



Making Creative Wollongong

Background Report

Background

Wollongong is home to a diverse range of creatives and creative activities, from music, festivals, events and markets to local makers, performers and artists. Our previous Cultural Plans have demonstrated our commitment to supporting and celebrating the Arts, heritage and culture in our city, as they play an important role in our region's future and our community's identity.

With the *Wollongong City Council Cultural Plan 2014-2018* nearing the end of its timeframe, it is important that a new Cultural Plan be developed. *Creative Wollongong 2019-2024* will capture and respond to the opportunities and challenges presented by our city's changing cultural landscape. This Plan will build on the work of our previous Cultural Plan and continue to celebrate our community's strengths.

Creative Wollongong 2019-2024 will be a supporting document in Council's hierarchy of plans and is expected to align to the following goals outlined in *Our Wollongong 2028*:

Goal 2: We have an innovative and sustainable economy

Goal 3: Wollongong is a creative, vibrant city

Goal 4: We are a healthy community in a liveable city.

Council has undertaken extensive research and engagement with our local community to inform the development of *Creative Wollongong 2019-2024*. A summary of the research process and engagement findings are included in this report.

Review and Research

A review of the *Wollongong City Council Cultural Plan 2014-2018* was undertaken to identify the actions delivered as part of the implementation of this Plan and also the actions still relevant for the next Cultural Plan. Highlights of the achievements of the *Wollongong City Council Cultural Plan 2014-2018* have been presented in a separate snapshot document.

Research was undertaken to identify best practice models and current trends in the Arts and cultural development. Council looked at current research and policy at all levels of government, as well as cultural plans recently developed by other councils and existing Wollongong City Council supporting documents and data. This process was undertaken to gain a better understanding of the contemporary and emerging challenges and opportunities surrounding the Arts, heritage and culture.

Documents and data reviewed as part of this process include:

National and State policies, plans and reports

- Create Australia: National Cultural Policy 2013
- National Arts and Culture Accord
- Create in NSW: NSW Arts and Cultural Policy Framework 2015
- NSW Government Cultural Infrastructure Plan 2018 (Attachment 1)
- NSW Creative Industries Economic Profile 2013
- Cultural Planning Guidelines for Local Government, NSW Ministry for the Arts
- Framework for Cultural Development Planning, Cultural Development Network
- Illawarra Regional Strategy 2006-2031.

Council plans, strategies and data

- Economic Development Strategy 2013-2023
- Wollongong Heritage Strategy 2015-2017
- Public Art Strategy 2016-2021
- A City for People - Wollongong Public Spaces Public Life 2016
- Community Safety Plan 2016-2020
- Library Strategy 2017-2022
- Cultural Tourism Strategy 2018 draft
- Our Wollongong 2028
- Community Satisfaction Survey 2017
- Community Wellbeing Survey 2018.

Framework for Cultural Development Planning

Established in Victoria in 2000, the Cultural Development Network (CDN) aims to increase the expression of culture through the platform of the Arts, libraries and heritage. This Network operates as an independent non-profit organisation, overseen by a board of experts in culture and local governance.

The CDN have developed a number of resources which focus on building the capacity of local government to support artists and local communities. The *Framework for Cultural Development Planning* was created by the CDN and is based on a set of six principles that are considered fundamental to effective planning. These principles have been informed by leading practices in contemporary public policy.

The following six principles have underpinned the development of *Creative Wollongong* and have guided Council in an evidence-based outcome-focussed approach to the plan making process.

Based on values	The collective values of the community should form the foundation of cultural development planning. In this framework, values are understood as “what residents care about for a desired future”. With these values underpinning the plan making process, it is more likely that residents will experience positive outcomes as a result of the delivery of the Plan.
Directed towards goals	The desired long-term goals of the community should be captured and reflected in the Plan. This framework defines a goal as “ <i>the result or achievement toward which effort is directed; in this case, an intention for the desired future of residents of a Local Government Area (LGA)</i> ”. Goals should be identified through community engagement and policy and legislative requirements.
Focussed on outcomes	Good local government planning should be focussed on achieving positive outcomes for the community. The Plan should outline the objectives Council aims to achieve and develop a framework for measuring the outcomes resulting from the delivery of the Plan.
Informed by evidence	Collecting evidence assists with the development of objectives that will address the community’s overarching goals. This framework suggests collecting three different types of evidence: <ul style="list-style-type: none"> - Research - Data - Practice knowledge/lived experience. The CDN recommends community engagement be undertaken to gather information relating to practice knowledge/lived experience.
Underpinned by a theory of change	It is important that planners investigate and explore why a community seeks a desired change. By developing a deeper understanding, planners can strengthen the relationship between the community’s aspirations and the outcomes resulting from the delivery of the Plan.
Respondent to evaluation	Local government is required to demonstrate how it is adding value and investing in its communities. Evaluation should be a fundamental aspect of the plan making process. Planners need to consider the change the plan is seeking to make and how they will know if positive change or outcome has been achieved.

Reference: Cultural Development Network (2016), *Framework for Cultural Development Planning*, <https://www.culturaldevelopment.net.au/planning/>

Community Engagement Process

Phase One

The initial phase of the community engagement ran from late March to early September 2018. A number of methods were used to encourage the participation of the broader community, creative community and local business.

The methods used included:

Cultural Plan Survey

The survey was open from 26 March to 27 April 2018 and was available in both printed copy and on Council's webpage. See Appendix 2 for a copy of the survey and Appendix 3 for the Illawarra Mercury story.

Printed surveys and collection boxes were located at:

- Central, district and branch libraries
- Customer Service in the Council Administration Building
- Wollongong Art Gallery
- Illawarra Performing Arts Centre
- Wollongong Town Hall.

Hard copies of the survey and business cards with a link to the online survey were available at a pop up stall at Wollongong Friday Markets, 20 April 2018. The surveys and survey cards were also distributed to shops and cafes across the LGA and at a number of Creative Dialogue Events.

