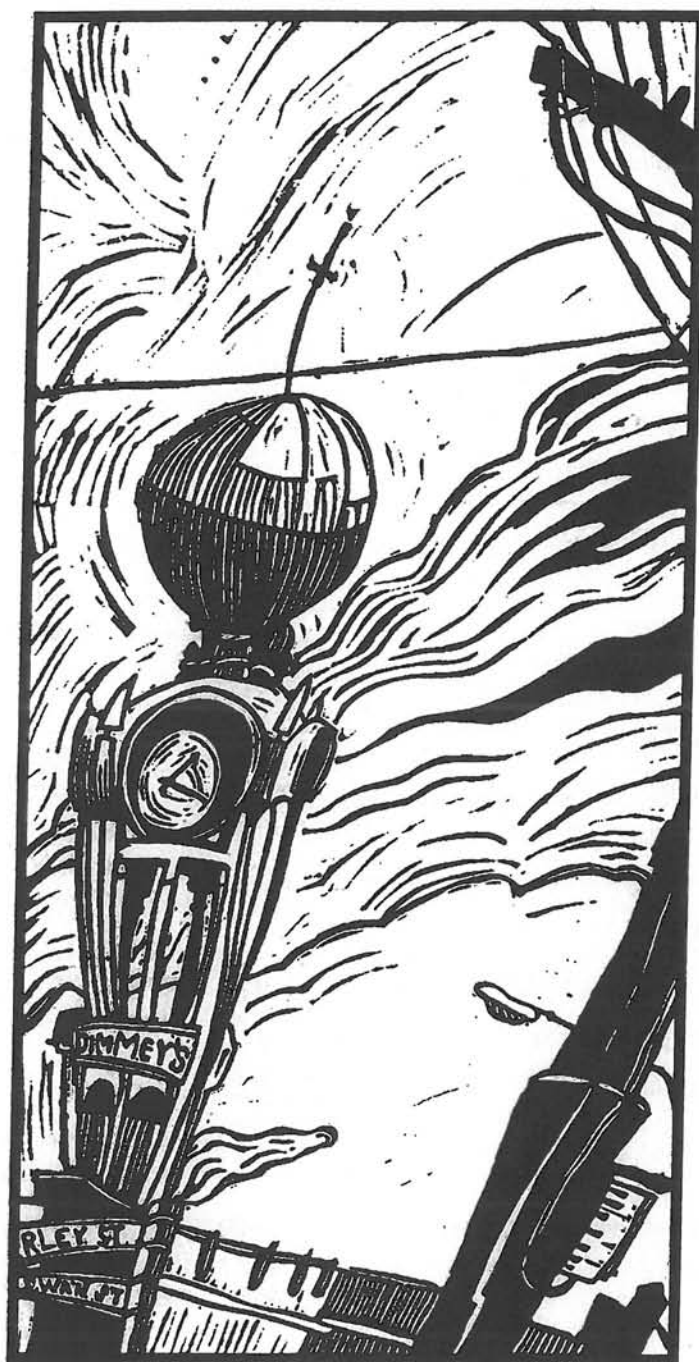


# Arts & Cultural Development Strategy Plan



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## Acknowledgements

The Arts and Cultural Development Strategy Plan was written by Yarra City Council Arts and Cultural Services staff. Input was made by many individuals and groups through an extensive community consultation process.

We would like to thank everyone who has assisted in the development of this document.

### Artworks by Debbie Mourtzios

Front Cover	'Dimmeys'	1997	Lino Cut	30cm x 15cm
Page 2	'Rehearsal'	1997	Lino Cut	30cm x 15cm
Page 3	'Waiting for the tram'	1992	Lino Cut	30cm x 15cm
Page 4	'Fitzroy Pool'	1993	Lino Cut	15cm x 30cm
Page 5	'Along Lennox Street'	1992	Lino Cut	15cm x 30cm
Back Cover	'Festival'	1997	Lino Cut	30cm x 15cm

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# The Role of Local Government in Arts and Cultural Development

Arts and cultural development contributes to the well-being of the community and its environment in the broadest sense. It contributes to personal fulfilment, social well-being, community participation, and community identity. It enhances and nourishes local identity, a sense of place and the quality of life for all residents.

