



High-Level Engagement Plan

PURPOSE OF ENGAGEMENT

The purpose of this engagement is to:

- Inform community members and other key stakeholders about Council's development of a new draft Cultural Policy.
- Clarify why Council is adopting a Cultural Policy and what its role is.
- Seek feedback on the proposed Cultural Policy to ensure that Council's vision, goals and priorities are aligned with community needs and expectations for the coming decade.
- Ensure that the cultural identity of our community, in all its diversity, is reflected in the Cultural Policy.
- Identify how Council can most effectively encourage and enable all community members to participate in the cultural life of the City.
- Identify where Council can add most value through its advocacy and investment in our City's cultural life.
- Guide the development of associated Strategies, Action Plans and Annual Business Plan and Budget.

BACKGROUND INFORMATION

Council in its Strategic Plan 2024-2028 committed to the development of a Cultural Policy in 2024 that will be applicable to all areas of Council and its subsidiaries.

It is proposed that this long-term Policy will be supported by strategies and action plans developed in alignment with the annual Business Plan and Budget process.

The Cultural Policy will outline Council's role, its vision, goals and priorities, and how it will evaluate and communicate the impact of its investment and efforts towards a culturally vibrant, socially inclusive and thriving city.

STRATEGIC LINK

The Cultural Policy will reflect Council's leadership role and responsibilities as the governing body for the Capital City of South Australia, and its commitments to sustainable development as part of Adelaide's designation as a UNESCO Creative City of Music.

Alignment with Federal and State government policy directions and fostering strategic partnerships with governments, the private and not-for-profit sectors, and community groups, is essential to the success of the Cultural Policy.

The City of Adelaide's Cultural Policy will align with the pillars of Council's Strategic Plan 2024-2028:

- **OUR COMMUNITY** – Building a vibrant, connected and inclusive
- **OUR ENVIRONMENT** – Creating a resilient, protected and sustainable
- **OUR ECONOMY** – Growing and developing an innovative and responsive
- **OUR PLACES** – Creating interesting, purposeful and safe.
- **OUR CORPORATION** – High performing, customer centric and bold

A commitment in the City of Adelaide's 2024-2028 Strategic Plan is that our Community will be vibrant, connected and inclusive. Council's objectives are to:

- Support our community to thrive
- Create fun, lively and interesting experiences
- Celebrate and honour our community and cultures.

The Cultural Policy will assist Council to achieve its ambitions for Adelaide to be an interesting and engaging place to live, learn and visit, with an inclusive, equitable and welcoming community where people feel a sense of belonging.

This Cultural Policy will ensure that Adelaide's reputation as a creative city that values culture and where culture adds value to the everyday is strengthened.

The Cultural Policy will sit under the Strategic Plan as a lead policy document alongside the:

- Adelaide Central Market Authority Strategic Plan
- Adelaide Economic Development Agency Strategic Plan
- Adelaide Parklands Management Strategy
- City Plan
- Disability, Access and Inclusion Plan
- Economic Development Strategy
- Heritage Strategy and Action Plan
- Homelessness Strategy
- Integrated Climate Strategy, and the
- Stretch Reconciliation Action Plan.

The Cultural Policy will enable and complement the outcomes of these policies. Responsibility for the Cultural Policy will be shared across the organisation.

KEY ACTIVITIES

Internal City of Adelaide Workshops

Date: Commenced August 2024

Purpose: Workshops and discussions on the Cultural Policy Discussion Paper with colleagues across the organisation to refine the draft document and to build a shared understanding of the value of culture to our community and commitment to its implementation upon adoption by Council.

Lord Mayor Culture Roundtable

Date: proposed 25 September 2024 (TBC)

Purpose: A Civic Event to discuss the importance and value of Culture to the City of Adelaide.

Speakers: The Roundtable will feature key speakers and experts on culture, urban planning, creativity, community development and festivals.

Guests: Elected Members, City of Adelaide leaders, invited cultural community stakeholders, organisations, peak bodies and researchers.

Live Music Industry Roundtable

Date: proposed late October / early November (TBC)

Purpose: A commitment of the City of Adelaide's partnership with the national Live Music Office for its Live and Local Program. Leveraging and extending the research insights and discussion at the Night Time Entertainment Economy Roundtable hosted by the Lord Mayor in May 2024. Focused on policy and planning levers for sustainable development of our live music sector and our community.

Speakers: Live Music Office staff, John Wardle, live music policy consultant.
 Guests: Elected Members, City of Adelaide leaders, invited cultural community stakeholders, organisations, peak bodies and researchers.

Cultural Sector Engagement Workshops

Date: October – mid-November 2024

A series of workshops to be held offsite from the City of Adelaide to seek feedback and input from key cultural sector stakeholders and community leaders on the Cultural Policy. Opportunities to align with scheduled events hosted by cultural and community organisations will be sought to elicit both formal and informal feedback. This will include an invitation only event at Adelaide Town Hall in late October.

Community Engagement

Date: late September – late October 2024

- Our Adelaide Online platform for community engagement.
- Conversations in City of Adelaide facilities and in the public realm. Supported by the Arts and Cultural team, City Libraries Out and About program, Place Coordinators, and City of Adelaide Engagement team.

LEGISLATIVE REQUIREMENT

Council is required to engage for a minimum of four weeks on the development of a new draft policy. Council's Community Consultation Policy will be used to guide the process.

TIMEFRAMES

Timeframes	Action	Comment
3 – 10 September 2024	Report to Committee and Council on the draft Cultural Policy	Seek approval for public engagement on the draft Cultural Policy Discussion Paper
25 September 2024	Lord Mayor Culture Roundtable	Civic Event
Late September – End October 2024	Community Engagement (4 weeks)	Community consultation via Our Adelaide, individual and group meetings, activations in Council facilities and in the public realm
September – mid-November 2024	A series of tailored workshops with key stakeholders on the draft Cultural Policy Vision, Goals and Priorities	Incorporating a Live Music Industry Roundtable hosted with the Live Music Office and an Adelaide Town Hall event
November 2024	Workshop at Committee	An update on engagement (participation, activities, feedback themes and highlights)
December 2024 – January 2025	Update on engagement (participation, activities, feedback themes and highlights)	Via e-news

February 2025	Report to Committee and Council with draft Cultural Policy informed by consultation feedback	Seek endorsement of the draft Cultural Policy for implementation
----------------------	--	--

LEVEL OF ENGAGEMENT

Level of Engagement	Inform	Consult	Involve	Collaborate	Empower
Goal	One-way communication provides balanced and objective information to assist understanding about something that is going to happen or has already happened.	Two-way communications designed to obtain feedback on ideas, alternatives and proposals to inform our decision-making .	Participatory process designed to help identify issues and views to ensure that concerns and aspirations are understood and considered prior to our decision making .	Working together to develop an understanding of all issues and interests to work out alternatives and identify preferred solutions for joint decision-making .	We may facilitate the process and/or upskill community. Places final decision-making in the hands of the community.
Approach	We will share information about a decision or direction.	We will explore options and gain feedback and an understanding of your concerns and preferences.	We will involve you in the process, so your ideas, concerns and aspirations are reflected in the alternatives developed or the final decision.	We will collaborate with you , so your advice, innovation and recommendations are included in the final decision that we make together.	We will implement or support you to implement what you decide .
Role of Stakeholder/Community	Listen	Contribute	Participate	Partner	Decide

EVALUATION PLAN

The consultation will be evaluated with the following performance indicators:

- Engagement and contribution of key stakeholders in the consultation process.
- Timeframes and engagement budget were delivered.