A digital version of the survey was available on Council's 'Have Your Say' for the same four week period. The digital survey was shared with Cultural Services, Community Development and Wollongong Art Gallery email lists and neighbourhood forums. It was also promoted through the *Arts News – Arts and Culture in Wollongong* on 27 March and 9 April 2018 and in the Illawarra Mercury on 26 March 2018.

Workshops

To ensure the community had the opportunity to share their creative ideas in further detail, a series of workshops were delivered.

The workshops commenced with a visioning exercise where participants were asked to write on post its. As part of this exercise participants were asked the following questions:

- What does a creative city look like/feel like?
- What does Wollongong already have that contributes to this idea of a creative city?

Building on the information collected from the initial activity, participants were asked to engage in group discussions around the following questions:

- Where are the gaps and what do we need to focus on into the future?
- What could be done to make it easier for people to participate in cultural life/creative activities?
- What should creative spaces look like?
- What could be done to encourage people to participate in cultural and creative life in the evening/night?

Conversations were not limited to these themes if there were more pressing issues the group wanted to discuss.

Workshops were held on the following dates:

Date	Location	Targeted/open
2 May	Spiegel tent, Wollongong	Open
10 May	Lower Town Hall, Wollongong	Targeted – Literary Artists
11 May	Wollongong Art Gallery, Wollongong	Targeted – Content Creators
15 May	Timber Mill Studios, Bulli	Open
22 May	Servo Food Truck Bar, Port Kembla	Open
28 May	Lower Town Hall, Wollongong	Open
5 July	Wollongong Art Gallery, Wollongong	Open
10 July	Lower Town Hall, Wollongong	Targeted – Live Music

Creative Wollongong Postcards

Creative Wollongong postcards were developed to encourage the participation of children and young people in the engagement process. Each postcard contained one of the following questions:

- What would you do to make Wollongong a more creative city?
- What would you do to make Wollongong more exciting for young people?
- What creative activities do you want to see more of?
- How do you like to celebrate your culture?

These postcards were handed out at the following events:

Date	Location	Event
13 April	Sandon Point, Bulli	Sand & Sounds – Youth Week
14 April	Crown St Mall, Wollongong	Unity Through Diversity – Youth Week
17 April	Holbourn Park, Berkeley	Rampfest – Youth Week
18 April	Lakeside Reserve, Koonawarra	Sundown – Youth Week
19 May	Wollongong	Comic Gong

Meetings with local Aboriginal Community

Meetings were held with the local Aboriginal community to discuss how their ideas for the future could be included in the upcoming Plan. These meetings provided the opportunity to further explore and expand on the comments/themes collected from the community survey and also gain a better understanding of our Aboriginal community's priorities for the future.

Meetings were held on the following dates:

Date	Organisation/group
4 September	Illawarra Local Aboriginal Land Council
10 September	Coomaditchie United Aboriginal Corporation

Phase 2

Draft actions and strategies were developed based on research and the information gathered from the community engagement. The second phase of the engagement was delivered during September and October 2018. This phase allowed the relevant areas of Council and the community to provide feedback on the draft actions for the Plan.

Internal Workshops

Two workshops were held with relevant Council officers to discuss draft strategies, actions, timeframes, and performance measures. These workshops helped Council to develop a detailed implementation plan, which will support the delivery of *Creative Wollongong*.

Workshops were held on 7 and 14 September 2018.

Council officers from the following areas attended the workshops:

- City Centre
- City Works
- Community Development
- Community Facilities
- Community Land Management
- Community Safety
- Economic Development
- Infrastructure
- Environment
- Events
- Executive Strategy
- Development Assessment and Compliance
- Heritage
- Land Use Planning
- Landscape Design
- Libraries
- Marketing
- Media
- Youth Services.

Visioning Creative Wollongong Workshop

Participants from the first phase of the community engagement and local business were invited to attend this workshop. They were provided with an overview and the key themes that emerged from phase one of the engagement, as well as information about other projects influencing the development of the Plan. This workshop allowed us to check in and make sure the community's priorities were reflected in the Plan. Participants were then provided the opportunity to comment and provide feedback on the draft actions.

UNITY Project – Viva la Gong

UNITY is a participatory public art project developed by American artist Nancy Tessler Belmont. This project requires participants to use colourful wool to create a web on a larger-than-life structure. This concept was appropriated and used as a tool for community engagement at Viva la Gong on 10 November 2018. The information collected was used to

inform the development of *Creative Wollongong* and formed the basis for the evaluation of the Festival.

Indicators used as part of this project were developed based on the results of the first phase of community engagement. Each indicator was attached to its own pole.

The indicators used were:

Creative Wollongong

- Wollongong is a creative and vibrant city
- The Arts are important to community life
- History and heritage are important to community life
- There are enough opportunities for me to participate in cultural/creative activities in Wollongong
- Cultural diversity is valued and celebrated in Wollongong
- Creativity is valued and celebrated in Wollongong
- I work in the heritage, creative and performing arts sector
- I volunteer in the heritage, creative and performing arts sector
- I buy locally made products
- I think it's hard to find information about events and cultural and creative activities
- I would like to see more creative and cultural events happening in the suburbs
- I would like to learn more about local Aboriginal heritage, culture and important places
- I would like to see public art incorporated in the design of new developments
- I would like to see more cultural and creative events happening in the evening
- I would like to see more creative spaces and artist studios
- I think there should be more spaces for artists to showcase their work and perform.

Viva la Gong Festival evaluation

- Today I enjoyed watching the live music
- Today I enjoyed watching the performances on the Community Stage
- Today I enjoyed watching the films at the Film Tent
- Today I had a go at one of the workshops
- Today I tried the food from the food stalls
- Today I had a look at the market stalls
- Today I had a go at the interactive art opportunities
- Today I enjoyed the circus activities including La Petite Grande
- Today my children had fun in the Family Interactive Zone.

Participants were asked to read each of the 25 indicators attached to the poles and select five statements that resonated with them. Using a small ball of wool they were asked to tie their string to the corresponding poles.

This interactive engagement activity was accompanied by six chalkboards. The chalkboards asked participants to respond to the following statements:

- My creative idea for Wollongong is... (x2)
- My favourite part of Viva la Gong is...
- This made me smile today...
- I contributed to being waste wise by...
- At next year's festival I would like to see...