Cultural industries are a growing and vital part of the local economy. The cultural sectors provide substantial employment and help to make the City of Yarra a destination for visitors from the broader metropolitan area as well as national and international tourists.

The diverse artistic and cultural life of Yarra is a central feature of its character and identity and is responsible for attracting many of its permanent residents and visitors.

Local government plays a vital role in creating an environment in which arts and cultural activity continues to flourish. This Arts and Cultural Development Strategy Plan reflects this City's commitment to the future of Yarra as a centre of arts and cultural activity and innovation.

## Corporate Plan

The Arts and Cultural Development Strategy Plan is developed within the framework of the City of Yarra Corporate Plan 1996/97-1998/99. It addresses all the Strategic Directions:

### Social Environment

To improve community well-being and cohesion through social planning effective, efficient service provision, and nurturing and celebrating the City's diversity.

### Physical Environment

To improve the natural and urban environment in order to make Yarra a great place to live, work and visit.

### Economic Development

To strengthen our local economy by attracting responsible new investment and viable enterprises which benefit the whole Yarra community.

"Yarra's diverse population and inner city environment supports a flourishing arts and cultural base. The City has unique shopping precincts, public spaces, array of festivals, and innovative cultural industries. Council is committed to fostering the further development of these resources in Yarra, recognising their contribution to the quality of life for residents, workers and visitors."

(City of Yarra Corporate Plan, page 7)

## Creating The Environment for Arts and Cultural Innovation

The City of Yarra has a history of active involvement in arts and cultural programs. The former Cities that comprise the City of Yarra were involved in supporting the arts in a range of ways from the use of Council facilities and venues for arts activities, to managing community arts projects, contributing to festivals and commissioning public artworks. The City's library services are focal points of culture, education, information, and information technology.

The City of Yarra has consolidated its role in arts and cultural development and will place greater emphasis on resourcing and supporting arts and community organisations to initiate, develop and manage arts and cultural activities.

A large range of local arts and cultural activity in the municipality occurs without the direct support of Council. All over the City, arts, community and cultural organisations, as well as artists and businesses, are taking initiatives that make Yarra alive with activity. A small proportion of this activity is currently supported by State and Federal Governments. Through effective cultural planning Yarra City Council will create an environment in which the economic, cultural and community development benefits from this activity are maximised for all sectors of the community.

This will be achieved through:

- effective and efficient use of resources;
- developing partnerships between Council and other key players including artists, arts and cultural organisations, community organisations, business, industry and State and Federal Government agencies;
- integrated planning within Council;
- direct support, information and promotion;
- acting as an auspicing body for local initiatives.

## Partnerships

To assist in the creation of such an environment Yarra City Council will work in partnership with the community to maximise the outcomes for all. It will:

- develop networks of artists, arts and cultural organisations;
- liaise between artists, arts, cultural and community organisations and groups;
- operate as a broker between the arts and business;
- establish and build on relationships with State and Federal Government agencies to improve information and funding choices for local projects.

### **Integrated Planning Within Council**

Arts and cultural development is not just about arts and culture in a narrow sense, but focuses on how, through all the operations of Council, arts and cultural activity can be encouraged and supported. Arts and cultural activity is affected by a wide range of Council operations from: the development of Local Laws regarding busking; parking arrangements for venues; street cleaning at festivals to planning for public use of open space.

Primary responsibility for arts and cultural services rests with the Arts and Cultural Services Unit. An integrated approach to planning across Council will provide a more efficient and effective use of available resources overcoming gaps or duplication of services and programming.



Debbie Mourtzios

'Rehearsal'

## **Opportunities: Yarra, Arts and Culture**

The City of Yarra is characterised by its vibrancy and vitality. This vitality is the hallmark of an inner urban region where creativity is a key element of community life and business activity.

