



## Report to General Manager

Attachments

1. North Sydney Creative Places / Places for Creatives Discussion Paper
  2. North Sydney Creative Places / Places for Creatives Forum Program
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**SUBJECT:** North Sydney Creative Places / Places for Creatives Forum and Discussion Paper

**AUTHOR:** Alison Clark, Team Leader Arts and Culture

**ENDORSED BY:** Martin Ellis, Director Community and Library Services

### EXECUTIVE SUMMARY:

The purpose of this report is to present a discussion paper on the future of Council's Arts and Cultural Policies and Projects, arising from the North Sydney Creative Places / Places for Creatives Forum (Arts & Culture Forum) held in April, developed in consultation with forum participants, the North Sydney creative sector and community. The actions areas proposed link to Council's Arts and Cultural Strategic Plan 2015 – 2017 and will be developed in line with North Sydney Community Strategic Plans.

### FINANCIAL IMPLICATIONS:

Nil

### Local Government Act 1993: Section 23A Guidelines - Council Decision Making During Merger Proposal Period

The Guidelines have been considered in the preparation of this report and are not applicable

### RECOMMENDATION:

1. **THAT** the Areas of Action proposed for further discussion be considered in preparation of the renewed Community Strategic Plan
  2. **THAT** the Discussion Paper be placed on exhibition for 28 days
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**LINK TO DELIVERY PROGRAM**

The relationship with the Delivery Program is as follows:

- Direction:        1 Our Living Environment  
                      4 Our Social Vitality
- Outcome:         1.5 Public open space, recreation facilities and services that meet community needs  
                      4.1 Community is connected  
                      4.2 Community is diverse  
                      4.3 Enhanced arts and cultural programs and facilities  
                      4.4 North Sydney’s history is preserved and recognised  
                      4.7 Community is active and healthy  
                      4.8 Enhanced community facilities, information and services  
                      4.9 Enhanced community safety and accessibility

**BACKGROUND**

Council resolved at its meeting held on 21 July 2014 that Council establish an Arts and Cultural Forum. Further, it was resolved that the forum identify, consider and recommend to Council various arts and cultural projects and policies to align with and inform the North Sydney Community Strategic Plans and that North Sydney citizens prominent in the arts (including visual arts, literature, architecture, and film) be invited to participate in the forum.

**CONSULTATION REQUIREMENTS**

Community engagement was undertaken in accordance with Council’s Community Engagement Protocol.

**SUSTAINABILITY STATEMENT**

The following table provides a summary of the key sustainability implications:

<b>QBL Pillar</b>	<b>Implications</b>
Environment	<ul style="list-style-type: none"><li>• Low impact programs are developed where materials used are non toxic. Artists are encouraged to use recycled materials where possible.</li></ul>
Social	<ul style="list-style-type: none"><li>• The CPPC Forum was developed to present Council’s working with the community approach and maintains an inclusive attitude to the creative arts. High level interaction between the creative sector and the community with the commitment to producing a meaningful program of arts and cultural programs, activities and events is prioritised.</li></ul>
Economic	<ul style="list-style-type: none"><li>• Arts and cultural programs are relatively low cost to Council and budgeted for accordingly.</li></ul>
Governance	<ul style="list-style-type: none"><li>• The Forum provided for consultation in various forms including participation and feedback via a questionnaire and digital media.</li></ul>

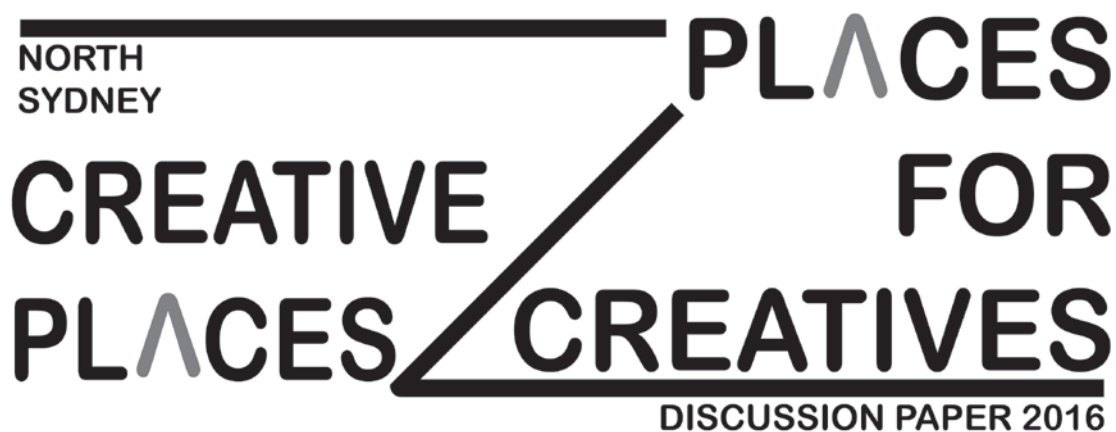
## **DETAIL**

A North Sydney Creative Places / Places for Creatives Forum was held on 18 April 2016 with 90 participants from the creative sector and local community. 15 panelists/guest speakers participated from across the creative sector both in North Sydney and further afield, including the Keynote Speaker and local resident Dr Linda Corkery, Associate Professor, School of the Built Environment, University of New South Wales. Panelists/guest speakers worked across a range of fields including Local Government Planners, Architects, Public Artists, Academics, Artists, as well as a representative from Arts NSW, Local Government NSW and ICE (Information Cultural Exchange). The range of panel presentations and discussions enabled for a broad and inclusive dialogue on the current role and state of the arts and culture, as well as future trends.