How many people were involved?

Over 796 people shared their ideas for *Creative Wollongong* through the community engagement process.



Community Engagement Results

The raw data from each of the community engagement methods was combined and analysed. A total of ten recurring themes have been identified and summarised below.

Major themes of the community engagement

Participation in creative activities – Our community would like to see a greater variety of creative events and activities. Many people expressed the importance of large scale, family friendly events, while others would like to see smaller, niche events. Some members of our community expressed that the cost of attending cultural activities such as the theatre, performances and live music was a challenge.

Promotion of events and activities – We have a lot of great things happening in the city and our suburbs, but people seem to be missing out because they either don't know about them, or find out after the event or activity has happened. Our creatives also find it challenging to promote the exciting things they are doing. The theme arose frequently that we lack a central source to promote and find information about events and activities.

Aboriginal culture and heritage – Our city has a rich Aboriginal heritage and history, yet our community feels as though their knowledge and understanding of this is lacking. They would like to see more opportunities to engage with and learn about local Aboriginal culture, history and sites of significance. Building strong and positive relationships with our local Aboriginal community and telling the stories of our city is a priority for our community.

Opportunities for creatives – We have a very passionate and active creative community. Many creatives shared their concerns about having to move out of the area to chase opportunities. They would like to see stronger investment in our local creative community, by way of employment and training and skills development opportunities for people at all stages of their career.

Spaces to create – Our creative community feel there is a lack of creative spaces, including studios, rehearsal spaces and meeting rooms across the city. Some expressed interest for a creative hub, while others would like to see unused and underutilised space be activated. We were told that these spaces should encourage community participation and interest in the Arts, as well as enable cross pollination and multidisciplinary work.

Activating the suburbs – Many of our major cultural and creative events, festivals and activities take place in the City Centre. Our community loves that there are exciting things happening in the City and would like to see more community based events and activations happening in their suburbs.

Public Art – We have a large collection of public artworks that add colour and life to our public spaces and places. Our community said that they would like to see more permanent and temporary public artworks in the suburbs as well as the city.

Built environment and urban design - Wollongong's built environment is rapidly changing and many people are concerned that the aesthetics of new developments are not having a positive impact on our city's distinct identity. Our community would like to see public art included as an important aspect of new developments across the city.

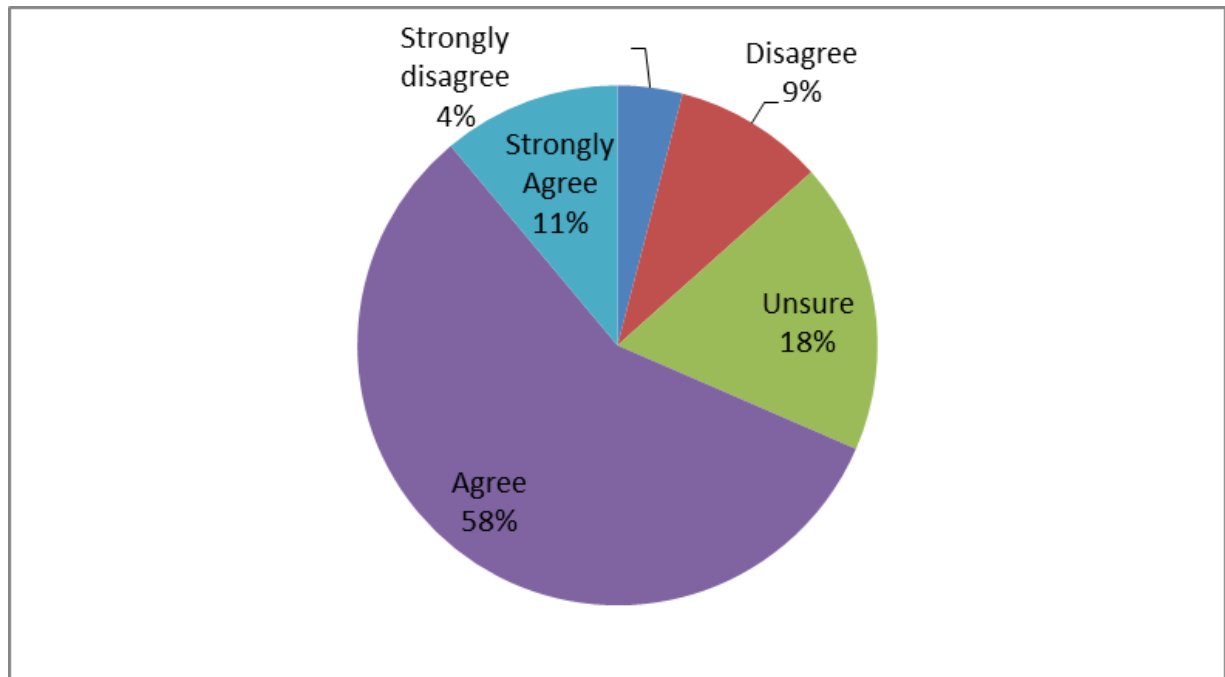
Museums, history and heritage – There is concern that our history is being lost; our built environment is changing and our local museums are becoming vulnerable. Our community greatly values our local history and heritage, as it contributes to our identity and sense of place. Many feel that history and heritage is undervalued and would like this to be something we focus on into the future.

Evening activations – Our city has a renewed night life, there are exciting events and activations happening across the city and people's feelings of safety are improving. Although our night life is great, many people told us that it is hard to find things to do between the hours of 5-7pm and they would like to see more happening during this time. There is also a need for our growing night life to be supported by the appropriate infrastructure, such as frequent public transport and safe after hours parking.

Survey results

Question 1 – Do you agree with the following statements?