### **Diversity Of People And Cultures**

The City of Yarra has a diversity of cultures reflecting the influences of the Koori community, older working-class residents, immigrants and ethnic communities, combined with newer residents and groups, enjoying a range of lifestyles. It has a high proportion of people from non english speaking backgrounds and is one of the major destinations for new arrivals. The high population turnover ensures that Yarra is an ever changing municipality.

### **Communities And Culture**

The City of Yarra features a strong not-for-profit sector of ethnic and community-based organisations. Many local community and ethno-specific groups use arts and cultural practice to express their community identity and concerns, to develop participation and enhance the profile of their organisations. This results in many high-quality community arts projects using a variety of artforms and a range of collaborative relationships between the organisation, artists and participants.

### **Shopping And Activity Precincts**

The City of Yarra features exciting shopping strips with strong local identities, such as Victoria Street's 'Little Saigon'. Queens Parade, Swan Street, Rathdowne Street, Nicholson Street and Smith Street provide their own eclectic mixes of antiques, ethnic food, cafes, clothing shops, bookshops and retail outlets to meet the needs of residents and visitors. Brunswick Street and Bridge Road are featured in international tourism promotions and publications such as guide books to Australia for their exciting cafes, boutiques and shops. They attract visitors from across Melbourne, Australia and internationally who increasingly want to experience the unique daily life of Yarra.

### **Organisations**

Many important local and state wide arts, media and cultural organisations and institutions are based in the City of Yarra. There is great potential for the Yarra City Council to form beneficial partnerships with these organisations. Such organisations include: The Australian Children's Television Foundation, Australian Print Workshop, Batman College of TAFE, Centre for Contemporary Photography, Chamber Made Opera, Community Music Victoria, Contemporary Art Society of Victoria, Craft Victoria,



Dancehouse, 200 Gertrude Street Gallery, GTV Channel 9, Handspan Theatre, Melba Conservatorium, Melbourne International Comedy Festival, Melbourne International Film Festival, Multicultural Arts Victoria, Next Wave Youth Arts Festival, Northern Metropolitan Institute of TAFE, Open Channel, PLACE Inc, Public Radio News Service, RedPlanet, The Boite, Victorian Composers Association, Victorian Aboriginal Development Arts Co-op, Victorian Folklife Association, Victorian Writers Centre, and the Women's Art Register among others.

The presence of these organisations means that many visitors to Yarra are on 'arts business' and creates the potential for networks and partnerships that will benefit the City.

### **Cultural Industries**

The City of Yarra has a range of cultural industries in the visual arts, publishing, radio, television and video production, graphic design, theatre, dance and fashion. Yarra's cultural industries include creators and designers who make use of a range of local suppliers, production, performance, retail, and distribution resources. These include large numbers of artists' supplies shops, printers, art galleries, local crafts outlets, radio and television stations, video production houses, recording studios as well as many others. Yarra is also the home of a large population of resident artists, as well as media and cultural industry workers, including journalists, radio producers, film makers, designers and arts administrators.

The culture and entertainment industries are the sixth largest and one of the fastest growing in the Australian economy. This sector is vital to the local economy. By generating activity, it has a multiplier effect on related service industries; people attending galleries or festivals use local cafes and restaurants, artists and designers use artists suppliers, printers, costume hire, equipment hire, and so on. Cultural industries have the potential to create employment for a great range of workers including highly skilled and specialised workers. (See page 12 for a detailed listing.

### **Media, Information And Technology**

Yarra is an information rich area, from wall posters on cafe notice boards to radio and television production to cyber cafes, it is a hive of information based activity. New electronic arts/media and information services, the developing role of our libraries as access points to the new worlds of information and Council's information services, all have the potential to make a major contribution to the quality of community life. This technology can increase access to arts and culture. New electronic artforms are also constantly being explored and developed by a range of local artists.

