

Draft Discussion Paper – *Culture the Life of our City* - for Public Consultation

Strategic Alignment - Our Community

Tuesday, 1 October 2024

City Community Services and Culture Committee

Program Contact:

Jennifer Kalionis, Associate Director City Culture

Approving Officer:

Ilia Houridis, Director City Shaping

Public

EXECUTIVE SUMMARY

The purpose of this report is to present a revised Discussion Paper, **Culture – The Life Of Our City (Attachment A)**, for the purpose of community engagement to inform the development of a City of Adelaide (CoA) Cultural Policy.

This report, and the Discussion Paper, have been prepared to address a key action in the CoA Strategic Plan 2024-2028 to, *'Develop a Cultural Policy by 2024 that promotes and supports the City's unique cultural identity and opportunities.'*

Administration has revised the Discussion Paper presented to the City Community Services and Culture Committee on [3 September 2024](#) to incorporate Council Member feedback.

Community consultation on the Cultural Policy Discussion Paper is proposed to commence in late October 2024 and conclude in late November 2024.

A consolidated consultation summary on the Discussion Paper, **Culture – The Life Of Our City** engagement will be presented to the City Community Services and Culture Committee through Quarter 3 of the 2024/25 financial year.

RECOMMENDATION

The following recommendation will be presented to Council on 10 September 2024 for consideration

THAT THE CITY COMMUNITY SERVICES AND CULTURE COMMITTEE RECOMMENDS TO COUNCIL THAT COUNCIL

1. Approves the draft City of Adelaide Cultural Policy Discussion Paper contained in Attachment A to Item 7.2 on the Agenda for the meeting of the City Community Services and Culture Committee held on 1 October 2024, for the purpose of public consultation.
 2. Notes the proposed City of Adelaide Culture Round Table to be held as part of the engagement on the City of Adelaide Cultural Policy Discussion Paper, to be chaired by the Lord Mayor.
 3. Authorises the Chief Executive Officer or delegate to make minor, formatting, typographical or syntactical updates to the documents contained in Attachment A to Item 7.2 on the Agenda for the meeting of the City Community Services and Culture Committee held on 1 October 2024, for the purpose of finalising the documents for public consultation.
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IMPLICATIONS AND FINANCIALS

City of Adelaide 2024-2028 Strategic Plan	<p>Strategic Alignment – Our Community Vibrant, connected and inclusive</p> <p>Our Objective is to support our communities to thrive, create fun, lively and interesting experiences, celebrate and honour community and cultures. An indicator of success for the ‘Our Community’ outcome of “An inclusive, equitable and welcoming community where people feel a sense of belonging” is: <i>Develop a Cultural Policy by 2024 that promotes and supports the City’s unique cultural identity and opportunities</i></p> <p>The draft Cultural Policy is also designed to support these pillars of Council’s Strategic Plan: Our Environment, Our Economy and Our Places.</p>
Policy	<p>Council does not currently have a Cultural Policy.</p> <p>It is proposed that Council’s Cultural Policy will operate from 2025 to 2036 to help set strategic directions for the City of Adelaide and its subsidiaries.</p>
Consultation	<p>Internal consultation has been conducted across August 2024.</p> <p>If this draft Cultural Policy Discussion Paper is endorsed for the purpose of consultation, targeted stakeholder, sector and broad community engagement will be undertaken in accordance with Council’s Community Consultation Policy.</p>
Resource	<p>Development and Consultation of the Discussion Paper, Culture – The Life Of Our City is through existing resources.</p>
Risk / Legal / Legislative	<p>Community feedback on the Discussion Paper will inform the development of a Draft Cultural Policy for the City of Adelaide. A Cultural Policy delivers on the strategic objectives of the City of Adelaide as outlined in the Strategic Plan 2024-2028.</p> <p>A Cultural Policy will provide a framework to ensure that Council’s priorities are embedded across operational decision making.</p>
Opportunities	<p>The development of a Cultural Policy will define the role, goals and priorities of Council and its subsidiaries with respect to celebrating and supporting the richness and diversity of its community and reinforcing the City’s status as reinforce the City of Adelaide as the heart of the state’s civic, cultural and commercial life.</p>
24/25 Budget Allocation	<p>\$15,000 is allocated from the Arts and Cultural budget for documentation design and marketing materials associated with the development of Council’s Cultural Policy.</p>
Proposed 25/26 Budget Allocation	<p>Funding to implement Council’s Cultural Policy is subject to, and needs to be considered in the context of, the prioritisation of projects, initiatives and service enhancements for the development of the 2025/26 budget, and within the parameters of the Long-Term Financial Plan to ensure long-term financial sustainability.</p>
Life of Project, Service, Initiative or (Expectancy of) Asset	<p>The draft City of Adelaide Cultural Policy has a project life from 2025 to 2036.</p>
24/25 Budget Reconsideration (if applicable)	<p>Not as a result of this report</p>
Ongoing Costs (eg maintenance cost)	<p>Not as a result of this report</p>
Other Funding Sources	<p>Not as a result of this report</p>