“Wollongong is a creative and **vibrant** city”

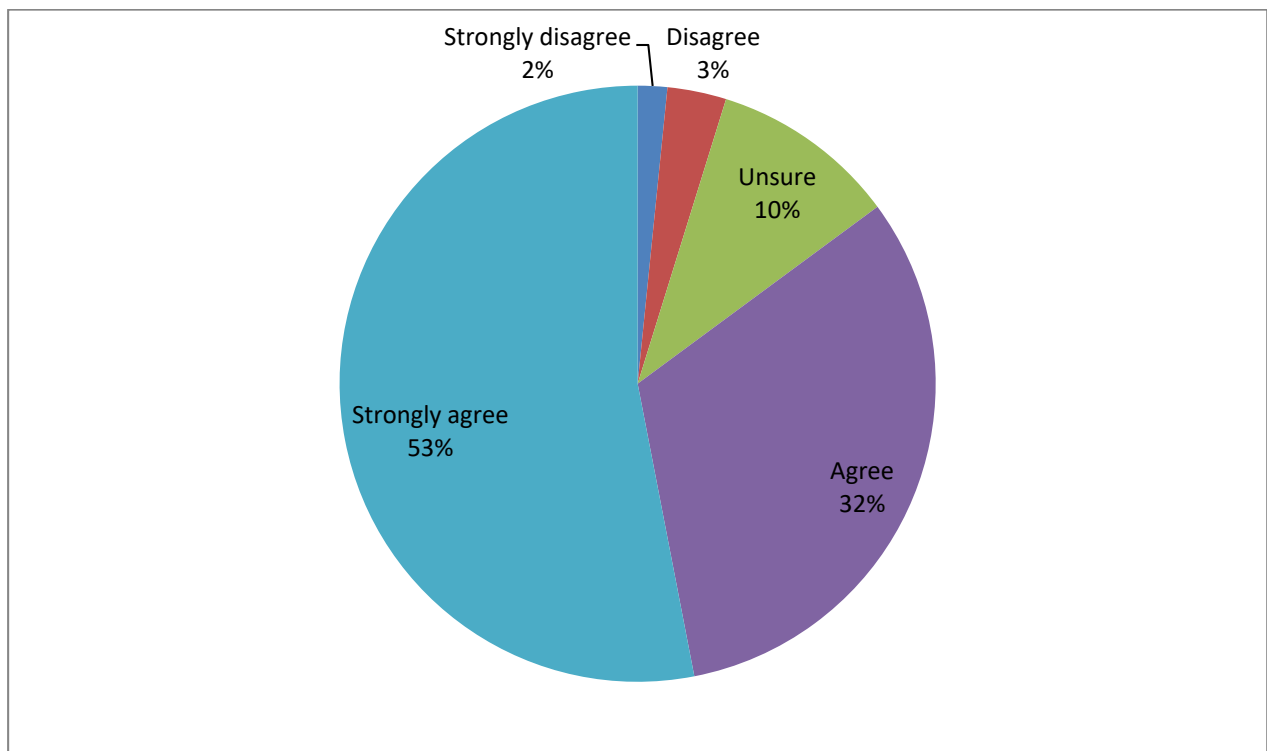


Graph 1 - "Wollongong is a creative and vibrant city" (n=377)

As shown in Graph 1, 69% of survey respondents agree/strongly agree with the statement "Wollongong is a creative and vibrant city". 13% of respondents disagree/strongly disagree with this statement; those who disagree/strongly disagree were asked to provide the opportunity to explain why. The following themes emerged from the comments:

- There should be more creative and cultural events/activities happening
- The city feels as though it is being over developed and the aesthetic of the newer buildings does not reflect the identity of the community
- There is a lack of funding for the Arts, culture and heritage
- There is a lack of funding for cultural infrastructure and community facilities
- There aren't enough opportunities for people to express themselves creatively

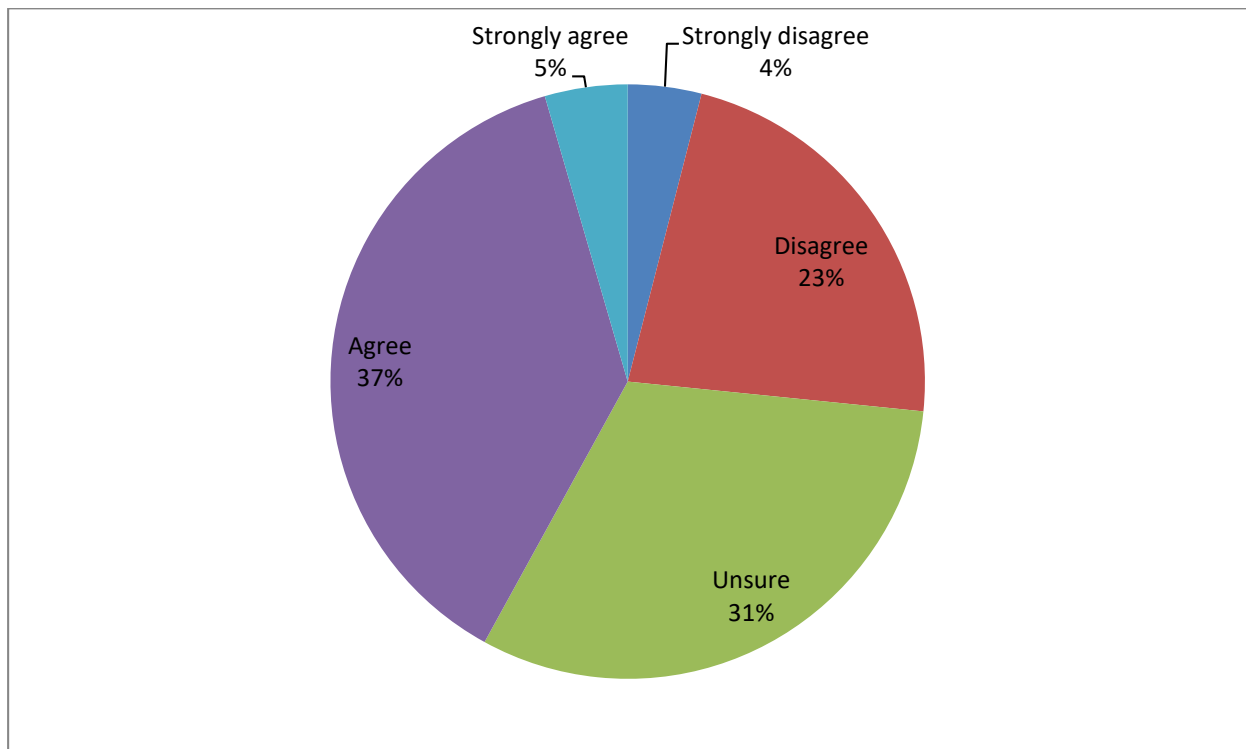
“The Arts, heritage and culture are important aspects of community life”



Graph 2 - “Arts, heritage and culture are important aspects of community life” (n= 377)

As shown in Graph 2, 85% of survey respondents agree/strongly agree with the statement “The Arts, heritage and culture are important aspects of community life”. 5% of respondents disagree/strongly disagree with this statement; those who disagree/strongly disagree were asked to provide the opportunity to explain why, no clear themes emerged from the comments.