### **Cultural Tourism**

The City of Yarra attracts visitors from all over metropolitan Melbourne, Victoria, Australia and internationally to cultural venues or in search of opportunities to sample the local ambience. There is a range of cultural tourism products and services already operating in Yarra, such as tours of Vietnamese shops, art gallery tours, Brunswick Street walking tours, heritage and architecture walks, the Australian Toy Museum, Carlton Brew House Visitors Centre and others.

### **Urban Design And Development**

Urban renewal and consolidation present a number of opportunities to improve the quality of urban/environmental design, drawing on the cultural strengths of the city. The Urban Arts Square at the corner of Punt and Bridge Roads, the contemporary public art in Brunswick Street, and the Quarries Park Playspace in Clifton Hill demonstrate what can be achieved through creative approaches to existing and new sites. These projects



Debbie Mourtzios

'Waiting for the Tram'



Debbie Mourtzi

'Fitzroy Pool'

indicate the possibilities for integrated planning and design involving Council, developers, residents, traders, artists, designers and architects.

### Venues

The City of Yarra accommodates many important arts and cultural venues such as Budinski's Theatre, Dancehouse, The Last Laugh, The Universal Theatre and the Fairfield Amphitheatre, as well as major civic spaces such as our Town Halls. A plethora of pubs, halls, cafes and nightclubs provide a base for a burgeoning live music industry. Galleries and cafes provide a variety of exhibition spaces for the visual arts. A range of other venues provide community classes and performances in dance, theatre and visual arts.

### Events

Yarra City Council supports a variety of festivals and public events. These include local community festivals, traders' events, ethnic community festivals and arts festivals. They range from the Melbourne Fringe Festival Parade in Brunswick Street to the Hmong New Year Festival in Yarra Bend Park. These events are celebrations of community, which reflect diverse cultures and promote the arts, local organisations and businesses. They contribute to a sense of place, have a great deal of potential for cultural tourism and contribute to the profile of the City.

### Open Space And The Yarra River

The Yarra River is becoming an increasingly important green belt within the dense urban fabric of Yarra. The Yarra Trail provides access to existing facilities next to the Yarra River, including the Fairfield Boathouse, Quarries Park Playspace, Collingwood Children's Farm, Rydges Riverwalk Cafe, and Dights Falls Park and Weir. The trail

creates opportunities for environmentally sensitive new developments including interpretative signage and artworks which emphasise the rich cultural heritage of the river and surrounding districts, as well as eco tourism, cultural tourism and recreation initiatives.

Yarra also has some excellent nineteenth century style parks such as Curtain Square, Darling Gardens and Edinburgh Gardens, a variety of sporting grounds and facilities, as well as many pocket parks, that have the potential to provide a focus for a range of cultural activities and public artworks.

### Built And Cultural Heritage

Some magnificent public buildings and a wide range of residential and commercial architecture can be found in Yarra from tiny wooden workers cottages to magnificent Victorian mansions. A large number of buildings and some precincts are heritage listed or subject to heritage controls. Many of Yarra's industrial buildings are now being refurbished for studio-style housing and arts-related business enterprises.

Yarra has a rich social and industrial history including corporations such as Carlton and United Breweries, Australian Pulp and Paper Mills and Foy and Gibsons Stores. Many important stages of trade union and labor political history have also been played out in Yarra. Waves of immigrants and refugees from Italians, Greeks and Turks to Vietnamese and Indo Chinese have left their mark on the City, enriching its cultural heritage. Three famous Australian rules football clubs have provided a unique cultural focus for the City. There are many rich stories, from the tales of Squizzy Taylor to the experiences of the Vietnamese boat people to be told, interpreted and experienced.

The former Councils have collections of artworks and memorabilia important to the social and political history of the development of greater Melbourne. The libraries and local history collections are important sources of information on Yarra's heritage.

### **Yarra: At The Centre Of Activity**

Yarra borders the Central Business District and is only minutes by tram from Melbourne City, South Yarra and Prahran shopping and entertainment venues. Much of the City of Yarra is close to existing major sporting, cultural and outdoor venues: the Melbourne Cricket Ground (MCG) and Olympic Park, the Princess Theatre, the State Film Centre, the Fitzroy Gardens and the new State Museum being developed in the Carlton Gardens.

