

MARRICKVILLE CULTURAL ACTION PLAN 2016-2020



CONTENTS

MARRICKVILLE: PACKED WITH CREATIVE DIVERSITY	03
WHY THE CULTURAL ACTION PLAN?	05
HOW DOES THE CULTURAL ACTION PLAN WORK?	07
LISTENING TO THE COMMUNITY #CREATIVEMARRICKVILLE	09
THE CREATIVE LIFE	13
THE CREATIVE COMMUNITY	19
THE CREATIVE ECONOMY	25
CULTURAL ACTION PLAN OUTCOME INDICATORS	28



MARRICKVILLE: PACKED WITH CREATIVE DIVERSITY

Street life, diverse cultures and a community feel make Marrickville a favourite place to eat, meet friends and soak up culture. From Vietnamese pho bars to Greek neighbourhoods, from street art to warehouse music venues, from creative entrepreneurs to community centres, the Marrickville area is a place where everyone can belong. Around corners and up staircases, in laneways and converted factories, shop-fronts and green spaces, our public places and venues present unexpected and ever-changing expressions of culture. It's part of the area's DNA and it's what makes Marrickville so livable.

Independent arts and creative practices are the lifeblood of our area. Marrickville has flourishing arts communities, long-standing cultural venues like the Enmore Theatre, a wealth of art spaces and festivals including the legendary Newtown Festival, a breeding ground for contemporary music, and diverse arts education such as the Design Centre Enmore and Australia's largest community centre, the Addison Road Community Centre.

Marrickville owes much of this creative buzz to artists moving into the area over the last 25 years. In the 1990s, cheap terraces in close proximity to the city and Sydney University made Newtown a magnet for artists and spawned an edgy cultural life that has left a legacy with Sydney's arts and cultural scene. This artist-led cultural change has since spread to Marrickville's more industrial areas, such as east Marrickville, St Peters, and Sydenham. Conroy's (2008)¹ Marrickville Cultural Mapping described a 106% increase between 1986 and 2006 in employment in a cultural occupation. Statistically, Marrickville now has highest arts employment in NSW (1.7%)² and according to the 2011 Australian Census, 8.2% of the residents of Marrickville who are in the workforce are employed as arts and cultural workers - the highest in Australia. Read more statistics and the history of Marrickville's arts and culture here.

Our communities are incredibly proud of the richly layered cultural life that exists here. Marrickville Council acknowledges this is a critical time for arts and culture in the area. Living costs have increased rapidly over the past decade and finding affordable housing and spaces to practice and showcase art are becoming significant challenges. Local creatives are urging Council to continue to support the artistic and cultural communities that have defined the unique character of Marrickville or risk losing our quintessential creativity³. Council acknowledges that creativity and culture drive an area's livability and other social and economic advantages⁴. Council understands our place as an ecosystem where, in reality, culture cannot be separated from the community, economy or environment and must be valued and nurtured as an integral part of life in our area.

³ Marrickville Council (2015) *Artist Residency Survey*

⁴ Arts Victoria (2008) *The Role of Arts and Culture in Liveability and Competitiveness*

Acknowledgement of Country

The Marrickville area is on the traditional land of the Cadigal Wanggal People of the Eora Nation. We acknowledge their care of the land over many generations. We celebrate their ongoing achievements in today's society and acknowledge the terrible wrongs that have been committed against the Aboriginal peoples of Australia. Aboriginal culture is integral to our understanding of belonging, community, cultural expression and care of the land and is invaluable in providing wisdom to help us face the challenges of our changing world.

"I LOVE SEEING NEW ARTWORKS ON OLD WALLS, MUSIC FESTIVALS, GALLERIES HAVING OPENINGS ON THE SAME NIGHT, MUSICIANS PERFORMING IN SHOP-FRONT WINDOWS, THEIR BACKS TO THE STREET."



WHY THE CULTURAL ACTION PLAN?

This Cultural Action Plan sets out Marrickville Council's key commitments to implementing the Marrickville Cultural Policy, in consideration of the area's multifaceted arts and cultural activity and in support of the challenges our local communities are facing. It's aimed at helping individuals and communities to pursue their chosen creative life and value independent voices. Its actions are about maintaining the area as a place where people are free to live by and express their ideas, beliefs and way of life. The plan takes care to support grassroots and community culture, nurturing excellence and cultural tourism, and valuing different layers of expression as integral to the whole. Council understands that independent thinking and creativity thriving in diverse and inclusive communities will keep our cultural ecosystem strong, producing the ideas that will allow us to meet challenges now and into the future. Council recognises that creative communities need creative Councils to understand and support them, and we have developed research and ongoing practice that helps put us at the forefront of organisational creativity and new ways of working with the community.

What do we mean by arts and culture?

The Marrickville Cultural Policy describes culture as an inclusive term incorporating creativity, community, diversity, knowledge and heritage as expressed through the social, physical, economic and governance spheres, creating a way of life unique to the Marrickville area.

In developing the Marrickville Local Environment Plan (LEP) 2011, Marrickville Council created a new definition of creative industries that recognised that art forms include, but are not limited to, a wide range of definitions, and frequently cross over and blur boundaries. This includes:

- audio-visual, media and digital media;
- advertising;
- craft, visual arts and Aboriginal arts;
- cultural heritage institutions;
- design, including architecture, fashion and graphic, urban, industrial and interior design;
- radio, film and television;
- music;
- publishing;
- performing arts; and
- makers*.

*Due to the increase in local makers, working in fields such as wood, metal and crafts, we have added makers to the list of creative industries defined in our 2011 LEP. Marrickville's Cultural Action Plan encompasses and values makers as a vital part of our local creative community.