Participants from the sector included community members, local artists, writers, architects, designers, theatre specialists, creative consultants, gallerists as well as representatives from North Sydney Girls High School, Cammeraygal High School, North Sydney Community Centre, St Leonards Creative Precinct, Primrose Park Arts and Craft Centre, Don Bank Writer in Residence, Shakespeare on the Green, Ensemble Theatre, Cremorne Orpheum and Accessible Arts.

The forum was chaired by Councillor Barbour whose initiative it was and convened by Marla Guppy, Cultural Planner and Consultant who worked with Council staff on aspects of the forum and subsequent Discussion Paper. A questionnaire was completed by participants and used as an important resource for the formulation of the Discussion Paper

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**NORTH SYDNEY**

**PLACES**

**CREATIVE**

**FOR**

**PLACES**

**CREATIVES**

**DISCUSSION PAPER 2016**

## Directions for Culture in North Sydney

### Introduction & Scope

In 2015 North Sydney Council began a dialogue about the culture of North Sydney, its creative places and spaces and, importantly, what people in the arts thought about the culture of North Sydney. This provided a timely opportunity to review Council's existing programs and, at the same time, provide a framework for Council's ongoing commitment to arts and culture, taking into account the various elements related to North Sydney's "liveability".<sup>1</sup>

This paper discusses the commentary expressed at the Creative Places, Places for Creatives Forum held at the Coal Loader Sustainability Centre in April 2016. Both speakers and audience were lively and informed. The following illustrates trending issues and topics and places them in the context of Council's areas of focus. It is intended to engage stakeholders and inspire debate. This process does not replace the structured art form based consultation and engagement process of a larger cultural plan. Council requested action areas to direct the outcomes of the Forum and these are included for discussion and review.

### 1. The Culture of City Identity

#### The Culture of North Sydney

There is no question that North Sydney has played an active role in the culture of broader Sydney. From Luna Park to May Gibbs, from the Ensemble Theatre to Brett

Footnote:

1. In July 2016 a new study was launched by Domain Tract Consultants and Deloitte Access Economics, ranked 555 Sydney suburbs based on liveability. Of these 8 out of the top 10 suburbs were in North Sydney local government area with Lavender Bay topping the list. With 'culture' as the 5<sup>th</sup> of 16 indicators of liveability the significance of a dynamic, healthy cultural landscape is clear.

Whiteley the area has had an appeal and energy that is linked to its harbour edge location and quite possibly its bohemian past. Defining Australian artists including Conrad Martens, Roland Wakelin and Lloyd Rees worked here. The Royal Art Society moved to North Sydney in 1956. The Independent Theatre was established in 1911. In 1935 the new Art Deco Cremorne Orpheum was seen as Sydney's most progressive movie theatre. North Sydney was an area that appealed to artists and writers who wanted the pleasure of the harbour and bush with the connections to the city centre.

*For me NS culture is defined by the physical space. The stands of red gums, the sandstone, the foreshores, the possibility of finding quiet spaces where all you can hear is the wash of the waves, the call of magpies, kookaburras and lorikeets and the contrast with the (now) relics of industry and still functioning industry at the Gore Hill terminal. Watching the tugs steer in the big ships is endlessly fascinating.*

*Pam Newton, Author & Lifelong Resident*

North Sydney has maintained a solid commitment to the arts. Its Community grants and Subsidies program supports May Gibbs' Nutcote Museum, the North Sydney Symphony Orchestra, the locally based NSW Youth Orchestra, The Ensemble Theatre, the Royal Art Society; Story to Screen and community arts development programs such as Creative Wellbeing. Its Cultural facilities and key programs include Primrose Park Arts & Craft Centre, Primrose Park Artist Studios, Coal Loader Artist Studio Program, Don Bank Writer in Residence Program, North Sydney Art Prize, North Sydney Public Art Trail, Pop Up Shop Creative Space Program, Sculpture at Sawmillers, as well as a cultural focus in the planning of localities such as St Leonards. Stanton Library is one of the most successful local government libraries, hosting cultural events such as the Nan Manfield Young Writer's Award and Author Talks, and is home to the North Sydney Heritage Centre

*In more man-made physical spaces - NS culture thrives in the library network. I can't afford to buy a lot of books but I read a lot. I suggest books and they are purchased by the library. The writers program at Stanton in partnership with Constant Reader adds to the culture of NS*  
*Forum Participant*

The issue for North Sydney is one of strategic cultural planning. The arts already play a strong role in the life of the city yet there are incisive questions, which need to be addressed if North Sydney is able to move confidently into the 2020s. The first and most overreaching is about the culture of North Sydney itself; what is the culture of North Sydney and how can that culture be strengthened to successfully transition to the future?

In her presentation at Creative Places Forum Linda Corkery, landscape architect and 34 year resident of North Sydney described the many elements which contribute to a culture of place in North Sydney, its harbour edge, the visual and functional connections to Sydney, the topography of ridges and valleys, the villages and the city centre. But Linda also described the interactions and interventions that were the result of creative thinkers playing a part in the way the city was planned.