“There are enough opportunities for me to participate in arts and cultural activities in Wollongong”

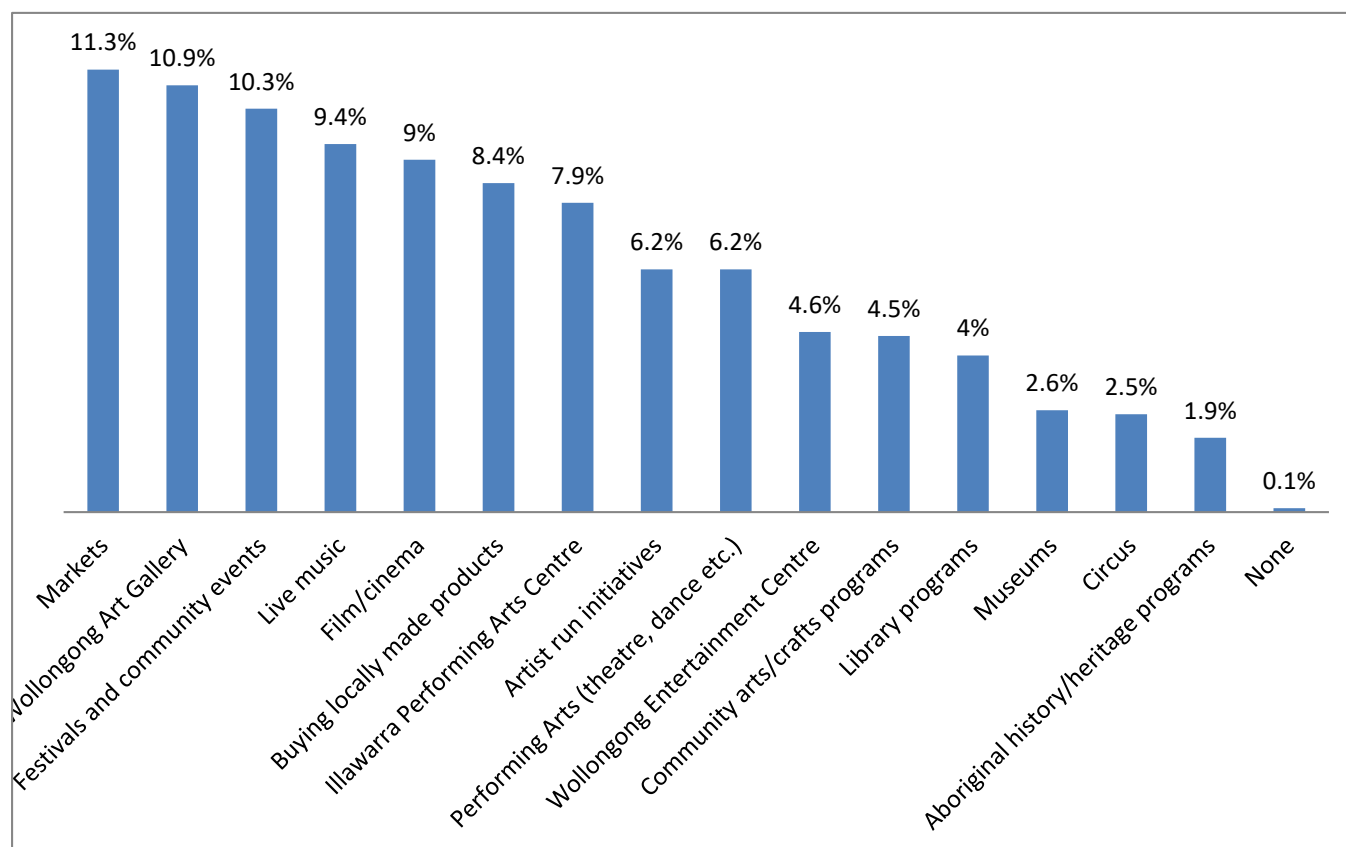


Graph 3 - “There are enough opportunities for me to participate in arts and cultural activities in Wollongong” (n=377)

As shown in Graph 3, 42% of survey respondents agree/strongly agree with the statement “There are enough opportunities for me to participate in the Arts and cultural activities in Wollongong”. 58% of respondents were either unsure, disagree/strongly disagree with this statement; those who disagree/strongly disagree were asked to provide the opportunity to explain why. The following themes emerged from the comments:

- Advertisement and promotion of events and activities is very poor
- There is a lack of venues and creative spaces
- The timing of activities makes it difficult for people to participate
- People would like to see more happen during lunch hours on weekdays
- Cost of activities is a challenge for people to participate
- Range of activities could be more diverse, the community would like to see more alternative events and events and activities that provide the opportunity to learn about and celebrate Aboriginal culture
- There should be more opportunities to learn about local history and heritage.

Question 2 – During the last 12 months, which of the following cultural activities have you participated in/ visited in the Wollongong Local Government Area?