HOW DOES THE CULTURAL ACTION PLAN WORK?

The Cultural Action Plan sets out a strategic four year plan to support arts and culture in the local area, recognising the complexities of arts and cultural practice and its importance to our local people and places. It is the key plan for implementing the Marrickville Cultural Policy.

The Marrickville Cultural Policy (2010) states Council's commitment to local arts and culture through three spheres: 'The Creative Life', 'The Creative Community' and 'The Creative Economy'.

The Cultural Policy and Action Plan are closely linked to our overarching Strategic Community Plan 2023 that includes high level cultural outcomes for Marrickville as:

a creative community participating in arts and cultural activities at all stages of life

a leading independent arts centre that supports the creative industries

As well as fresh approaches, the Cultural Action Plan will be delivered through Council's arts and cultural programs, including:

- > Arts and Cultural Grants Program
- > Independent Artist Grants Program
- > Marrickville Open Studio Trail
- > Sister Cities program
- > International Exchange Program
- > Open Marrickville
- > Public Art Program

including:

- > Street Art and Graffiti Management Program incorporating Perfect Match
- > the Newtown Art Seat
- > Chrissie Cotter Gallery
- > Marrickville Artist Residency Program
- > Art Post ebulletin and online portal
- > Library regular programming and special events
- > History programming, exhibitions, archives and collection

The Cultural Action Plan will be implemented through specific plans for target areas including:

- > Marrickville Artist Residency Review 2015
- > Marrickville Library and History Action Plan 2016-2020 (in development)
- > Marrickville Live Music Action Plan 2014
- > Marrickville Public Art Plan (in development)
- > Marrickville Sister Cities Plan (in development)
- > Public Domain Strategy (in development)
- > Marrickville Climate Change Plan 2015 – 2025
- > Marrickville Local Environment Plan 2011
- > Marrickville Disability Inclusion Action Plan (in development)

The Cultural Action Plan will tie in with Council's other programs and strategies to maximise outcomes for the community. We will know the plan's aims have been realised when the outcomes listed under each community priority have been delivered. Council will monitor and review our progress by keeping track of the action plan indicators through our annual community reporting process.



LISTENING TO THE COMMUNITY

#CREATIVEMARRICKVILLE

In 2008, Marrickville Council commissioned a significant cultural mapping project (Conroy) to uncover the issues and opportunities for arts and culture locally and set a direction for the future. It was here that the rapid pace of change and the key strengths and challenges for the area were first defined, informing the development and trajectory of Council's arts and cultural programs in recent years.

The information from this mapping project has been built upon by regular feedback from local groups and committees including the Marrickville Visual Arts Network, Live Music Marrickville Forum, Marrickville Aboriginal Consultative Committee, Marrickville Sister Cities Committee, Marrickville Public Art Reference Group and the dynamic Marrickville Artists Pool that contributes to peer review of Council's arts and culture programs.

In developing the Cultural Action Plan 2016-2020, we drew on this research and community feedback. We were aware, through ABS and NIEIR data, that not only is the local creative community stronger than ever, it is changing, with new specialisations in art that crosses over into design and arts and technology, including film and music editing. Read more about our creative community here.

We also checked-in on how key priorities were changing in 2015 through the #creativemarrickville campaign, by calling out to the local community on instagram, other social media and through surveys.

Listening to the community in 2015, we identified the following key trends and issues:

- > Street art and art in the public domain is key to our area's identity
- > The need for artists' spaces, including help to establish venues, is a top priority
- > Marrickville's communities love live music, community festivals and events
- > Makers are increasingly calling Marrickville home
- > We need more opportunities for kids and young people to participate in the arts and nurture their creativity
- > Marrickville needs strong, distinctive arts events with greater Sydney appeal
- > The new Marrickville Library should be interactive and a hub for the community, including creating oral and local histories and celebrating the community

This wordle diagram below gives a snapshot of the priorities from the #creativemarrickville campaign (the bigger the word, the more times it appeared).

"...It brings the community together to share, learn AND enjoy new places and hidden spaces that many people would have never experienced before. It also gives the area soul and texture as many areas in Sydney are becoming one dimensional, bland and uninspiring..."

#creativemarrickville survey respondent



Listening to the community in 2015, we identified the following key trends and issues:

- Street art and art in the public domain is key to our area's identity
- The need for artists' spaces, including help to establish venues, is a top priority
- Marrickville's communities love live music, community festivals and events
- Makers are increasingly calling Marrickville home
- We need more opportunities for kids and young people to participate in the arts and nurture their creativity
- Marrickville needs strong, distinctive arts events with greater Sydney appeal
- The new Marrickville Library should be interactive and a hub for the community, including creating oral and local histories and celebrating the community

This wordle diagram below gives a snapshot of the priorities from the #creativemarrickville campaign (the bigger the word, the more times it appeared).



Council used community feedback to develop key priorities and actions for 2016 – 2020 and grouped under the three key policy spheres of 'The Creative Life', 'The Creative Community' and 'The Creative Economy'



THE CREATIVE LIFE

Key Priorities for 2016 - 2020:

- CL1 – Opportunities for children and young people to nurture their creativity
- CL2 - Creative diversity and local heritage are valued and visible
- CL3 – Marrickville is fertile ground for creative innovation and entrepreneurs

Key Priorities

CL1 - Opportunities for children and young people to nurture their creativity

Living a creative life means creative opportunities are available for everyone and that arts and culture are a part of everyday life. Council's arts and cultural programs provide opportunities for people of all cultures, lifestyles and at all stages of life. Today, Marrickville is blossoming with young families who want to participate in arts and culture.⁵ Participation, exploration and expression are essential to keeping children's natural creativity and curiosity healthy.⁶ Developing innate creative abilities will create the artists and innovators of the future, many of whom will grow up to do jobs not yet invented. Council will therefore prioritise opportunities for children and young people to participate in creative and community life and nurture their talents. We will deliver this through our core programs including Arts and Cultural Grants, community events, library programming, children and family services, professional development and showcasing platforms for aspiring creatives, including The Break music stage at Marrickville Festival, the Perfect Match public art program and arts industry partnerships.

