengths and that their policy makes a meaningful contribution to South Australia and the nation.

The Policy will be released in 2024.

The survey and submission to the discussion paper close Wednesday, 31 January 2024.

[Creating for the Future Discussion Paper](#)

City of Adelaide Strategic Plan 2024 - 2028

One of the targets to achieve the outcome ‘An inclusive, equitable and welcoming community where people feel a sense of belonging’, in the Strategic Plan 2024-2028 is to **develop a Cultural Policy by 2024 that promotes the City’s unique cultural identity and opportunities.**

The Cultural Policy will ensure that our cultural community, environmental, and economic strategic pillars share equal focus and are fully interconnected.



Next Steps

- May 2024: Stakeholder roundtables, forums, workshops, online consultation
- May-April 2024: Development of Draft Cultural Policy
- June 2024: Draft Cultural Policy presented to Council
- July- August 2024: Public Consultation on Draft Cultural Policy
- September 2024: Consultation results and Cultural Policy presented to Council
- October 2024: Launch of Cultural Policy

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