*The culture of place consists of static and dynamic elements.*  
*Linda Corkery, UNSW School of the Built Environment, Forum Speaker*

The capacity of local government to create the context for cultural identity to develop or strengthen is evident in the planning work North Sydney Council is doing in St Leonards. Interestingly the momentum has come not only from the community who have supported the move towards a creative precinct, but also from developers.

*Less predicable perhaps were the developers who were coming to me with (ideas for) Danks St style studios in mixed-use development projects.*

*Emma Booth, North Sydney Council, Forum Speaker*

The synergy between local government momentum, community appeal and market driven outcomes indicates good research and management of a locality ready for change.

The experience of St Leonards forms a background for a trending discussion about the future of North Sydney Business District. While North Sydney is one of Australia's top business areas and part of Sydney's global economic ribbon extending from the airport to Macquarie Park there is a strong sense that the city centre is limited by a poor cultural identity. Architect Steve Zappia from Marchese in Walker Street described 'diversity, activity and quality' as design elements increasingly absent from the city centre.

*There is a monoculture of use in North Sydney (city centre), a lot of vanilla office buildings, a lot past their use by date. I think the culture of North Sydney can be improved by breaking the monocultures that exist. We need to encourage diversity and quality.*

*Steve Zappia, Marchese Partners, Forum Speaker*

The idea that it is time for North Sydney to have a more active and activated CBD is relevant and timely. The notion that this might happen on a number of different levels is also relevant. The planning initiative NTHSYD is an example of work underway to promote and reimagine the business precinct while the intensive planning of the St Leonards locality typifies a quality masterplanning approach. The potential to reframe architectural design, encouraging quality and diversity is possible given the size and power of the economic momentum. However creating a balance between the built form and street life will be an important agenda if a satisfying city culture is to be achieved.

*As we are privileged to have a CBD in our local area, it seems logical to find ways to connect the workers & businesses in that precinct with various artists and art forms in an engaging way so as to embed the mentality that north Sydney is a vibrant creative locale, great for artists and consumers of art in all forms.*

*Forum Participant*

*We experience the city at a human scale.*

*Jan Gehl, Urbanist*

### **The Arts & City Identity**

The belief that city centres can be satisfying at street level contributing to a creative work culture and functioning as destinations for broader populations underpins the role of the arts in city animation. The role of iconic projects and events in creating powerful destinations is important. Warren Langley cites Gormley's angel of the North and Kapoor's Cloud Gate as artwork, which have achieved this. The sense of

animation which art can achieve in business districts is also apparent with James Angus's Day In Day Out located at 1 Bligh St, an explosion of pattern & colour in the grey heart of the financial district and Lawrence Argent's I See What You Mean, an enormous blue bear peering into an office complex in Denver, USA. The idea that art might not only enliven but also actually comment on or even critique the nature of business is apparent in both these works. Enabling public art in these contexts requires developed and well-managed integration of public art into new development. As North Sydney CBD redevelops, as it will undoubtedly do, Council needs to have in place a City Centre Art Plan and the capacity to require public art as part of all substantive developments.

Other less formal managed plans include Marrickville Council's Perfect Match where street artists are partnered with property owners who want a wall or hoarding transformed.

In a similar way the role of theatre and performance in city centre culture deserves consideration. At an easily managed level the development of achievable policies designed to animate city spaces would allow music, street performance and pavement art to be part of the way the city is experienced. Council currently has a Busking Policy managed by Council's Events team. Extending the scope of this to active city programming could be considered. City of Sydney's work in this area provides a valuable precedent for other Councils. A more ambitious ongoing program is the New York Metro's MUNY Music Under New York where a yearly program of performances happens throughout the subway system.

*If North Sydney Council (could) explore ways to keep culture alive on the streets it would hugely benefit the overall perception of the area.*

*Forum Participant*

City squares in North Sydney business district could provide an opportunity for both ongoing lunchtime performances and special event performance over a defined period. Linking performance to thinking about creativity and business performance could be an interesting platform. This is happening in part with the NTHSYD branding, managed by Events/Corporate team. Extending this work through corporate sponsorship could be considered.

### **Branding City Creativity**

Encouraging a creative texture to city life is seen as an important objective for North Sydney. While there is a sense that the villages and neighbourhoods are creative the city centre is not seen that way. Overall there is a lack of a cohesive, dynamic identity, which reflects the strengths and culture of the locality. For some this includes Council:

*One of the things which sticks in my mind is the need for some modern creative branding for North Sydney Council - it has to pull people in. (It's) hard to have a creative program if the branding isn't creative. I think this is already on its way, and a good step away from the generic conservative / traditional council branding.*

*Forum Participant*

At a time when creativity is seen as a fundamental attribute of economic growth and when creative neighbourhoods are seen as an attractor for millennial workers North

Sydney CBD is seen as lacking the vibrant work/life energy that is desirable in new work environments.