Council is committed to finding opportunities for legal expressions of art in public places for young people. Council recognises that emerging street artists need a place to practice. Text and ephemeral works, aerosol practice and art forms such as skating, beat boxing and breaking can't be excluded from street culture. Education on art in the streets as an alternative to illegal graffiti was piloted through Council's federally funded Live to Create project. Click here to see a video of the Bubble Parade, run by Deep Sea Astronauts as part of Live to Create. Council will continue key elements of Live to Create during 2016-2020 to deliver ongoing opportunities for young people. We will provide legal graffiti walls and facilities for young people to practice and express their culture as part of the Camperdown Park Masterplan, Camdenville Park Masterplan and Sydenham Green upgrades. Legal walls will be installed in Camperdown Park, Sydenham Green and Camdenville Park and options for their management will be trialled in consultation with artists and the community.

Outcomes to be delivered by the Cultural Action Plan:

- CL1.1 Opportunities for children and families to engage in creative activities are provided through Council's community and cultural events programs, Arts and Cultural Grants program, libraries and childcare centres
- CL1.2 Partnerships with arts and educational organisations are established to help nurture artists of the future
- CL1.3 Showcasing platforms for young people are facilitated through Council's The Break stage at Marrickville Festival and the Perfect Match public art program
- CL1.4 Legal walls are installed in Camperdown Park, Sydenham Green and Camdenville Park and management options trialled
- CL1.5 Opportunities for young people to gain skills in art in the public domain are created through street art education prog

⁵ #creativemarrickville Survey (2015)

⁶ <http://childdevelopmentinfo.com> (Child Development Institute), accessed November 2015



CL2 - Creative diversity and cultural heritage are valued and visible

Marrickville is known for its creative diversity. Waves of migration over generations have created an inclusive community. This in turn has attracted communities of many different lifestyles, each adding elements that have combined to create the diversity and sense of belonging we share today. Cultural heritage both reminds us of who we are and connects us to our local places and communities in unique ways. As Marrickville changes, our communities tell us⁷ it is important we stay connected to, and celebrate, our diverse heritage. Marrickville's Aboriginal community connects us to our Aboriginal heritage (represented by the Marrickville Aboriginal Consultative Committee) and our culturally and linguistically diverse communities connect us to our migrant stories and living cultures.⁸ Click here to read more about our diverse cultures.

Supporting diversity and belonging has been integral to Marrickville Council's community strategies for over twenty years, with Council creating initiatives such as The Belonging Project in the early 2000s to foster a sense of inclusion and respect for each other's lifestyles and cultures. Cultural expression is facilitated today through programs such as Council's Open Marrickville where community-led cultural initiatives are supported to showcase contemporary stories and events for the whole community to share. Marrickville's libraries feature an extensive Languages other than English collection of books, magazines, newspapers and DVD's. Council's Sister Cities program also aims to keep the community connected to heritage by maintaining connections with our global communities. Over the next four years, the Sister Cities program will look towards youth and technology as a key way of engaging across cultural borders and making the program relevant to future generations. Click here to read the plan (in development). Cultural exchange opportunities will be encouraged through Council's Marrickville Artist Residency Program and International Exchange Program, supporting local communities to engage broadly and collaborate on issues of shared importance.

Council recognises that without diversity, our cultural ecosystem is weakened. It is essential that we commit to supporting culture in a changing world where economic imperatives can often outweigh the social, cultural and ecological. In 2016 – 2020, Council will progress the commitment made in the Marrickville Cultural Policy to UNESCO's Agenda 21 for Culture – a global undertaking by cities and local government for cultural development, which commits to putting culture at the heart of our places and decision making – by becoming a formal signatory to Agenda 21 for Culture.

Outcomes to be delivered by the Cultural Action Plan:

CL2.1 Represent and support diverse groups - age, culture, gender, sexuality, ability - through Council events, public art and grants programs and residencies

CL2.2 Aboriginal and Torres Strait Islanders will be given opportunities to express and share their cultures through our arts and cultural programs, including public art and Arts and Cultural grants

CL2.3 Migrant communities will be supported to gain new skills and share their cultures through our arts and cultural programs, including Open Marrickville and Arts and Cultural grants

CL2.4 Young people and technology, especially social media, become drivers to engage more broadly in Council's Sister Cities program and International Exchange Program

CL2.5 Council's commitment to Agenda 21 for Culture is progressed, with Council becoming a formal signatory and promoting Agenda 21 for Culture

⁷ Ref Australian Government (2013) Australia's National Cultural Policy, Appendix A, 10.



CL3 – Independent artists and makers are supported to practice and innovate

A key strength of Marrickville's Creative Life is the independence of its creative community. It's in this independence that ideas and innovation are generated, changing the way we think about art but also critical issues like climate change and natural resources, refugees and migration, urbanisation and new cultural norms – like more people living alone and reliance on technology. The issues that are changing the way we live and conceive of the future. Council believes that creative diversity and independent voices have an important role to play in addressing these important issues and shaping our collective future.