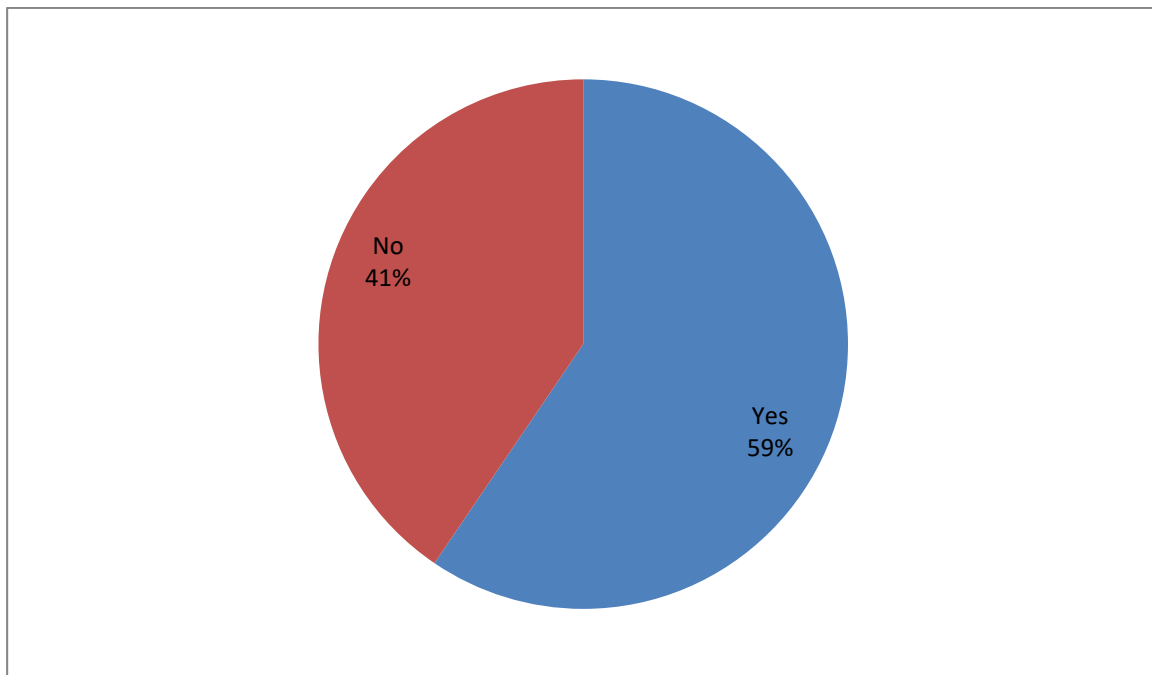


Graph 4 - During the last 12 months, which of the following cultural activities have you participated in/ visited in the Wollongong Local Government Area? (n= 377)

The data presented in Graph 4 shows respondents participation in cultural activities listed during the last 12 months. With markets, Wollongong Art Gallery and festivals and community events the most common cultural activities respondents had participated in/visited.

Respondents were given the opportunity to select multiple options when answering this question.

Question 3 - Thinking about the cultural activities listed above, are there any you haven't participated in / visited, but would have liked to?



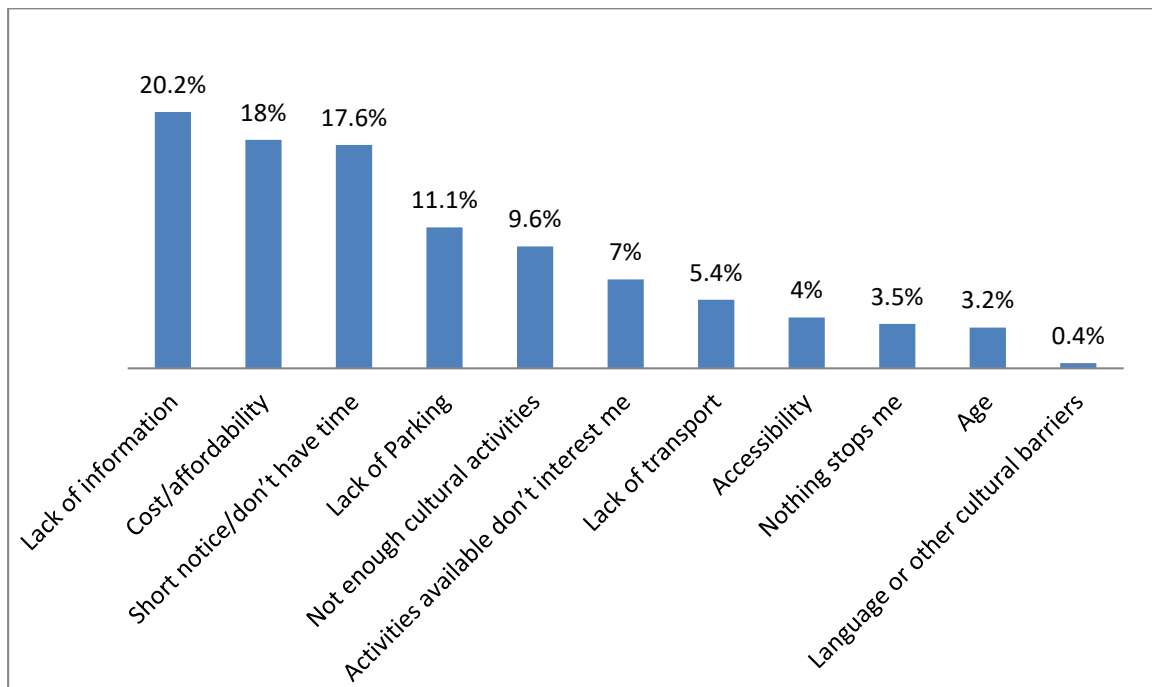
Graph 5 - Thinking about the cultural activities listed above, are there any you haven't participated in / visited, but would have liked to? (n=377)

The data presented in Graph 5 shows that 59% of respondents said there were cultural activities they would have liked to participate in/visit. Those who answered yes to this question were asked to identify which cultural activities they would have liked to participate in.

The top five cultural activities were:

- Illawarra Performing Arts Centre
- Aboriginal history/heritage programs
- Live music
- Library programs
- Community arts/crafts programs.

Question 4 – what, if anything, stops you from participating in the cultural activities available in your community?