Yarra also has much in common with its neighbouring Councils. There are many social, cultural, transport and organisational links with other inner City Councils that offer great potential for joint projects and the maximising of resources.

### **State And Federal Context**

Yarra can benefit from State and Federal arts funding priorities. The Victorian Government's strategy plan, Arts 21 includes substantial support for developments in:

- cultural tourism;
- cultural and media industries development, especially multi-media based industries;
- creating secure and cost-efficient accommodation for arts organisations through the Housing the Arts program;
- thematic cultural programming and marketing around people's enjoyment of food, fashion, parks and gardens and major sporting events.

The Federal Government's principal arts funding and advisory body, the Australia Council, has a variety of funding programs in Aboriginal and Torres Strait Islander Arts, Community Cultural Development, Dance, Literature, Major Organisations programs, Music, New Media Arts, Theatre and Visual Arts/Crafts.

Other funding opportunities exist through the Australia Council's Community, Environment, Art and Design (CEAD) Program for new initiatives in the built and natural environment. The Department of Communications and the Arts provides assistance through the Playing Australia, Visions Australia and Festivals Australia programs.

The community and local arts activity can benefit through the development of stronger relationships with State and Federal Government agencies.



Debbie Mourtzios

'Along Lennox Street'



# Arts and Cultural Development in the City Of Yarra

## MISSION:

To enhance, develop and promote the City of Yarra as a major centre for cultural activity and innovation.

### Aims

The City of Yarra will:

- Contribute to the creation of an environment which supports innovation and initiative in arts and cultural activity.
- Encourage and support the expression and celebration of diverse social, cultural and ethnic community identities.
- Create opportunities for all sectors of the community to contribute to social and economic life through creative partnerships and cultural activity.
- Identify, develop and promote cultural resources within the City of Yarra including social, heritage and physical resources, as well as facilities, information, individuals and organisations.
- Enhance and develop the use, appreciation and cultural relevance of the physical environment.
- Foster the development of cultural industries and cultural tourism as part of economic and cultural development.

### Objectives

Yarra City Council's arts and cultural objectives are:

- To support local artists, arts, media and cultural activity.
- To celebrate, support and promote diverse local cultures and identities.
- To encourage and support the housing of diverse arts organisations and activity.
- To contribute to the enjoyment, effective use and improvement of public space, and Council facilities.
- To support the growth and development of employment and economic activity in cultural industries and cultural tourism.
- To effectively plan for arts and cultural development with the community.
- To document, preserve, manage and promote Yarra's heritage, including social, cultural, artistic, historical, material, built and environmental heritage.

### The objectives will be achieved through:

- effective and efficient use of resources;
- developing partnerships between Council and other key players including artists, community, arts and cultural organisations, business, and State and Federal Government agencies;
- integrated planning within Council;
- direct assistance from Council in a variety of ways including promotion, funding and support, information and use of Council facilities;
- acting as an auspicing body for local innovations.



# Three Year Strategies

## SUPPORT FOR LOCAL ARTISTS AND ARTS ORGANISATIONS

**OBJECTIVE:** To support local artists, arts, media and cultural activity.

Council will provide support to individual artists and arts organisations in a manner that is complimentary to Federal and State Government by providing information, referral, networking and promotion.

■ Denotes year/s in which strategy will be undertaken

STRATEGIES	96/7	97/8	98/9
Develop an <i>Arts Information and Referral Service</i> to provide information, referral and networking for local artists, arts and cultural organisations, community organisations and community members.	■	■	■
Develop and maintain an <i>Arts and Cultural Database</i> of local artists, arts and community organisations and businesses as stage one of the Arts and Cultural Resources Audit.	■	■	■
Develop the <i>Yarra Arts Network (YARN)</i> to meet the information and networking needs of artists, arts and community organisations.	■	■	■
Develop an <i>Arts Promotion Strategy</i> to promote the identity of Yarra as a centre of arts and cultural activity.	■	■	■
Develop a policy for <i>Technical Assistance Grants</i> for artists to program arts events in Yarra.	■	■	■
Host <i>Critical Issues</i> forums that explore local cultural issues within a global context.	■	■	■
For other support for local artists and arts organisations, see: Cultural Festivals Program, (p.8) Arts Development Program (pg. 8) and Public Arts Program (pg. 10).			