Marrickville's independent artists express creativity in a multitude of ways, across art forms and production modes, facilitated by unique collaborations with artists and community, and often drawing on local businesses. Council recognises, as a broker and advocate, that artists can fall through the cracks of funding categories and we take pride in supporting edgy, underground work that doesn't fit neatly within traditional definitions and disciplines. Council understands that artists shouldn't have to conform to succeed and therefore has supported initiatives such as the Sydney Underground Film Festival for a number of years and provided the Independent Artist Grants program annually since 2010. Council also provides nuanced sector support through its programs to meet the specific needs of visual artists, makers, performers, musicians, writers and cross- disciplinary artists.

Living a creative life means having the opportunities not only to express independent ideas but, for those ideas to materialise, to be supported by a cultural ecosystem that fosters enterprise, innovation and curiosity. Council aims to support its independent thinkers to be at the forefront of innovation, through providing networking opportunities online and through various networks and forums. Marrickville's Art Post newsletter and online hub has been running since 2003 and consultation identifies it as one of the most well used, visible, valuable services Council provides. During 2016-2020, this will be augmented by new social media connectivity and online mapping capabilities. Our independent creatives also tell us that creative collaborations often arise from casual conversations and happenstance. Working with others and receiving peer feedback is essential to development, making networking an essential part of supporting independent artists. While continuing to provide industry specific support, Council will establish an interdisciplinary Independent Arts Marrickville (IAM) network to facilitate more community connections, advise Council on critical issues and further acknowledge their importance to Marrickville's cultural ecosystem.

Outcomes to be delivered by the Cultural Action Plan:

CL3.1 The Independent Artist Grants are maintained to support practice that falls outside of traditional art form or funding categories and to support individuals who work independently

CL3.2 Talent, innovation and enterprise are showcased and supported through local business partnerships and funding; while partnership options to expand ArtPost online hub and mapping capabilities have been explored

CL3.3 A multi art form Independent Arts Marrickville (IAM) network provides opportunities to meet, network and give feedback and ideas on Council programs

CL3.4 Diverse art forms are supported through the following programs:

- Writers and text based artists through the Marrickville Library and History Services Plan (in development)
- Performing artists through the Newtown Entertainment Precinct Association and the Sydney Fringe Festival
- Live music sector through Marrickville Festival and the Live Music Marrickville Plan
- Visual arts and makers through the Marrickville Open Studio Trail, Chrissie Cotter Gallery, the Public Art Plan (in development) and Library programming
- All artforms through the Marrickville Artist Residency Program

CL3.5 Artists are supported to explore critical issues and their ideas and projects are integrated into Council's community, environmental and economic strategies

⁹ Cultural Mapping Report (Conroy, 2008)



“I feel at home in a place that is creative at a local level without the creativity being commodified. The creativity doesn’t need to be marketed as another ‘cool’ thing in Sydney. It should be supported for what it is and because it’s good for residents and visitors.”

#creativemarrickville survey respondent

THE CREATIVE COMMUNITY

Key Priorities for 2016 - 2020

CC1 – Co-curate Marrickville’s arts and culture programs with the creative community

CC2 - Activate public places with local creativity

CC3 – Marrickville libraries are community centres of information, learning, curiosity and technology

CC1 – Co-curate Marrickville’s arts and culture programs with the creative community

Marrickville’s creative communities are a powerful resource that can be engaged to develop Council’s arts and culture program. Over the past ten years, local artists and cultural workers have assisted Council in the assessment of applications for grants, the Chrissie Cotter Gallery, Newtown ArtSeat and public art projects. There is scope to push the peer review model to further engage the arts and cultural community to participate in shaping Council’s arts and culture programs. Council will lead the establishment of ‘co-curatorial’ model, inviting local practitioners to participate in shaping arts and culture and thereby reflect local culture. The Perfect Match public art program has successfully forged a co-curatorial model, placing community members - who may not necessarily see themselves as ‘creatives’ - alongside street artists and cultural workers to bring new artworks into public spaces. Working together to create site-specific artworks, property owners have connected with artists and neighbours around the creation of new work that builds belonging and sense of community.

For many years, Council’s community events programs have successfully been building a sense of community with almost half of respondents surveyed in Marrickville’s Community Survey (2014) attending one of Council’s events. Community events like the Marrickville Festival, Bairro Portugues Food and Wine Fair, Dulwich Hill Festival, Celebrate 2044 and the Australia Day Celebrations provide important opportunities for the community to come together in public places, celebrate and enjoy the Marrickville lifestyle. Other major events like the Newtown Festival and Sydney Fringe Festival are also contributing to community, as do the hundreds of community led celebrations held in local parks and streets each year. As piloted in Perfect Match, Council is keen to see the community, artists and local business play a more active role in shaping the development of Council’s community events, so that public celebrations and activations increasingly reflect the community.

Outcomes to be delivered by the Cultural Action Plan:

CC1.1 A co-curation model is used to develop Council’s arts and cultural programs, including the Chrissie Cotter Gallery, Newtown ArtSeat, Perfect Match Contemporary program

CC1.2 Council’s Artists Pool is dynamic and representative of local arts and culture

CC1.3 Local arts organisations and creative businesses are engaged to build closer links with community festivals, events and activations in the public domain



CC2 – Activate public places with local creativity

Marrickville's communities tell Council that celebrations and activations in the public domain are a vital part of what they love about the area, and what they want to see more. 10 Part of Marrickville's appeal is a local love for interacting and revelling in public places through street parties, festivals, street art and community events. Council has an important role in people's experience of place and nurturing community spirit and inclusivity. Community events such as the Marrickville Festival, Celebrate 2024 and curated arts events, bring people together across ages, cultures and beliefs to enjoy arts and culture in public spaces. Council aims to make these experiences more place specific, drawing on local identities, stories and histories. It is also the festivals and events run by the local community and organisations that makes the area one renowned for celebration. These include the Newtown Festival (run by the Newtown Neighbourhood Centre and supported by Marrickville Council) and various community festivals and live music events throughout the year. Council's Street Party Program also provides practical support for local residents to initiate their own neighbourhood celebrations, and Council's busking guidelines encourage musicians and performers to add life to our public places.