*No one recognises North Sydney as cultural or artsy. It is recognised for its business and office culture. This doesn't have to change but without the colours of art it all becomes so boring. We, residents, artists, Council, have to convince the suits they need us.*  
Forum Participant

An important parallel to the emerging discussion about the city as a cultural hub is the very important place of creative industries in the global economy. The capacity to attract creative industries not only to North Sydney CBD but to other business centres such as St Leonards has great potential especially given the attractions of North Sydney, its proximity to the Harbour and Sydney CBD, and its connections to the knowledge industry ribbons through to UTS, Macquarie Park and Macquarie University. There is a strong sense that this is underplayed and unrecognised in North Sydney, that the city has no effective branding generally and especially in relation to 'creative city' values'

*To change the perception of North Shore as a conservative, fairly bland part of Sydney. If North Sydney Council explores creative ways to keep culture alive on the streets it will hugely benefit this overall perception of the area.*  
Forum Participant

*Creativity will become one of the top three skills workers will need. With the avalanche of new products, new technologies and new ways of working, workers are going to have to become more creative in order to benefit from these changes.*  
Alex Grey, Senior Writer for the World Economic Forum

### **Balancing/integrating community & business agendas**

The new connectivity between business and community goals in terms of broader liveable city goals; everyday amenity, access to cultural programming as part of working life, public art, city activation after hours, healthy interfaces with residential areas, all contribute to an integrated culture. Understanding in more detail how the city services the community and conversely how the business community benefits from the cultural amenity of North Sydney would allow strategic cultural planning to occur to support both.

## **2. Creatives in the City**

### **Artist studio spaces, rehearsal spaces and performing art studios**

Accommodation for creatives in North Sydney is central to how many creatives in the local government area perceive Council support for the arts. This includes extending the range of artist studios now available, including space for performing artists to rehearse, record and practice, and exhibition and performance venues themselves.

*Council should support accessible creative short term to long-term spaces for artists in the area. By accessible I mean affordable flexible spaces, able to be used by different art forms i.e. musicians, dancers, visual artists etc.*  
Forum Participant

There is also a strong interest in urban policy, which enables artist space either as part of new public or corporate buildings.

*Making studio space/creative spaces mandatory to any site redevelopment proposal.  
Forum Participant.*

This thread was explored in detail by James Winter from Brand X both in relation to their work at St Leonards and also at the Carlton Brewery site in Broadway. The need to consider site cultural activation as part of the development process resonates. The example of St Leonards provides an excellent case study for well researched planning and implementation of cultural outcomes with ME Artspace an example of an artist run space, which is part of the urban renewal of the locality.

The potential for artist spaces to be part of the repurposing of existing buildings is equally significant. There is significant interest both in broader culturally driven urban renewal projects such as Renew Newcastle and cultural facilities in repurposed buildings such as Parramatta Artist Studios, which now has longevity and functions within a changing city centre. David Greenhalgh in relation to ARI Archive Space also discussed the possibility of artists putting together initiatives in different ways.

The need to address the needs of performing art groups and musicians in the area is also important, as is the necessity for a breadth of creative spaces including short term space to longer term more permanent dwellings

*Having worked in the music industry there has also been a lack of rehearsal spaces for music ensembles, particularly accessible space when moving large equipment in and out of venues (I'm thinking percussion instruments). At NSCC in the past we have had a number of enquiries from actors, producers, directors looking for low / no cost rehearsal space for competitions such as Short and Sweet.  
Forum Participant*

While the lack of a North Sydney Gallery was raised in the Forum there is also an interest in creative options for exhibition space from empty shopfronts to outdoor exhibition space. Rethinking use of existing Council spaces in ways that support creative use is also an agenda item with the potential for subsidised use of community centre space for rehearsals.

### **Cultural Programming**

The potential to combine events and exhibitions in a festival scenario is expressed in art events like Art Month and Art & About. Similar possibilities were raised for North Sydney:

*One option for a creative agenda would be to have a week long Biennale – in North Sydney. This could be held in conjunction with existing events, Sculpture at Sawmillers, an exhibition at the Royal Art Society in Walker Street, Lavender Bay. To these could be added street theatre, music, jazz, pop up galleries, e.g. a marquee for an art gallery set up in the park under the bridge, a short stroll to art on the boardwalk, book readings outside Council Library.  
Forum Participant*

City canvasses – street art, temporary art, galleries, installations, public art, city art prize...

There is an enormous interest in art as part of the culture of everyday life, in enabling artists to occupy spaces and places throughout the city from the railway station to under the Bridge, from office buildings to footpath art and flash mobs...

*Make art part of people's everyday*  
Forum Participant

### **Creative diversity as 'the new normal' - supporting emerging artists & community cultures, managing dominant cultures**

Creatives see value in a diverse cultural landscape. The perception that North Sydney lacks cultural diversity was an issue for discussion at the Forum. There is a sense that the reality of the culturally diverse population of North Sydney is not accurately represented. However this was not discussed a priority area nor did the forum identify target groups, ethnicities or cultures. Rather 'diversity' was seen as a general value.

The opportunity exists for further work with the community to extend existing culturally diverse projects and focus the existing cultural outcomes, which would support a diverse culture in North Sydney. Aboriginal artist Jessica Birk presented a range of Council supported public art in the area and spoke of the potential to extend recognition of Aboriginal culture and creative work by Aboriginal people. Given the Harbourside location of North Sydney and its rich Aboriginal heritage the potential for significant city level public art and events celebrating the Aboriginal stories of North Sydney and contemporary Aboriginal culture. Resourcing and appropriate budget allocations are a more pressing issue here than any lack of planning intent.

### **3. Creative Dialogues**

Creative dialogues enable vitality about direction and intent. The value of an ongoing dialogue about the culture of North Sydney was a key topic among Forum participants. This had three areas of focus: Council amalgamations, dialogues about the city shaping with creatives, Council, developers and communities, and the energy & importance of dialogues among creatives themselves.