DISCUSSION

1. The purpose of this report is to present a draft City of Adelaide (CoA) Cultural Policy Discussion Paper, **Culture - The Life Of Our City (Attachment A)**, for the purpose of public consultation.
2. As a key action in its Strategic Plan 2024-2028, Council has committed to, 'Develop a Cultural Policy by 2024 that promotes and supports the City's unique cultural identity and opportunities.' This will extend to all areas of Council and its subsidiaries.
3. The rationale for setting a Cultural Policy now includes, as a UNESCO Creative City, enabling all people to participate in and contribute to the cultural life of our city, celebrate and honour our diverse and multicultural communities, and invest in Adelaide's distinctive heritage and creative sector.
4. Council does not currently have a Cultural Policy. In the absence of a Cultural Policy, delivery of cultural activity in the City remains aligned to Council's previous cultural strategy, '*Cultural Strategy A city designed for creativity 2017–2023*', which had a strong focus on arts and festivals.
5. Council has endorsed the development of a new Arts and Cultural Strategy, to elevate and activate arts and culture in conjunction with precinct and event activations.
6. The draft Cultural Policy Discussion Paper, **Culture - The Life Of Our City** has been developed to engage the community on the development of a Cultural Policy for Adelaide. Consultation feedback will inform the development of the Policy document, and a summary of the feedback will be presented to Council to ensure that the voices and views of our community are heard.

Cultural Policy Development – Informing and Future Work

7. To enable delivery on the key strategic action outlined in para 1, direction was sought from Council in relation to a draft Cultural Policy for the City of Adelaide at the City Community Services and Culture Committee meeting held 6 February 2024.
8. Feedback from that meeting included the importance of:
 - 8.1. Being clear about our definition of culture
 - 8.2. Understanding that a Cultural Policy encompasses, however is not limited to investment in the arts
 - 8.3. Undertaking a cultural stocktake to assess our strengths and weaknesses in the context of a changing landscape
 - 8.4. Celebrating cultural traditions through festive events and social practices
 - 8.5. Considering our vision for Adelaide as a cultural capital in 2036 – what will our City 'feel like'?
 - 8.6. Acknowledging the contribution of the arts to our City's cultural and economic vitality
 - 8.7. Reflecting on Adelaide's reputation and what makes our City distinctive
 - 8.8. Culture and sustainability underpinning everything we do
 - 8.9. Reflecting our multicultural community and supporting the expression of heritage, traditions and culture
 - 8.10. Ensuring we engage a diversity of individuals in the development of the Cultural Policy
 - 8.11. Amplifying our UNESCO Creative City of Music status and supporting local artists
 - 8.12. Strengthening our ongoing partnership with the Kaurana community
 - 8.13. Strengthening our relationships with specific community groups, culturally and linguistically diverse (CALD) peoples and young people.
9. Internal consultation on the draft Cultural Policy Discussion Paper was conducted across the organisation during August-September 2024 to refine the policy statements and priorities.
10. At its meeting on 10 September 2024, in response to the draft Discussion Paper, Culture – The Life Of Our City, Council provided the following direction for a subsequent version of the document:
 - 10.1. Requested that Administration to review the Cultural Policy Discussion Paper with a view to reflect and emphasise the following:
 - Significant memorial days in the Council calendar
 - Council's sponsorship of significant events
 - Multiculturalism

- Clarifying the City of Adelaide's unique role in the evolution of the city's culture
- Recognise the role of Local Government as distinct from Federal and State Government
- Consolidation opportunities in relation to existing policies
- Clearly articulate and build a unique City of Adelaide culture.