Council's ethos of place specific and responsive design in public places is embedded in its Public Art Strategy (2003) and Public Art Action Plan (in development). Excellence in local public art design is facilitated by a cross-departmental Public Art Reference Group (PARG), which also includes external members as necessary. Public art is developed and designed in response to the area's eclectic mix of urban spaces and architecture, including its business precincts, community parks and distinct neighbourhoods. The Newtown ArtSeat, situated in the highly visited Newtown Square, demonstrates this responsive approach, with its changing panel of artworks selected by a curatorial panel that reflects the Newtown atmosphere. Increasingly, developing public art involves working with new building developments, including commercial, residential buildings and public buildings, including the new Marrickville Library. Council will work to encourage public art in new developments where possible, as part of the Marrickville Public Art Plan (2016 - 2018). Council also acknowledges that public places are contested by the community, where creative and interpersonal dialogue takes place. Conversations, interactions and negotiations take place as people meet and bump into each other and as temporary and ephemeral works of art are installed and removed, often without Council's involvement, but all contributing to a dynamic street life.

CC2.1 Community events provide high quality creative and community engagement in the public domain

CC2.2 The Public Art Plan delivers excellence in public art and integrates public art in new developments

CC2.3 Newtown ArtSeat provides opportunities for visual artists to engage in the public domain

CC2.4 Council's Street Party program and Busking in Marrickville guidelines provide frameworks for community led activations in public places

CC2.5 Temporary, informal activations of public space are valued



CC3 – Marrickville libraries are community campuses for information, learning, curiosity, discovery, technology and history

On any given day, up to 1,000 people visit one of Marrickville's libraries to read, learn, relax, meet, imagine and connect. Streaming movies, downloading books and magazines, accessing on-line information through targeted databases is the new norm for our connected community. Baby rhyme and story times provide thousands of children with their first exposure to literacy and a creative life of songs, stories and craft. Similar programs are delivered targeting people at all stages of all life, opening up new opportunities for the community to indulge their curiosity, try something new and learn a few skills.

As the community changes, Council has continued to evolve its broad library collection to ensure it remains a vital component of many people's lives, changing as new technology becomes available and as the community's needs change. While the number of books has decreased on Library floors, the number of books available to the community has significantly increased via initiatives such as Council's relationship with the SWIFT consortium providing our community access to the collection from 14 neighbouring libraries, the State Libraries community language loans and interlibrary loans.

Council understands that new facilities are needed to house its libraries, facilities that are contemporary and flexible to accommodate the local community into the future. Council will transform the heritage Marrickville Hospital site into a vibrant, community cultural campus that will be at the forefront of public infrastructure, demonstrating diversity, learning and sustainability in its building, operations and services. Council will also deliver a new, branch Library in Dulwich Hill and refurbish the interior of the St Peters Library. Marrickville libraries will provide spaces for everyone to participate in a creative life, to practice and to innovate.

CC3.1 A new 3,630sqm library and community meeting rooms in Marrickville features an increased collection and dedicated children's, youth, technology, programming and outdoor spaces.

CC3.2 A new, small-scale contemporary Dulwich Hill branch library has been delivered and upgrades for the St Peters and Stanmore Libraries have been investigated.

CC3.3 The library has developed partnerships and engaged with the local creatives and community organisations to deliver a broad range of regular programs and special events to meet the diverse needs of the community.

CC3.4 Marrickville's CALD communities have been supported via access to language other than English collections and book clubs, English speaking lessons and cultural celebrations.

CC3.5 A range of options for recording current community changes with heritage significance for future use by the community, researchers and history staff have been investigated

Key Priorities for 2016 - 2020:

CE1 – Marrickville’s creative diversity and street life are magnets for cultural tourism

CE2 – Creatives have space to work and present

CE3 – Marrickville’s live music sector keeps its character

Creativity and culture are key drivers of Marrickville’s economy and people are drawn towards its home grown, gritty and independent arts scene. Edgy new works, warehouse-style performance venues and ephemeral, quirky street life draw people to the area and support not only the arts, but other businesses, such as eateries, which have developed an excellent reputation in their own right. As an indicator of the value of local arts and culture, it is estimated the Sydney Fringe Festival (of which Marrickville Council is the founding sponsor) generates over \$7 million to local economies per year¹¹. We will work to strengthen this fabric of street life, culture and urban businesses through cultural tourism and local patronage that supports it.

Over the last five years, there has been an explosion of interest in Marrickville’s street art scene far beyond May Lane, which is described as Australia’s first working street art site and the “iconic heart of Sydney’s street art scene.” What began as a local appreciation of street art, commissioned artworks and street art tours as a part of the Marrickville Open Studio Trail (MOST), has snowballed into a distinctive inner west street art collection that draws attention from aspiring photographers, cultural tourists and birthed the Perfect Match event, which matches local residents and businesses with artists to create new works. Council will continue to partner with our community to co-curate street art in the area – adding new works, creating online maps and directories and running Perfect Match. Council will develop a curated collection of works, with styles grouped in neighbourhoods to add to their local identities. We will also draw upon key recommendations from Council’s Street Art Evaluation (2015) in implementing actions for 2016 – 2020. Council understands that art in the public domain, including street art, attracts a range of opinions and we will continue to work with communities to accommodate differing viewpoints to better the delivery of the program.