#### **Local Government Reform**

There was a strong sense that a dialogue about the culture of North Sydney was timely given the proposed Council amalgamations. The need to ensure the culture of North Sydney was well defined with clear agreed goals was discussed, as was the capacity to collaborate.

*(There should be a) great emphasis on the need for communities/LGAs to work together in the lead up to inevitable change (of) amalgamation – to plan ahead, protect cultural arts.*  
Forum Participant

LGNSW's Sally Watterson discussed the challenges of Council amalgamations and their potential impacts on cultural service provision. The discussion was open with an appreciation of some benefits in relation to cultural service provision. The need to ensure the much loved aspects of North Sydney culture were not lost or subsumed was important to forum participants. A creative approach was supported in what Sally

Watterson describes as largely unknown territory for cultural planning and service provision.

*The overriding thing we are getting from our members in terms of local government reform is 'activate your opportunistic arts personalities'*

*Sally Watterson, LGNSW, Forum speaker*

### **New corporate & community partnerships**

The potential to engage with developers on a number of levels including adaptive use of existing space, artist space in new development, public art and developer funded cultural activation is an area which has support. The role of Council in planning and brokering these outcomes has been given focus by the St Leonards experience. There is an interest in both extending and embedding this potential. There was a strong sense that the city is full of creative possibilities if planning, resourcing and political will are in place.

### **Developing creative dialogues with communities – social media, online creative forums**

The work North Sydney Council has done to connect creatives is seen as a positive tool for cultural activation. There is a strong interest in extending this. Initiatives raised include:

- More targeted use of social media to link creatives
- Expanded databases to include not only artists but also available spaces, competitions, street art opportunities etc.
- Promotion of and support for business opportunities for creatives
- Regular forums to debate cultural issues and share experiences
- Collaboration & connection with other galleries and arts organisations around Sydney

### **Creative future proofing**

The current scale and dimension of planning in broader Sydney is a trending topic for creatives. Kim Spinks presentation on changing funding scenarios describes a sector that is now required to be more entrepreneurial and clearer about priorities. To balance this Nick Vickers presentation on the Bays Precinct illustrated integrated opportunities for creative infrastructure in State significant development. Ensuring North Sydney is well positioned to plan its own cultural futures is seen as important. So too is the area's capacity for innovative and targeted collaborations which link it more closely with Sydney and its neighbouring communities on the North Shore.

*Council is committed to the arts and culture in this area but we want to do more and add more. If amalgamation happens we want to be in the position to say 'we've sorted this'.*

*Councillor Barbour, North Sydney Council, Forum Speaker*

## Action Areas

### 1. A North Sydney Cultural Policy

A relevant, engaging and inspiring cultural policy for North Sydney should be developed as a priority. The remit of such a policy should be expansive outlining Council's commitment to supporting a dynamic city & neighbourhood culture while providing planned and comprehensive support for the arts. As with all good policy statements concise, directive language should enable its use by a broad range of creative initiators including the government, corporate and community sectors and creative industries.

### 2. City Centre, City Spaces Art Plan

The critical role of North Sydney City Centre in the Australian economic landscape should be partnered by a dynamic cultural plan, which addresses the creative potential of the CBD as an innovative work environment. The Art Plan could consider:

- Active streetscapes and ground floor usage as part of improved city culture
- Architectural design as part of city rejuvenation
- Public art and design as a condition of new development
- City events and animation of city spaces
- Creative spaces as part of city centre property management
- Corporate partnerships in delivering cultural projects

### 3. City Identity

The culture of North Sydney performs well on a range of indicators however this appears not to be reflected in city identity. The expansion of current work undertaken by Council on city branding could be extended to include:

- Promoting North Sydney as one of Sydney's most liveable areas
- Promoting NS as a place where work/life balance can be achieved
- Promoting the easy access to arts and cultural events in and from NS
- Using creative interventions as part of strengthened branding
- Supporting the arts sector as a driver of city identity

### 4. Performance, Rehearsal, Studio & Workshop Spaces

North Sydney has actively responded to the need for artist space. It should be recognised that there will be an ongoing demand for space. It is also important to disaggregate the kinds of space needed by different artforms, for different creative projects and in response to different timeframe requirements. Planning for ongoing creative space provision could consider:

- An audit of existing and available options and provision
- A review of Council owned cultural & community facilities
- Strengthening the capacity of Council to broker artist space in development
- Extending the scope of pop-up or short term space options

### 5. Public Art

While the North Sydney Art Trail is an excellent initiative there is a need to develop a comprehensive Public Art Plan for the whole local government area.