## HERITAGE

**OBJECTIVE:** To document, preserve, manage and promote Yarra's heritage, including social, cultural, artistic, historical, material, built and environmental heritage.

STRATEGIES	96/7	97/8	98/9
Contribute to Council's strategies to document, preserve, manage and promote Yarra's heritage.	■	■	■
Develop Arts and Cultural Maps that raise awareness of a variety of heritage sites, stories and events:	■	■	■
Document, maintain and promote the City of Yarra Art Collection.	■	■	■
Maintain the Public Art Audit which identifies and documents all public artworks in the City of Yarra, their provenance, condition, ownership and maintenance requirements.	■	■	■
Develop a Public Art Conservation Policy and Plan.	■	■	■

## CELEBRATION AND SUPPORT OF DIVERSE CULTURES AND ARTS ACTIVITY

**OBJECTIVE:** To celebrate, support and promote diverse local cultures and identities.

The Corporate Plan commits Council to improve community well-being and cohesion through nurturing and celebrating the City's diversity.

### Cultural Festivals Program

Festivals create opportunities to share unique ethnic and local cultures. Festivals and public events provide the opportunity to showcase and promote local arts and cultural activity.

STRATEGIES	96/7	97/8	98/9
Manage the <i>Cultural Festivals Program</i> to ensure that festivals and events held within the City of Yarra contribute to: cultural diversity; cultural development; community and economic development.	■	■	■
Streamline Council's information and advice for festival organisers, including the production of a <i>Festivals Kit</i> and <i>Festivals Information Brochure</i> .	■	■	■
Support the development of new festivals and events through a <i>Festivals Training and Development Program</i> for potential festival organisers, covering all aspects of festival development and management.	■	■	■
Assist festival organisers with long term planning and accessing additional funding.	■	■	■
Facilitate preliminary social and economic impact studies of festivals and public events.	■	■	■
Ensure that the <i>Cultural Festivals Program</i> is integrated into the planning for infrastructure development in the City (eg. development of sites suited to festivals and public events).	■	■	■

### Arts Development Program

The Corporate Plan commits Council to develop innovative arts and cultural activity that reflects cultural diversity.

Through the Arts Development Program, Yarra City Council will support a range of exciting new initiatives.

STRATEGIES	96/7	97/8	98/9
Develop an <i>Arts Development Program</i> to assist with the development of projects which are innovative, have artistic merit, reflect cultural diversity and generate community pride and involvement.	■	■	■
Provide community organisations and groups with advice, referrals and assistance on seeking sponsorship and funding from State, Federal and private sources.	■	■	■
Ensure that the <i>Community Grants Program</i> continues to support community organisations using arts as a community development tool.	■	■	■

## HOUSING THE ARTS

**OBJECTIVE:** To encourage and support the housing of diverse arts organisations and activity.

The economic and cultural life of the city is enhanced by encouraging arts organisations, companies, performances and events, to make their home in the City of Yarra. Developing strategies to house the arts in Yarra can be a key way in which Yarra City Council promotes the growth and development of arts and cultural activity in the city.

Council can assist arts and cultural development in the municipality through the use of civic venues for arts and cultural organisations and activities. Liaison with venue providers can ensure maximum use of existing community and commercial venues for arts and cultural uses through planning to retain or develop suitable buildings within the City.