Outcomes to be delivered by the Cultural Action Plan:

CE1.1 Cutting edge arts practices that distinguish Marrickville’s gritty independent arts scene in the wider Sydney cultural landscape are supported through Council’s arts programs

CE1.2 Local arts and culture are connected with ancillary businesses (such as local food and products) via our arts and cultural programs and community events

CE.3 Local groups find it easier to hold events and create ephemeral art in public spaces through the better Council processes

CE1.4 Marrickville’s co-curated street art collection is accessible to visitors through tours, online maps and resources

¹¹ Sydney Fringe Festival Annual Report, 2014

“Need more galleries, and studios, workshop rooms. Most events are outdoor events and on a large scale. Things also need to happen organically at a small and more manageable level throughout the days and weeks...”

#creativemarrickville survey respondent



CE2 – Creatives have spaces to work and present

Throughout Marrickville's industrial areas, in laneways and home offices, Marrickville is teeming with creative entrepreneurs making unique products that are in demand locally, nationally and internationally. Through various consultations, creative entrepreneurs have consistently said that the single most important issue for local creatives is affordable space. We also recognise artists as both practitioner and entrepreneur.

As well as changing rental and housing prices, compliance issues associated with adapting older spaces for contemporary uses limit the affordability of venues and artist-run-initiatives for many new creative entrepreneurs. Council acknowledges that emerging venues and artist-run-spaces need support and often struggle financially, although they contribute a significant amount in terms of the entertainment, culture, social fabric and economic health of the area. Council will therefore expand our Arts and Cultural Grants criteria to include small scale, independent venues, such as music venues, in recognition of this contribution. Council will support artists with short-term rehearsal space and affordable longer term spaces through Marrickville Artist Residency Program for a variety of art forms. Underpinning these barriers are state and federal legislation that makes opening a venue a costly, time intensive and challenging process.

We will pilot a comprehensive cross-Council approach to encourage venues in nominated light industrial areas, like the Sydenham Station Creative Hub through changes to land use planning and programs designed to activate arts and cultural spaces in the area. This will include public domain improvements and promotional activities and initiatives. Council will also continue to support the area's other creative precincts and will work to make Camperdown Park a creative hub through the Marrickville Artist Residency Program, review of the Chrissie Cotter Gallery and implementation of the Camperdown Park Masterplan to introduce legal street art walls and new meeting rooms.

Outcomes to be delivered by the Cultural Action Plan:

CE2.1 Creative entrepreneurs find it easier to open creative spaces, with Council to investigate options for improved information, resources and processes

CE2.2 Artist spaces and venues are supported through the Arts and Cultural Grants and Independent Artist Grants programs. Expand the grants criteria to include small-scale local commercial and social enterprise

CE2.3 A diverse Artist Residency Program provides access to affordable spaces and arts infrastructure for the community

CE2.4 Creative precincts have increased capacity for creative businesses and place-making activities to draw attention to the area

CE2.5 Creative hubs in the Sydenham / St Peters and Camperdown areas attract residents and visitors for their distinct cultural personalities

CE2.6 The creative sector has been engaged about future public domain improvements and activities in the Sydenham Station Creative Hub and information has been provided to support land use changes

CE3 – Marrickville's live music sector is supported to keep its character

Marrickville has long been a playground for the live music sector that flourished in local pubs and venues in the eighties and nineties. Local venues are well loved and locals like to support what's unique, valuing the character of the local live music scene. As live music venues declined in the late nineties, Marrickville Council set up the Live Music Taskforce with local residents, muso's and operators to support local music. This led to an annual series of funded outdoor gigs for local bands to continue to perform and develop audiences. Since then, a new generation of live music venues have opened and associated industries like sound recording have thrived. Through these changes, Marrickville's live music scene has kept its unique character and, in comparison with Sydney as a whole, there is a higher than average presence of music and sound recording activities in the local area.

Over the past couple of years, Marrickville Council has held live music forums to ensure it stays in touch. Through these forums Council has learnt that key issues such as noise complaints, legislative barriers, dealing with Council and audience development require attention. In response, Council provided a \$50,000 grant program in 2015 for local live music initiatives like noise abatement and audience development. Amongst the legislative challenges are restrictions that see live music venues assessed at the same risk level as pubs and clubs, although they are operating more like theatres in terms of alcohol consumption, with drinks before and after shows and at intervals. Marrickville Council is a member of the City of Sydney's Live Music Taskforce that is making progress on some of these issues. Read the Live Music Marrickville Action Plan [here](#).

Outcomes to be delivered by the Cultural Action Plan:

CE3.1 The annual Live Music Forum provides a dynamic platform for Council to partner with local live music venues and understand issues in the sector

CE3.2 'How To Guides' assist local venues address planning and compliance issues are developed with options for publishing and distribution explored

CE3.3 Council's Arts Residency Program and community facilities accommodate live music rehearsals and performances

CE3.4 Live music venue operators understand the planning process for performances in pop-up spaces and multiple venues

CE3.5 Music loading zones have been established in the local area

CE3.6 Support live music venues/entertainment facilities in the Sydenham Station Creative Hub