Draft Cultural Policy Statements and Priorities

11. In considering direction for the development of a Cultural Policy and incorporating feedback received from Council Members, it is proposed that the City of Adelaide's definition of culture includes:
 - 11.1. Adelaide's cultural, creative, arts, and heritage industries
 - 11.2. The heritage, knowledge and cultural practices of Aboriginal and Torres Strait Islander peoples
 - 11.3. The expressions of identity, shared experience and aspirations of our diverse and multicultural communities, that have shaped our society from the period of colonisation of South Australia, through a long history of migration, to the present day
 - 11.4. Historic and current cultural practices and events that reflect contemporary Adelaide and its broad and diverse community.
12. The revised draft Discussion Paper, **Culture – The Life Of Our City** sets out six themes and priorities for a future Cultural Policy that aim to support a culturally vibrant, socially inclusive and equitable city. These will be refined through community consultation on the draft Discussion Paper and subsequently presented to Council for consideration and adoption.
 - 12.1. *People are at the Centre of our City and its Culture*
Nurture the ability for the community to connect with culture and express their creativity. Improve our city's appeal, liveability and global profile, through accessible and high-quality cultural experiences, including public art, events and festivals that reflect Adelaide's unique heritage and stories.
 - 12.2. *Honouring Aboriginal and Torres Strait Islander Peoples' Continuous Culture*
Honour and strengthen awareness of Kaurna culture and connection to Country as central to Adelaide's identity and future.
 - 12.3. *Celebrating Multiculturalism and Respecting Diversity and Traditions*
Observe, fund and facilitate Adelaide's cultural and civic traditions including festive events and other social practices. Provide inclusive and respectful opportunities for people of all cultures, backgrounds, ages and abilities to participate in the cultural life of the city.
 - 12.4. *Adelaide is Australia's Cultural and Creative Capital*
Provide a city-wide approach to embed music, culture and heritage preservation in policy, place and community. Amplify Adelaide's UNESCO City of Music designation and our leadership as Australia's creative and cultural capital.
 - 12.5. *The City's Culture is Connected to our Built and Natural Heritage*
Respect, protect and strengthen our world class architecture, cultural assets, collections, and environment. Ensure our cultural identity is easily accessible by the community through engaging and discoverable interpretation and digital resources.
 - 12.6. *Creativity and Culture Drives our City's Future*
Advance the role of culture in enriching the life of the city, our people and the environment. Raise our profile as a creative and cultural capital for the development of the city into the future and the wellbeing of local communities.

Council's Role and Responsibilities

13. The draft Discussion Paper, **Culture – The Life Of Our City**, contained in **Attachment A** reflects Council's responsibilities to its local communities, and its leadership role as the Capital City Council for all South Australians, and as a globally recognised UNESCO Creative City.
 - 13.1. Lead
Lead the integration of creativity and culture in all aspects of the city's sustainable development to ensure Adelaide is a diverse, inclusive, resilient and joyful society.
 - 13.2. Advocate

Use our influence as a creative capital to advocate for the role of culture in enriching the life of the city, our community and our economy, leveraging opportunities, and uplifting others.