STRATEGIES	96/7	97/8	98/9
Develop the <i>Yarra Housing the Arts Strategy</i> to encourage the housing of the arts in Yarra.	■	■	■
Develop an <i>Arts and Cultural Use of Civic Venues Policy</i> to support housing of arts organisations and companies.	■	■	■
Explore future options for use of Council facilities including the <i>Fitzroy Town Hall</i> .	■	■	■
Explore mechanisms through which studio and workshop spaces can be established and retained at a reasonable cost in order to retain cultural producers within the City of Yarra.	■	■	■

## Arts and Cultural Planning

**OBJECTIVE:** To effectively plan for arts and cultural development with the community.

Community participation is an integral part of planning for arts and cultural activity. Community consultation will play an important role in policy development and key projects.

STRATEGIES	96/7	97/8	98/9
Establish an <i>Yarra Arts Advisory Committee (YAARTS)</i> to provide advice on the implementation of the Arts and Cultural Development Strategy Plan.	■	■	■
Continue the consultative processes initiated in the development of the <i>Arts and Cultural Development Strategy Plan</i> in the development of future policies.	■	■	■
Conduct a <i>Cultural Mapping Program</i> that will identify cultural resources in the City of Yarra – stories, sites, organisations, artists, businesses, including the development of an <i>Arts and Cultural Database</i> .	■	■	■

## ART AND PUBLIC SPACES

**OBJECTIVE:** To contribute to the enjoyment, effective use and improvement of public spaces, open space and civic facilities.

### Public Arts Program

The Corporate Plan commits Council to improve the natural and urban environment in order to make Yarra a great place to live, work and visit. This can be achieved in a variety of ways including commissioning of permanent and ephemeral artworks, acquisition of artworks and by supporting the creation of collaborative works involving architects, landscape and urban designers, artists and the community.

STRATEGIES	96/7	97/8	98/9
Develop a <i>Public Art Policy</i> which incorporates art in the planning, design and use of public spaces, streetscapes and community facilities.	■	■	■
Manage the <i>Public Art Program</i> to ensure that the artworks: add to a sense of identity, place and pride and are integrated into the structure, fabric and daily life of Yarra.	■	■	■
Investigate the viability of a ' <i>Percentage for the Arts</i> ' funding scheme.	■	■	■
Develop a <i>Public Art Conservation Policy and Plan</i> after completion of the <i>Public Art Audit</i> which identifies and documents all public artworks in the City of Yarra, their provenance, condition, ownership and conservation requirements.	■	■	■
Promote the role of collaborative processes with artists in urban design projects at both the design and implementation stages.	■	■	■
Develop an <i>Acquisition and Collection Management Policy</i> .	■	■	■
Develop a policy for <i>Technical Assistance Grants</i> for artists to program arts events in public places.	■	■	■

### Research, planning and promoting the use of public space

There are many opportunities for collaboration between planners, architects, designers, artists, communities and developers. Yarra City Council will contribute to the creation of public artworks, the creation of spaces suitable for community and cultural activities, and the development and enhancement of unique features that will benefit residents and visitors.

STRATEGIES	96/7	97/8	98/9
Contribute to the research, policy development and planning for the development of public places.	■	■	■
Ensure that the <i>Arts Development Program</i> and the <i>Cultural Festivals Program</i> contribute to the use and appreciation of public places in Yarra.	■	■	■
Develop <i>Arts and Cultural Maps</i> that promote the use of public space.	■	■	■
Contribute to strategies that enhance access to, information about and interpretation of public spaces.	■	■	■



## CULTURAL INDUSTRIES DEVELOPMENT

**OBJECTIVE:** To support the growth and development of employment and economic activity in cultural industries and cultural tourism.

The City of Yarra Corporate Plan commits Council to strengthen the local economy by attracting responsible new investment and viable enterprises for the benefit of the whole of the Yarra community.

### Cultural industries development

Yarra City Council places priority upon expansion of business activity in culturally diverse, innovative enterprises as well as the creation of local employment opportunities. (See page 12 for description of local cultural industries.)