CULTURAL ACTION PLAN

OUTCOME INDICATORS

THE CREATIVE LIFE

KEY PRIORITIES	OUTCOMES	INDICATORS
CL1 - Opportunities for children and young people to nurture their creativity	CL1.1 – Opportunities for children and families to engage in creative activities are provided through Council's community and cultural events programs, Arts and Cultural Grants program and childcare centres	<ul style="list-style-type: none"> ➤ Kids and families' activities at Council events (number of) ➤ Projects funded through Arts and Cultural Grants (number of) ➤ Major creative projects and program at childcare centres (number of)
	CL1.2 - Partnerships with arts and educational organisations are established to help nurture artists of the future	<ul style="list-style-type: none"> ➤ Partnerships created (number of)
	CL1.3 – Showcasing platforms for young people are facilitated through Council's The Break stage at Marrickville Festival and the Perfect Match public art program	<ul style="list-style-type: none"> ➤ Young people applying for and represented in The Break (number of) ➤ Young people applying for and represented in Perfect Match (number of)
	CL1.4 – Legal walls are installed in Camperdown Park, Camdenville Park and Sydenham Green and management options trialled	<ul style="list-style-type: none"> ➤ Walls installed ➤ Evaluation of management options
	CL1.5 - Opportunities for young people to gain skills in art in the public domain are created through street art education programs	<ul style="list-style-type: none"> ➤ Education sessions run (number of)
CL2 - Creative diversity and cultural heritage are valued and visible	CL2.1 – Represent and support diverse groups - age, culture, gender, sexuality, ability - through Council events, public art and grants programs and residencies	<ul style="list-style-type: none"> ➤ Diverse individuals and groups supported ➤ age, gender, culture, sexuality, ability ➤ through Council arts and cultural programs (number of recipients, amount of funds)
	CL2.2 – Aboriginal and Torres Strait Islanders will be given opportunities to express and share their cultures through our arts and cultural programs, including public art and Arts and Cultural Grants	<ul style="list-style-type: none"> ➤ Funding awarded to Aboriginal and Torres Strait Islander groups (amount of) ➤ Funding awarded through Open Marrickville (amount of)
	CL2.3 – Migrant cultures will be supported to gain new skills and share their cultural heritage through our arts and cultural programs, including Open Marrickville and Arts and Cultural grants	<ul style="list-style-type: none"> ➤ Support workshops held for diverse groups (number of) ➤ Funding awarded to Aboriginal and Torres Strait Islander groups (amount of) ➤ Funding awarded through Open Marrickville (amount of)

KEY PRIORITIES	OUTCOMES	INDICATORS
	CL2.4 - Young people and technology, especially social media, become drivers to engage more broadly in Council's Sister Cities program and International Exchange Program	<ul style="list-style-type: none"> ➤ Engagement on social media, including views, likes and posts (number of)
	CL3.5 – Council's commitment to Agenda 21 for Culture is progressed, with Council becoming a formal signatory and promoting Agenda 21 for Culture	<ul style="list-style-type: none"> ➤ Council becomes a signatory to Agenda 21 for Culture ➤ Press releases and meetings to promote Agenda 21 for Culture (number of)
CL3 – Independent artists and makers are supported to practice and innovate	CL3.1 The Independent Artist Grants are maintained to support practice that falls outside traditional art form and funding categories and to support individuals who work independently	<ul style="list-style-type: none"> ➤ Grants awarded (amount of funding)
	CL3.2 Talent, innovation and enterprise are showcased and supported through local business partnerships and funding; while partnership options to expand ArtPost online hub and mapping capabilities have been explored	<ul style="list-style-type: none"> ➤ Partnerships created ➤ Engagement through social media (number of likes, posts) ➤ Options for funding mapping capabilities for ArtPost have been explored
	CL3.3 A multi art form Independent Arts Marrickville (I AM) network provides opportunities to meet, network and give feedback and ideas on Council programs	<ul style="list-style-type: none"> ➤ Group established ➤ Meetings held

KEY PRIORITIES	OUTCOMES	INDICATORS
	<p>CL3.4 Diverse art forms are supported through the following programs:</p> <ul style="list-style-type: none"> ➤ Writers and text based artists through the Marrickville Library and History Services Plan ➤ Performing arts through the Newtown Entertainment Precinct Association and the Sydney Fringe Festival ➤ Live music sector through Marrickville Festival and the Live Music Marrickville Plan ➤ Visual arts and makers through the Marrickville Open Studio Trail, Chrissie Cotter Gallery and the Public Art Plan ➤ All artforms through the Marrickville Artist Residency Program 	<p>Programs are delivered annually</p> <ul style="list-style-type: none"> ➤ Artist / creatives engagement with (number of) and satisfaction with Council services and programs is monitored through an annual survey
	<p>CL3.5 Artists are supported to explore critical issues and their projects and ideas are integrated into Council's community, environmental and economic strategies</p>	<p>Feedback given to relevant Council departments</p> <ul style="list-style-type: none"> ➤ Any outcomes of artist input catalogued

THE CREATIVE COMMUNITY

<p>CC1 – Co-curate Marrickville's arts and culture programs with the creative community</p>	<p>CC1.1 - A co-curation model is used to develop Council's arts and cultural programs, including Chrissie Cotter Gallery, Newtown ArtSeat, Perfect Match program</p>	<ul style="list-style-type: none"> ➤ Introduction of co-curation selection
	<p>CC1.2 - Council's Artists Pool is dynamic and representative of local arts and culture</p>	<ul style="list-style-type: none"> ➤ Members of artists pool (number of)
	<p>CC1.3 - Local arts organisations and creative businesses are engaged to build closer links with community festivals, events and activations in the public domain</p>	<ul style="list-style-type: none"> ➤ Local arts organisations engaged in community events (number of)
<p>CC2 – Activate the public places with local creativity</p>	<p>CC2.1 – Community events provide high quality creative and community engagement in the public domain</p>	<ul style="list-style-type: none"> ➤ Outcomes of the Review of the Major Community Events Program are implemented
	<p>CC2.2 – The Public Art Plan delivers excellence in public art and integrates public art in new developments</p>	<ul style="list-style-type: none"> ➤ Public Art Plan is being implemented (number of projects delivered)
	<p>CC2.3 – Newtown ArtSeat provides opportunities for visual artists to engage in the public domain</p>	<p>Delivery of Newtown ArtSeat program</p> <ul style="list-style-type: none"> ➤ Applications received (number of)