- 13.3. Safeguard
Protect our tangible and intangible cultural heritage through enabling policy and regulation, and by investing in our cultural infrastructure and assets including our City collections.
 - 13.4. Engage
Empower our communities to engage in democratic, local decision making and action supporting social, economic, environmental and cultural wellbeing.
 - 13.5. Enable
Enable all people to contribute to and participate in the cultural life of the city by funding and facilitating inclusive programs at our venues and in our Park Lands.
 - 13.6. Facilitate
Facilitate street closures, safety, traffic and public performances to support community events, festivals, activations and other forms of cultural expression across the city's public spaces and Park Lands.
 - 13.7. Partner
Partner with government, non-government organisations, the private sector and the community to leverage expertise, attract new resources and sustain the city's cultural development into the future.
 - 13.8. Champion
Celebrate what makes Adelaide distinctive and promote its abundant creative culture to enhance our City's appeal and profile.
14. Through the draft Discussion Paper, **Culture – The Life Of Our City** we will seek community and expert stakeholder feedback on policy statements and priorities for the city's cultural future linked to the City of Adelaide's Strategic Plan 2024-2028, including opportunities to:
- 14.1. Vision, Purpose and Strategy
 - 14.1.1. Deliver a bold, innovative and aspirational vision for the City of Adelaide's cultural life.
 - 14.1.2. Create an enabling environment that elevates the centrality of culture in Adelaide.
 - 14.1.3. Articulate a shared understanding of culture and outline Council's vision, goals, priorities and outcomes relevant to Council's roles in delivering and amplifying cultural outcomes for the City.
 - 14.1.4. Honour, protect and celebrate what is distinctive about our City and support our community and economy to thrive.
 - 14.1.5. Identify key projects that centre community and culture as key drivers for local businesses.
 - 14.2. Partnering and Engagement
 - 14.2.1. Be developed with, be owned by, and serve our communities.
 - 14.2.2. Identify opportunities for strategic collaboration with community and all levels of government on a long-term plan for investment in the cultural infrastructure and creative economy in Adelaide through effective and relevant policy settings.
 - 14.2.3. Provide platforms for the ongoing discourse regarding the whole-of-cultural-and-creative-industries agenda for Adelaide.
 - 14.3. Governance and Reporting
 - 14.3.1. Provide a framework to drive Council's strategic objectives and ensure these principles are embedded across operational decision making.
 - 14.3.2. Identify how Council will evaluate and communicate the impact of its investment and efforts towards a culturally vibrant, socially inclusive and equitable city.
 - 14.3.3. Inform the review and consolidation of complementary plans and guidelines designed to assist the City of Adelaide in responding to the changing expectations of Adelaide as a cultural capital.

Strategic Alignment and Benchmarking

15. The draft Cultural Policy Discussion Paper and the statements and priorities contained within have been benchmarked against the cultural policies of other capital cities in Australia, all which have their own respective Policies, Strategies and Action Plans which address Culture and Creativity linked below:
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- 15.1. City of Sydney: [Creative City Cultural Policy and Action Plan 2024](#)
- 15.2. City of Perth: [Cultural Development Plan 2029](#)
- 15.3. City of Melbourne: [Creative Strategy 2018-2028](#)
- 15.4. City of Brisbane: [Creative Brisbane Creative Economy Strategy](#)
- 15.5. City of Hobart: [Creative Hobart Strategy](#)
- 15.6. City of Darwin: [Creative Strategy 2024-2030](#)
- 15.7. City of Canberra: [Canberra: Australia's Arts Capital Arts, Culture and Creative Policy 2022-2026](#)
16. International cultural policy is informed by best practice principles set by the United Nations Educational, Scientific and Cultural Organization (UNESCO), which stands for cultural diversity as a source of enrichment for all of humanity. Adelaide is designated as a UNESCO Creative City of Music. The Creative Cities Network is at its core a program of UNESCO which aims to foster mutual international cooperation with and between member cities committed to invest in creativity as a driver for sustainable urban development, social inclusion and cultural vibrancy.
17. The Australian Federal Government's national Cultural Policy, Revive: A Place for Every Story, a Story for Every Place, is structured around five interconnected pillars:
 - 17.1. First Nations First: Recognising and respecting the crucial place of First Nations stories at the centre of Australia's arts and culture.
 - 17.2. A Place for Every Story: Reflecting the breadth of our stories and the contribution of all Australians as the creators of culture.
 - 17.3. Centrality of the Artist: Supporting the artist as worker and celebrating artists as creators.
 - 17.4. Strong Cultural Infrastructure: Providing support across the spectrum of institutions which sustain our arts, culture and heritage.
 - 17.5. Engaging the Audience: Making sure our stories connect with people at home and abroad.
18. The State Government's Cultural Policy is currently in development and Administration has been engaged with counterparts in State Government on their process.
19. The Australian Local Government Association has an endorsed [Arts and Culture Policy Position](#) since 2020 which outlines that the creative sector is essential to the liveability and economic sustainability of all communities.
20. Developing the City of Adelaide's Cultural Policy in alignment with national and local policies will recognise the importance and benefits of working in partnership for the social and cultural vitality of South Australia.

