

Draft Cultural Policy

Strategic Alignment - Dynamic City Culture

Public

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The Committee - Pre-Council Discussion Forum

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EXECUTIVE SUMMARY

At the meeting of Council on 10 May 2022, the Chief Executive Office (CEO) committed to the following undertaking in response to a request from the Lord Mayor in relation to our overall Strategic Policy Framework:

- *To review the strategic policy framework*
- *To look for gaps in the strategic framework*
- *Progress work on a climate and cultural policy.*

This report presents the proposed draft Cultural Policy.

Additional information regarding the review of the overall Strategic Policy Framework will be provided to Elected Members separately.

The draft policy provides the City of Adelaide's position on arts and culture for the purpose of consultation.

The draft policy includes a series of Cultural Policy statements with which decision making across all areas of council business can be measured and assessed to ensure the intrinsic benefits of a culturally rich city are fully realised. This policy sits within the context of the Strategic Policy Framework review currently underway and under the City of Adelaide Strategic Plan 2020-2024.

It is proposed the draft policy is released for community consultation and concurrently with the Australian Government's development of a new Cultural Policy. Should Council decide to release the draft policy for consultation, a decision about adopting the policy will be made by the incoming Council post the local government election in November 2022.

The following recommendation will be presented to Council on 9 August 2022 for consideration

That Council

1. Approves the draft Cultural Policy for community consultation as set out in Attachment A to Item # on the Agenda for the meeting of the Council held on 9 August 2022.
 2. Approves the content in the draft Cultural Policy as the basis of a City of Adelaide submission as engagement towards the development of a new Australian Government Cultural Policy.
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IMPLICATIONS AND FINANCIALS

City of Adelaide 2020-2024 Strategic Plan	<p>Strategic Alignment – Dynamic City Culture</p> <p>A Cultural Policy will deliver on the vision of the Strategic Plan for a Creative City. Adelaide will be the world’s most liveable city through global connections and collaborations, celebration of diverse community, culture, and creativity, rich experiences, and the creation of new cultural and civic infrastructure.</p> <p>More domestic and international visitors, increased cultural infrastructure, more city users agree the city is dynamic and full of rich and diverse experiences.</p> <p>The City of Adelaide 2020-2024 Strategic Plan outlines a vision for a Creative City.</p> <p>A creative environment attracts people, businesses and organisations to the City and Park Lands to invest, create, connect and participate. Enterprises and attendance at events and festivals will grow, as the number of visitors increases and they choose to stay longer.</p>
Policy	Development of a draft Cultural Policy as committed through a CEO Undertaking provided at the Council Meeting on 10 May 2022 and aligns to existing Council commitments on culture related matters whilst considering future needs. It sits within the context of the Strategic Policy Framework review currently underway.
Consultation	It is proposed the draft Culture Policy is released for community consultation as a result of this report.
Resource	Not as a result of this report
Risk / Legal / Legislative	The absence of a cultural policy would leave a reputational risk about Council’s commitment to creativity and its potential to grow cultural, social, environmental sustainability and economic impact in the city.
Opportunities	The opportunities presented by the draft Cultural Policy include providing clear strategic direction decision-making processes across Council and reporting on the outcomes of these actions.
22/23 Budget Allocation	Not as a result of this report
Proposed 23/24 Budget Allocation	Not as a result of this report
Life of Project, Service, Initiative or (Expectancy of) Asset	It is proposed the final policy incorporating community engagement be returned to Council in 12 months for approval.
22/23 Budget Reconsideration (if applicable)	Not as a result of this report
Ongoing Costs (eg maintenance cost)	Not as a result of this report
Other Funding Sources	Not as a result of this report

DISCUSSION

1. A draft Cultural Policy (draft policy) has been prepared in response to a CEO Undertaking provided at the Council Meeting on 10 May 2022. The draft policy has consolidated Council decisions over many years, incorporating Cultural Strategy, Public Art, Live Music, Arts and Culture funding to create a high-level decision-making guide to lead future decision making.
2. In the context of the City of Adelaide's policy setting and Strategic Policy Framework review, and with advice from Strategy, Insights and Performance the draft policy sits between the City of Adelaide 2020-24 Strategic Plan and the range of strategies, business plans and action plans enacted to deliver the Strategic Plan.
3. The draft policy has been prepared to provide a decision-making guide that better connects the value of art, culture and creativity for the future of the city.
4. The City of Adelaide's Cultural Policy was developed in the context of a range of international, national, state and local policies, plans and reports.

International

5. Adelaide was awarded the designation of a Creative City, as a City of Music, by UNESCO in December 2015. Launched in 2004, the UNESCO Creative Cities Network (UCCN) aims to strengthen cooperation with and among cities that have recognised creativity as a strategic factor of sustainable development including economic, social, cultural and environmental aspects. By joining the Network, cities acknowledge their commitment to sharing best practices, developing partnerships that promote creativity and the cultural industries, strengthening participation in cultural life and integrating culture in urban development plans. (UNESCO, Universal Declaration on Cultural Diversity, adopted 2 November 2001).

National

6. At the time of writing, the Australian Government is undertaking consultation on a renewed Cultural Policy based on the Creative Australia 2013 Pillars:
 - 6.1. First Nations: recognising and respecting the crucial place of these stories at the centre of our arts and culture.
 - 6.2. A place for every story: reflecting the diversity of our stories and the contribution of all Australians as the creators of culture.
 - 6.3. The centrality of the artist: supporting the artist as worker and celebrating their role as the creators of culture.
 - 6.4. Strong institutions: providing support across the spectrum of institutions which sustain our arts and culture.
 - 6.5. Reaching the audience: ensuring our stories reach the right people at home and abroad.

State

7. There are a range of plans and strategies currently in place, as well as a newly elected State Government which will provide a policy setting for arts and culture going forward. New State initiatives include:
 - 7.1. Newly announced Premiers Live Music Council
 - 7.2. Aboriginal and Torres Strait Islander Arts Strategy for South Australia
 - 7.3. Arts and Cultural Tourism Strategy SA, 2021-2025
 - 7.4. Arts and Culture Plan South Australia 2019-2024
 - 7.5. Music Development Office Strategic Plan 'Supporting Recovery' 2021-2022.

Local

8. It has been drafted in consideration of a range of international standards and previously approved Council strategies and documents including, but not limited to:
 - 8.1. United Nations Universal Declaration on Cultural Diversity
 - 8.2. UNESCO Creative Cities Mission Statement
 - 8.3. City of Adelaide Stretch Reconciliation Action Plan 2021-2024
 - 8.4. City of Adelaide Cultural Strategy 2017-2023
 - 8.5. City of Adelaide Live Music Action Plan 2017-2020

- 8.6. City of Adelaide Public Art Action Plan 2019-2022
- 8.7. City of Adelaide Events Guidelines 2022
- 8.8. City of Adelaide Cultural Festivals Action Plan 2022-2024 (in development).
9. If fully integrated, this draft policy will embed culture into city planning to improve and amplify outcomes and benefits across all areas of community, business and city experience.
10. It is proposed that Council approve the draft policy, as set out in **Attachment A**, for the purposes of public consultation with the public, key stakeholders and organisations and within Council. The outcomes of the consultation and final draft for adoption will be provided to Council in 2023.
11. If approved, the content outlined in the draft policy will inform a submission from the City of Adelaide as engagement towards the development of the new national Cultural Policy.

ATTACHMENTS

Attachment A – Draft Cultural Policy

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