KEY PRIORITIES	OUTCOMES	INDICATORS
	<p>CC2.4 – Council's Street Party program and Busking in Marrickville guidelines provide frameworks for community led activations in public places</p>	<ul style="list-style-type: none"> ➤ Street parties (number of)
	<p>CC2.5 – Temporary, informal activations of public space are valued</p>	<ul style="list-style-type: none"> ➤ Informal activations profiled on Art Post social media
<p>CC3 – Marrickville libraries are community campuses for information, learning, curiosity, discovery, technology and history</p>	<p>CC3.1 - Council has delivered a new 3,630sqm library and community meeting rooms with an increased collection and dedicated children's, youth, technology, programming and outdoor spaces.</p>	<ul style="list-style-type: none"> ➤ Marrickville Library is operating by 2019
	<p>CC3.2 Council has delivered a new, small-scale contemporary Dulwich Hill branch library and explored upgrade options for the St Peters and Stanmore libraries.</p>	<p>Dulwich Hill Library is operating in 2016 and beyond</p> <ul style="list-style-type: none"> ➤ The community has access to a new meeting area ➤ Options for upgrading the St Peters and Stanmore libraries have been investigated
	<p>CC3.3 - The library has developed partnerships and engaged with the local creatives and community organisations to deliver a broad range of regular programs and special events to meet the diverse needs of the community.</p>	<p>Local organisations and the creative community have delivered over 12 programs per year as part of the Library programming</p> <p>Council has developed partnerships with schools and local businesses in the co-delivery of events</p>
	<p>CC3.4 - Marrickville's CALD communities have been supported via access to language other than English collections and book clubs, English speaking lessons and cultural celebrations.</p>	<p>Over six collections that feature languages other than English are available to the community.</p> <ul style="list-style-type: none"> ➤ Monthly programs are delivered for the CALD community
	<p>CC3.5 – Investigate a range of options for recording current community changes with heritage significance for future use by the community, researchers and history staff</p>	<ul style="list-style-type: none"> ➤ Options for digitally recording significant community events have been investigated ➤ The community has accessed the local collection for contemporary interpretation

THE CREATIVE ECONOMY

KEY PRIORITIES	OUTCOMES	INDICATORS
CE1 – Marrickville’s creative diversity and street life are magnets for cultural tourism	CE1.1 – Cutting edge arts practices that distinguish Marrickville’s gritty independent arts scene in the wider Sydney cultural landscape are supported through Council’s arts programs	➤ Artists profiled through Art Post (number of)
	CE1.2 – Local arts and culture are connected with ancillary businesses (such as local food and products) through our arts and cultural programs and community events	➤ Involvement of local businesses in Perfect Match and community events (number of)
	CE1.3 - Local groups find it easier to hold events and create ephemeral art in public spaces through better Council processes	➤ Events in Council’s parks and public spaces (number of)
	CE1.4 Marrickville’s co-curated street art collection is accessible to visitors through tours, and online maps and resources	➤ Street art collection profiled through maps ➤ Tours held (number of)
CE2 – Creatives have spaces to work and present	CE2.1 – Creative entrepreneurs find it easier to open creative spaces, with Council to investigate options for improved information, resources and processes	➤ New informational resources provided for people opening creative spaces
	CE2.2 – Artist spaces and venues are supported through the Arts and Cultural Grants and Independent Artist Grants programs. Expand the grants criteria to include small- scale local commercial and social enterprise	➤ Grants eligibility is expanded to include small-scale local and commercial enterprise
	CE2.3 – A diverse Artist Residency Program provides access to affordable spaces and arts infrastructure for the community	➤ Marrickville Artist Residency Review is endorsed and implemented
	CE2.4 – Creative precincts have increased capacity for creative businesses and place-making activities to draw attention to the area	➤ Council provides information and exposure opportunities
	CE2.5 – Creative hubs in the Sydenham / St Peters and Camperdown areas attract residents and visitors for their distinct cultural personalities	➤ Increased visitation to cultural sites in creative hubs (19 Railway Rd public programs, Chrissie Cotter Gallery and Art Camp open days)
	CE2.6 – The creative sector has been engaged concerning future public domain improvements and activities and information has been provided to support land use changes in the Sydenham Station Creative Hub	➤ Planning proposal endorsed by Council/ State Gov’t ➤ Public domain improvements endorsed and funded
CE3 – Marrickville’s live music sector is supported to keep its character	CE3.1 – The annual Live Music Forum provides a dynamic platform for Council to partner with local live music venues and understand issues in the sector	➤ Live Music Forum held annually

KEY PRIORITIES	OUTCOMES	INDICATORS
	CE3.2 – ‘How ToGuides’ assist local venues address planning and compliance issues are developed, with options for publishing and distribution explored	➤ ‘How To’ guides developed, publishing and distribution explored
	CE3.3 – Council’s Artist Residency Program and community facilities accommodate live music rehearsals and performances	➤ Live music hirers of community facilities (number of) ➤ Musicians and/or music organisations are Artists in Residence
	CE3.4 – Live music venue operators understand the planning process for performances in pop-up spaces and multiple venues	➤ Informational resources provided and information session held
	CE3.5 – Options for implementing music loading zones have been explored	➤ Music loading zones have been investigated
	CE3.6 – Support live music venues/ entertainment facilities in the Sydenham Station Creative Hub	➤ A range of relevant actions to support live music have been undertaken (number of)