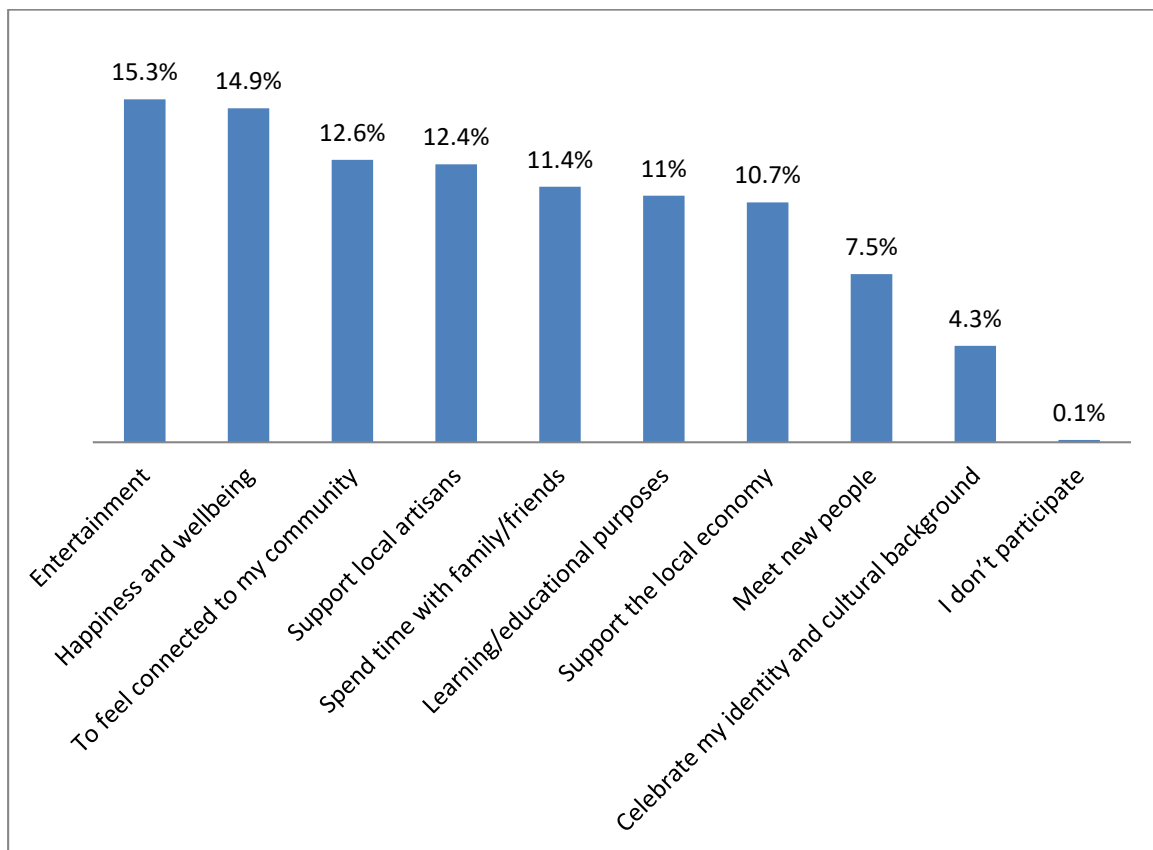
Graph 6 - What, if anything, stops you from participating in the cultural activities available in your community? (n=377)

As shown in Graph 6, lack of information, cost/affordability and short notice were the three most common challenges that stopped respondents from participating in cultural activities.

Respondents were given the opportunity to include other challenges that were not presented as an option. Other challenges mentioned include:

- Timing/scheduling of events
- Childcare or not knowing if events were family friendly
- Accessible parking
- Distance to travel
- Public transport at night.

Question 5 – Why do you participate in cultural activities?

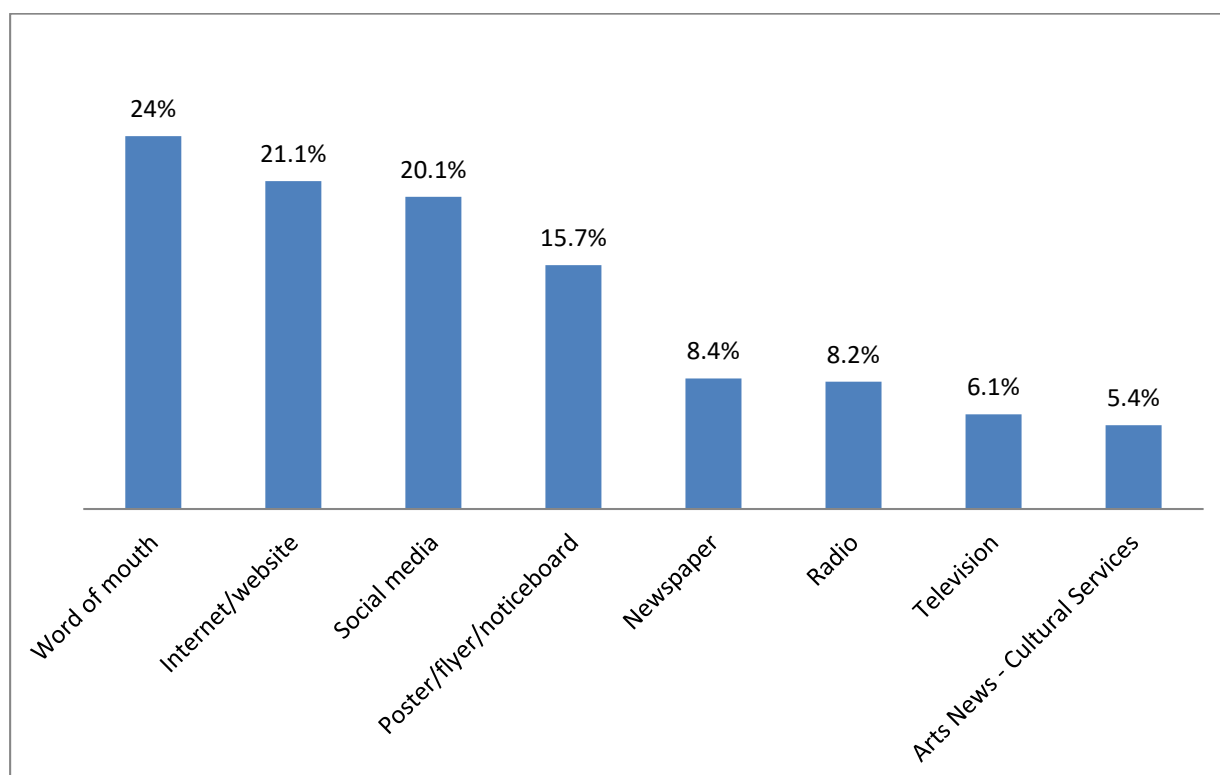


Graph 7 - Why do you participate in cultural activities? (n= 377)

The data presented in Graph 7 shows that entertainment, happiness and wellbeing and connection to community were the three most common reasons for participating in cultural activities.