This would enable a considered response to new development, the public domain and the city centre, while enabling distinctive responses to neighbourhood environments. A Public Art Policy should accompany this. As a priority Council should consider:

- A North Sydney City Centre Art Plan
- A Public Art in New Developments Strategy
- Expanded inclusion of art as part of new or rejuvenated facilities
- A considered and innovative approach to Aboriginal public art as a key element in celebrating the Aboriginal heritage of the Sydney Harbour

## **6. Festivals & Events**

The role of art in city and community animation is a relevant area for many creative thinkers in North Sydney as is the capacity to expand the scope of city events. As with other areas of cultural planning detailed consultation with event organisers and creative industries is needed however the following could form part of strategic planning:

- A review of Council supported events to identify resourcing issues and direct future funding allocations
- Expanded dialogue with City of Sydney, Mosman & Willoughby Councils to progress collaboration in event programming
- Development of new partnerships to expand community cultural development outcomes in city events

## **7. Community Cultural Development**

The potential for art to be part of an inclusive, humane, engaged community is important to creatives in North Sydney. Work Council has done in this area is valued. Expanding the scope and relevance of community cultural development is a central objective of cultural planning. While the remit of Council and community aspirations are very broad the following areas should be considered in future planning:

- Development of partnerships with key service providers in health, education and youth & community services to expand the scope of community cultural development projects
- Integration of community cultural development programs into all new residential developments as part of the developer requirements
- Structured consultation and engagement with Aboriginal and culturally diverse communities to identify and plan cultural delivery
- A focus on emerging technologies in the context of community cultures including aged uptake of social media, emergent youth digital media platform, intercultural digital platforms promoting harmony and other innovations.

## **8. Funding & Resourcing Culture in North Sydney**

The notion of a vibrant, engaged city always includes a commitment to resourcing culture. The arts need adequate and sustained funding to perform well. While short-term creates momentum Councils who prioritise long term funding for local culture inevitably see results, which extend beyond actual artworks and projects. At least 5 yearly reviews of funding allocations and priorities should be made and planning processes should always include a

funding to enable outcomes to be achieved. A review of cultural funding should consider:

- A review of current levels of cultural funding against agreed performance indicators
- Expanded funding for city cultural planning priorities as part of a long-term cultural plan.
- The inclusion of funding program that enables an annual response to cultural trends and initiatives in the form of an Arts Grant Program
- A quick response program to release small amounts of arts funding for innovative, one-off initiatives, which will benefit a particular group or creative enterprise.

## **9. Dialogues, Networking and the Future of Creative Connections**

Connectivity is central to both cultural dialogue and, for many artists, creative production. Council cannot market, promote and support culture without supporting the communication platforms offered in the digital age. In many ways this capacity will determine the success of other initiatives. Forum participants were very clear about this imperative. Hence their ideas are repeated as a legible direction:

- Foregrounding social media as a well resourced, primary platform to link creatives
- Establishing regional networks to link arts and arts organisations across the lower North Shore and beyond
- Expanding Council databases to include artists but also available spaces, competitions, street art opportunities and other resources and information.
- Promotion of and support for business opportunities for creatives including links with other business forums
- The initiation of an annual forum to debate cultural issues and share experiences
- Collaboration & connection through social media platforms with other galleries and arts organisations around Sydney

## **10. Future Proofing Culture**

As this dialogue takes place the process of Council amalgamations is just one of the challenges facing North Sydney. While it is beyond the scope of this discussion paper to set directions for a new regional council, Forum commentary and the experience of cultural planning during amalgamation in Victoria suggests some areas of focus:

- Up to date legible cultural planning priorities for city centres and neighbourhoods enable informed, organised input into regional planning processes
- In a similar way creative industry priorities and directions allow cultural groups and organisations to position themselves in larger cultural landscapes
- If managed well, a regional approach can have marked results for some organisations in terms of improved and more efficient resourcing, marketing and audience development.

In conclusion, liveability is in many ways a response to local culture; how we feel in our living and working neighbourhoods, how we interact with others, how well we believe our cities and suburbs support our identity and values. North Sydney is a local government area that is enjoyed and valued by residents, workers and visitors. Culture plays a central role in how it is experienced. Managing and supporting the culture of North Sydney to ensure the area retains this highly desirable edge is the task ahead.

# NORTH SYDNEY PLACES FOR CREATIVE PLACES CREATIVES FORUM 2016

The North Sydney Creative Places, Places for Creatives (CPPC) Forum will address the role and future of creative communities in a changing cultural and political landscape, with a particular focus on the Local Government sector. Panelists and participants will look at the cultural resources driving local cultures. The relationship between business culture and community culture in the city will be explored with a focus on innovation and creative enterprise. Current trends in the cultural sector, funding landscapes and new delivery models will be discussed. The CPPC Forum will inform a Creative North Sydney Discussion Paper, providing the background for a Cultural Policy.

**Forum Facilitator: Marla Guppy, Principal Consultant, Guppy Associates Art Management**

## PROGRAM

### 09.30 Registration

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### 10.00 Introduction

Councillor Stephen Barbour with an Acknowledgement of Country by Jessica Birk

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### 10.05 KEYNOTE - The Culture of Place

Dr Linda Corkery, Associate Professor  
School of the Built Environment UNSW

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### 10.15 PANEL ONE - The Culture of Identity

The arts & city identity  
Branding cultural identity  
Balancing/integrating community & business agendas  
The culture of North Sydney

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### 11.15 Morning Tea

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### 11.30 PANEL TWO – Creatives in the City

Artist studio spaces – an open appraisal  
City canvasses – street art, temporary art, galleries, installations, public art, city art prize  
Creative diversity as ‘the new normal’  
Supporting emerging artists & community cultures, managing dominant cultures

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### 13.00 Lunch

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### 13.30 PANEL THREE – Creative Dialogues

New corporate & community partnerships  
Enterprise, training and career development  
Developing creative dialogues with communities & social media, online creative forums  
Creative future-proofing

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### 15.00 Close of Forum

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## **KEYNOTE: The Culture of Place**

### **Dr Linda Corkery**

Associate Professor, School of the Built Environment, University of NSW

Dr Linda Corkery joined the Faculty in 1999 as Head of Program, Landscape Architecture having practiced in the United States, Hong Kong and Australia as a planner and landscape architect. Linda was Head of Program from 1999 to 2003 and FBE's Head of School from 2004 to 2005. While Head of School, she initiated BEOutThere! a special learning and teaching initiative designed to engage students and staff in undertaking interdisciplinary, service learning activities on local and international projects. Following a year as Associate Dean, International in 2006, Linda served as Director, International and Community Engagement. In 2010 she was appointed Acting Head of Discipline for the Planning, Landscape, Urban Design and Construction Management and Property discipline group.