Inputs to the Discussion Paper, Culture – The Life Of Our City

21. Activity undertaken across the City of Adelaide which has informed the development of the draft Cultural Policy Discussion Paper includes:
 - 21.1. Review of Live Music Action Plan 2017- 2020
 - 21.2. Review of Public Art Action Plan 2019 – 2022 including Public Art Roundtable feedback on Public Art Action Plan and Cultural Strategy
 - 21.3. Mid-point review and refresh of the Cultural Strategy 2017 - 2023
 - 21.4. Draft City of Adelaide Cultural Policy (August 2022 - did not proceed to consultation due to Council Elections)
 - 21.5. Annual Cultural Dashboard update for 2022/23
 - 21.6. Cultural Infrastructure Assessment conducted by Intermethod (2023)
 - 21.7. Social Infrastructure Assessment conducted by Intermethod (2023)
 - 21.8. City of Adelaide submission to the Australian Government's Cultural Policy REVIVE (March 2023)
 - 21.9. City of Adelaide inputs to State Government's draft Cultural Policy (July 2023 – present)
 - 21.10. Public Art Review and Benchmarking Study by Barbara Flynn, Art Advisor (August 2023 – present)
 - 21.11. Consultation with City of Sydney: Arts & Cultural Manager, Cultural and Creative Sector Advisory Panel Member (CBRE Asia Pacific)
 - 21.12. Arts and Cultural Grants and Funding Review and Alignment with Council's Grants Policy

- 21.13. Cultural Dashboard / Cultural Strategy Impact 2020-2024 (May 2024)
- 21.14. Contribution to the UNESCO City of Music 4-year review, survey and Action Plan (June 2024)
- 21.15. Disability Access and Inclusion Plan 2024-2028 (Adopted by Council June 2024)
- 21.16. Draft Stretch Reconciliation Action Plan 2024-2027 (endorsed by Council for community consultation June 2024)
- 21.17. Night Time Entertainment Economy Roundtable (May 2024; Report endorsed by Council July 2024)
- 21.18. City User Profile Survey 2023 Results and Review (July 2024)
- 21.19. Draft Economic Development Strategy (final draft presented to the City Planning, Development and Business Affairs Committee Tuesday 3 September 2024).
- 21.20. 2023-24 Resident Survey completed (August 2024)
- 21.21. MusicSA report on the Economic Contribution of the Music Industry to South Australia 2022/33 prepared by BDO (August 2024).

Next Steps

- 22. Pending decision by Council, consultation on the draft Discussion Paper, **Culture – The Life Of Our City** will be undertaken as outlined in **Attachment A**. Consultation is planned to commence in late October 2024 and conclude in late November 2024.
 - 22.1 Broad community engagement will be conducted and will include opportunities to provide feedback at Council owned cultural and community venues and in the public realm, as well as an online Our Adelaide survey.
 - 22.2 Engagement activities are proposed to include a Culture Roundtable hosted by the Lord Mayor and additional facilitated cultural sector workshops, including hosting a Live Music Industry Forum in partnership with the Live Music Office to canvas the challenges, opportunities and strategies for growth of the local live music ecology.
 - 22.3 Council's key Advisory Boards and Committees will be engaged as key stakeholders, including members of the Reconciliation Committee, Kadatilla / Adelaide Park Lands Authority, Disability, Access and Inclusion Panel, Adelaide Central Market Authority Board, and the Adelaide Economic Development Agency Board.
 - 22.4 A consolidated consultation summary will be presented to the City Community Services and Culture Committee and a Draft Cultural Policy will be formalised and presented to Council for the purposes of public consultation and adoption through Quarter 3 of the 2024/25 financial year.
 - 22.5 Once adopted, the Cultural Policy will provide a framework to drive Council's strategic objectives. As culture is embedded in everything we plan and do for our communities, the Cultural Policy will ensure these principles are embedded across operational decision making.

DATA AND SUPPORTING INFORMATION

Link 1 – [Cultural Dashboard](#)

Link 2 – [Council Agenda – 23 July 2024](#) (Night Time Entertainment Economy report)

Link 3 – [Council Agenda – 13 February 2024](#) (draft Cultural Policy Discussion paper)

Link 4 – [Council Agenda – 10 September 2024](#) (draft Cultural Policy Discussion paper)

ATTACHMENTS

Attachment A – Draft City of Adelaide Cultural Policy Discussion Paper

- END OF REPORT -