STRATEGIES	96/7	97/8	98/9
Maintain an <i>Arts and Cultural Database</i> which includes cultural industries.	■	■	■
Develop a <i>Cultural Industries and Cultural Tourism Economic Development Program</i> including: developing strategic alliances with State and Federal Governments, arts and industry bodies, neighbouring Council's, traders and businesses.	■	■	■
Explore options and seek funding for programs that generate employment in multimedia and new technologies.	■	■	■
Develop an <i>Arts Promotion Strategy</i> to promote the identity of Yarra as an arts and cultural centre.	■	■	■

### Cultural tourism development

Cultural tourism is a priority area within cultural industries development. The City of Yarra is well situated to take advantage of the cultural tourism initiatives of the State Government.

Council has a role in liaising with State Government and neighbouring municipalities in identifying potential product and promotion. Development of linkages to major events and eco-tourism will assist in creating a supportive environment for many new initiatives.

STRATEGIES	96/7	97/8	98/9
Contribute to Council representation on inter-Council, regional, state and national cultural tourism bodies.	■	■	■
Ensure that the <i>Arts Development Program</i> and <i>Cultural Festivals Program</i> contribute to the City's cultural tourism development.	■	■	■
Contribute to Council's support for developing cultural interpretation for tourism programs and services.	■	■	■
Advocate for maintaining and developing local history collections for use in cultural tourism interpretation.	■	■	■
Assist in the identification of current and potential cultural tourism products, including multi-cultural arts and cultural activities.	■	■	■

# Definition of Terms

## **Cultural industries**

Yarra is the home of vibrant cultural industries which can be supported and strengthened through research, planning, networking, marketing and identifying barriers to development. This will require partnerships between Council, businesses, other levels of Government and industry bodies.

Yarra has a number unique characteristics that could form the basis for activities, events or products that have the potential to be marketed nationally and internationally. These could include traditional or contemporary cultural expression of Yarra's ethnic communities.

Some of the cultural industries present in Yarra, and their components include:

### **Performing arts (including dance, theatre, comedy, music, etc.):**

Actors, dancers, musicians, comedians, performance venues (theatres, hotels, etc), festivals, costume hire, graphic design, recording studios, production studios, theatre courses.

### **Media:**

Video, film, television and radio journalists, producers, directors, broadcasters, video retail equipment and studio hire, costume hire, training programs.

### **Fashion:**

Designers, clothing manufacturers, clothing shops, boutiques, 'samples and seconds shops', shopping tours, textile manufacturers.

### **Literature:**

Writers and editors, magazines, reading venues, bookshops, graphic design and electronic publishing, printing.

### **Cultural tourism:**

Tour operators, venues (galleries, museums, theatres), cafes and cuisine, Sources of interpretation for cultural tourism, graphic design.

### **Publications and Advertising:**

Editors, publishers, advertising agencies, outdoor

advertising (billboards and posters), bookshops, graphic design and electronic publishing, printing.

### **Visual Arts:**

Artists, designers, photographers, sculptors, craftspeople, galleries, art/craft shops, art and craft markets, artists supplies, workshops and foundries, education and training.

## **Cultural planning**

Cultural planning is a purposeful strategic approach to cultural development. It involves identification of cultural trends, needs, opportunities and resources in the community in order to plan for the future. Cultural planning takes place in conjunction with social, economic, environmental and infrastructure planning at the local level.

*Adapted from: Better Places, Richer Communities: Local Government, Integrated Planning and Cultural Development, Graham Samson Pty Ltd and Praxis Research, Australia Council, 1994.*

## **Cultural resources**

Cultural resources can include facilities, activities, people, stories, networks, organisations, valued places and landscapes, community services and agencies, economic activities and other relevant resources or information. They provide the basis for initiatives in cultural development, activities, industries and tourism.

*Adapted from: Better Places, Richer Communities: Local Government, Integrated Planning and Cultural Development, Graham Samson Pty Ltd and Praxis Research, Australia Council, 1994.*

## **Cultural mapping**

Cultural resources that may be mapped include Koori sites, themes and stories of our past and present lives, social and physical heritage, arts activities, cultural and media organisations, food culture and cuisine, educational institutions, artists, venues, public artworks, and so on. Cultural mapping can take the form of projects that create lists and databases, photographic records, maps and charts, directories, guides and other publications.