## **PANEL ONE: The Culture of City Identity**

The arts & city identity / Branding cultural identity / Balancing + integrating community & business agendas / The culture of North Sydney

### **Dr Sally Watterson**

Project Manager Arts & Culture, Local Government NSW

Dr Sally Watterson has 20 years experience working across various roles in museums, historic houses and national parks. Her experience is in museum management, collections management, curatorial, programming, publication development (both print and web based) site planning and interpretation. Sally has extensive experience in strategic planning, policy development, project management and in securing state, local government, federal and international funding. She has also lectured graduate level University students. Sally has PhD in Museology and holds a Graduate Diploma in Heritage Studies and Bachelor of Arts in Art History and English Literature.

### **Emma Booth**

Team Leader Design

Strategic Planning, North Sydney Council

Emma Booth heads the design team within the strategic planning department of North Sydney Council. She is responsible for major urban renewal and public domain projects and runs the North Sydney

Design Excellence Panel. She recently completed planning strategies for St Leonards Strategic Centre and North Sydney Education Precinct and is currently examining urban renewal opportunities arising from the recently announced metro stations at North Sydney and Crows Nest. She has qualifications in urban design, planning and physics.

### **Steve Zappia**

Marchese Partners Architects, North Sydney

Steve Zappia is a founding partner of Marchese Partners and Managing Director of Marchese Partners Australia. Steve has been instrumental in the completion of major projects including; the Village Docklands Masterplan and V1 tower in Melbourne, and in Sydney; Paramount Apartments, 185 Macquarie Street Apartments, Republic 1 and 2, Top of The Town and the Bondi Icebergs. Recently, Steve has overseen the detailed design of a number of large scale Seniors Living and Aged Care projects including Uniting Care Ageing's Mayflower Westmead Masterplan, Watermark Caste Cove, Links Seaside, Mark Moran at Vaucluse and Ocean Grove Dee Why.

### **James Winter**

Director, Brand X

James Winter is a Community Cultural Development Theatre Director and founding Director for Brand X; an arts organisation and registered charity that partners with property developers and local governments to repurpose their underutilised spaces so artists have a place to practice their craft. Since 2005, Brand X have transformed 17 properties across Sydney into thriving creative hubs for performing, visual and live-music artists, creative producers and creative enterprises.

### **Warren Langley**

Public Artist

Warren Langley has over 30 years experience in conceiving and delivering public artworks working with government, corporate and private clients on a broad range of site specific related commissions. These have included major projects in locations as diverse as The New Australian Parliament House; the Maison de la Opera, Amiens, France; Centre for Contemporary Art, Tacoma, USA and the Australian Pavilion at the 2011 Shanghai World Expo. In 1996 Warren was awarded a Fellowship by the Australia Council for the Arts and has been afforded international recognition for many large scale works using glass and light.

## **PANEL TWO: Creatives in the City**

Artist studio spaces – an open appraisal /  
City canvasses – street art, temporary art, galleries,  
installations, public art, city art prize / Creative  
diversity as ‘the new normal’ / Supporting emerging  
artists & community cultures, managing dominant  
cultures

### **David Greenhalgh**

**Video Artist & Archive Space ARI Cofounder**

David Greenhalgh is a Sydney based artist who works with audiovisual material from the Public Domain and Creative Commons to collage short films. Three years ago, with a group of close friends he met whilst undertaking a Bachelor of Fine Arts with Honours at the College of Fine Arts, University of NSW, he established the Artist Run Initiative (ARI) Archive Space. Archive set out with a mission to document and preserve the exhibitions and happenings that occurred within its walls in an effort to retain and celebrate local, emerging artistic practice. David currently sits on the Management Board for Runway Experimental Art Journal and is undertaking a Masters of Information Studies and Archiving at Charles Sturt University.

### **John Kirkman**

**Executive Director, Information & Cultural Exchange**

John Kirkman has worked extensively as a curator and project manager for a range of exhibitions, performance programs and major public art commissions and consultancies. John has also coordinated and curated a range of international cultural exchange programs with particular focus on Japan and India. He was a member of the NSW Premier’s Arts Advisory Council and currently a member of the Arts NSW funding panel. John has previously held the positions of Chief Executive Officer Penrith Performing & Visual Arts, Director of the Penrith Regional Gallery & The Lewers Bequest, Curator/Manager of Djamu Gallery Australian Museum at Customs House, inaugural Director, Casula Powerhouse Arts Centre and Project Co-ordinator, Flying Fruit Fly Circus, Albury/Wodonga. John has a Masters of Arts Administration at the College of Fine Art, University of NSW and a Diploma of Teaching at Wollongong University.

### **Debbie Mackinnon**

**Artist & Director, ME Art Space**

Debbie Mackinnon initially went through a rigorous academic art training as a medical illustrator in London before moving sideways into a career as an art director in publishing, where she wrote and designed many award winning children’s books. Moving to Australia 22 years ago took Debbie back to the easel. She now paints full time and is the Founder and Director of ME Artspace, an Artist Run Initiative in St Leonards. Debbie exhibits regularly and has been selected as a finalist in many juried art prizes, including the Moran Portrait Prize, Mosman Art Prize and North Sydney Art Prize. Her work is held in private collections in Australia, France, USA, Switzerland and the UK, and two of her paintings were recently acquired by North Sydney Council for their Art Collection.

### **Sophia Kouyoumdjian**

**Coordinator, Parramatta Artist Studios**

Sophia Kouyoumdjian has worked in the arts sector for over 15 years across directorial, curatorial and exhibition management roles. Currently the Coordinator, Parramatta Artists Studios and previously the Acting Director and Curator at Blacktown Arts Centre, Sophia has comprehensive experience in Western Sydney’s contemporary arts sector. She is a Board Member at Information and Cultural Exchange (ICE) in Parramatta and a Committee Member for Sydney Arts Management Advisory Group (SAMAG).

### **Jessica Birk**

**Aboriginal Artist**

Jessica Birk is a local artist born on the Northern Beaches of Sydney where she lives and works. Jessica completed a Bachelor of Fine Arts (Honours) at the University of NSW in 2007. She is a proud descendant of the Yaegl people, from the Northern Rivers of NSW, in the Clarence Valley. Jessica has grown to know and respect the Northern Beaches and Northern Sydney area, while her connection to the Northern Rivers was forged at birth through her mother's family, a legacy and gift given to her as a descendant of that land. Her work continues to explore feelings of belonging and experiences of landscape that are tied to both Northern Sydney and the Northern Rivers areas of NSW.

## **PANEL THREE: Creative Dialogues**

New corporate & community partnerships /  
Enterprise, training and career development /  
Developing creative dialogues with communities &  
social media, online creative forums / Creative  
future-proofing

### **Kim Spinks**

#### **Manager Strategic Initiatives, Arts NSW**

Kim Spinks is Manager, Strategic Initiatives Arts NSW and leads the team responsible for strategic programs: the Aboriginal Arts and Cultural Strategy, Art Central, and the Arts and Disability Partnership with the Department of Family and Community Services. Kim has 20 years professional experience in the performing arts in many different capacities. Kim is a Cofounder of Urban Theatre Projects, previously a dramaturg for the Sydney Theatre Company and was an associate for many years with the Centre for Performance Studies at the University of Sydney.

### **Bronwyn Tuohy**

#### **Placemaking and Public Art Officer, Leichhardt Council**

Bronwyn Tuohy has been a practising artist for over 20 years and has worked as an arts worker for over ten. She completed a Diploma of Fine Arts at the National Art School in 1991, Master of Art as Environment at the Manchester Metropolitan University in 1998, and Masters in Art Therapy in 1995. Bronwyn has led and managed the development of Leichhardt Council's overall arts program, worked specifically on Leichhardt Council's Public Art Policy, an annual mural competition, art exhibitions, artist in residence programs, an open studio trail, and the installation of public art – both permanent and temporary.

### **John Cheeseman**

#### **Director, Mosman Art Gallery**

John Cheeseman joined Mosman Council in 2010 as Manager of Cultural Services and Director of Mosman Art Gallery. He was the Director of Blacktown Arts Centre from 2004 – 2010 and in previous positions has been a cultural planner, cultural development officer, curator and practicing artist. John maintains a strong interest in supporting cross-artform practices, social engagement and audience development. He is currently the President of the Regional and Public Galleries of New South Wales (RPGNSW), representing over 40 member galleries, all of whom are non-profit organisation intent on making important contributions to the cultural life of their communities.

### **Nick Vickers**

#### **Curator & Alumni Coordinator, UNSW School of Art & Design**

Nick Vickers is the Alumni Coordinator at UNSW School of Art & Design, a position related to network building and promoting the Faculty to a wider community as well as creating contacts for the Alumni of one of the leading art colleges in Sydney. Nick is a Pro Bono Board Member at Sydney Art Zone working on The Bays Precinct, Generator project, at White Bay, Sydney that aims to provide a solution to the on-going closure of studio spaces. Sydney Art Zone Generator will create a vibrant living area of creativity that will stimulate the city and solve the problem of art studio evictions. Nick was the Curator at Delmar Gallery, Trinity Grammar and Director of Sir Hermann Black Gallery & Sculpture Garden, University of Sydney and is currently curating an exhibition at The Newington Armory.

## **FORUM FACILITATOR:**

### **Marla Guppy**

#### **Principal Consultant, Guppy Associates Art Management**

Marla Guppy is a cultural planner and public art strategist. Over the last twenty years she has worked on a range of projects that explore social environments and identity. Marla Guppy was a founding member of the Australia Council's Community, Environment, Art, & Design (CEAD) Committee. In 1995 she received the Ros Bower Memorial Award for her work in community cultural development. She has developed numerous resources including Landcom's Public Art Guidelines and in 2015 the Creativity in Transport Infrastructure Guidelines for Transport for NSW. Recent public art projects include the National Museum of Singapore, the Inner West Light Rail Extension and UGNSW new residential areas.

#### **For information on the Creative Places, Places for Creatives Forum contact:**

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