Respondents were given the opportunity to select multiple options when answering this question. This could account for the small margin of percentage difference between the options deemed most and least common.

Question 6 - How do you usually find out/get information about cultural activities and events?



Graph 8 - How do you usually find out/get information about cultural activities and events? (n=377)

As shown in Graph 8, word of mouth, the Internet/websites, social media and posters/flyers are the most common platforms/sources where respondents receive information about cultural activities.

Respondents were given the opportunity to provide information on what websites/social media sites they used to find information

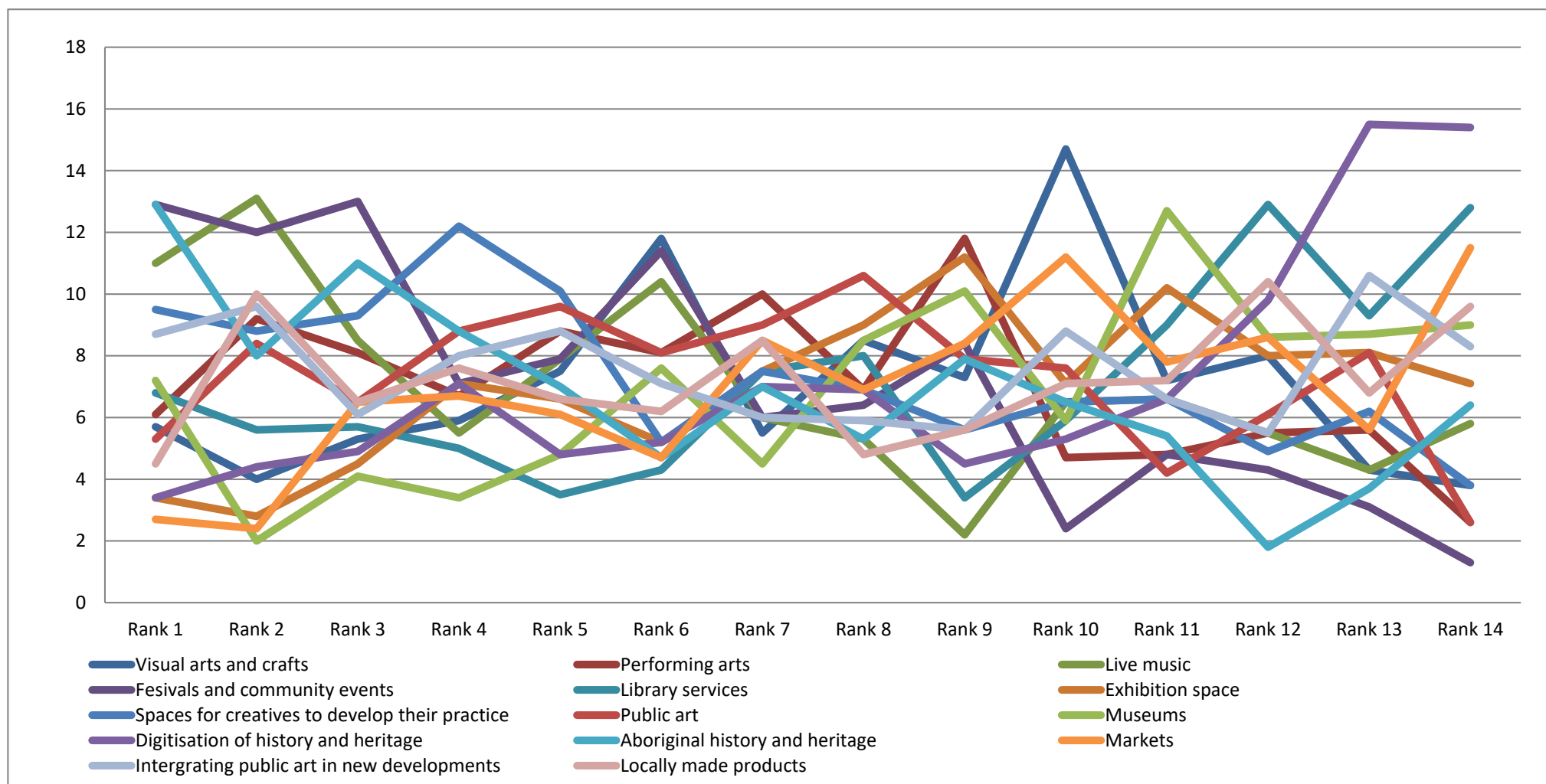
Internet/websites

- Arts organisations – CON, WAG, IPAC, Project Contemporary Artspace, SCWC
- Wollongong City Council website
- Destination Wollongong
- What's on Wollongong
- Illawarra Mercury.

Social media

- Facebook
- Instagram

Question 7 - What aspects of local Arts, heritage and culture do you think need more attention and why?



Graph 9 - What aspects of local arts, heritage and culture do you think need more attention and why? (n=377)

Question 7 asked respondents to rank a list of 14 aspects of local Arts, heritage and culture in order of which aspects they think should receive more attention in the future (1 = most important to 14 = least important).

As shown in Graph 9, the top five aspects that received a rank of 1 (most important) were:

- 12.9% Festivals and community events
- 12.9% Aboriginal heritage and history
- 11% Live music
- 9.5% Spaces for creatives to develop their practice
- 8.7% Integrating public art into new developments.

Other aspects that did not receive a rank of 1 but appeared in rank 2 and 3 include:

- 10% Locally made products
- 9.2% Performing arts.

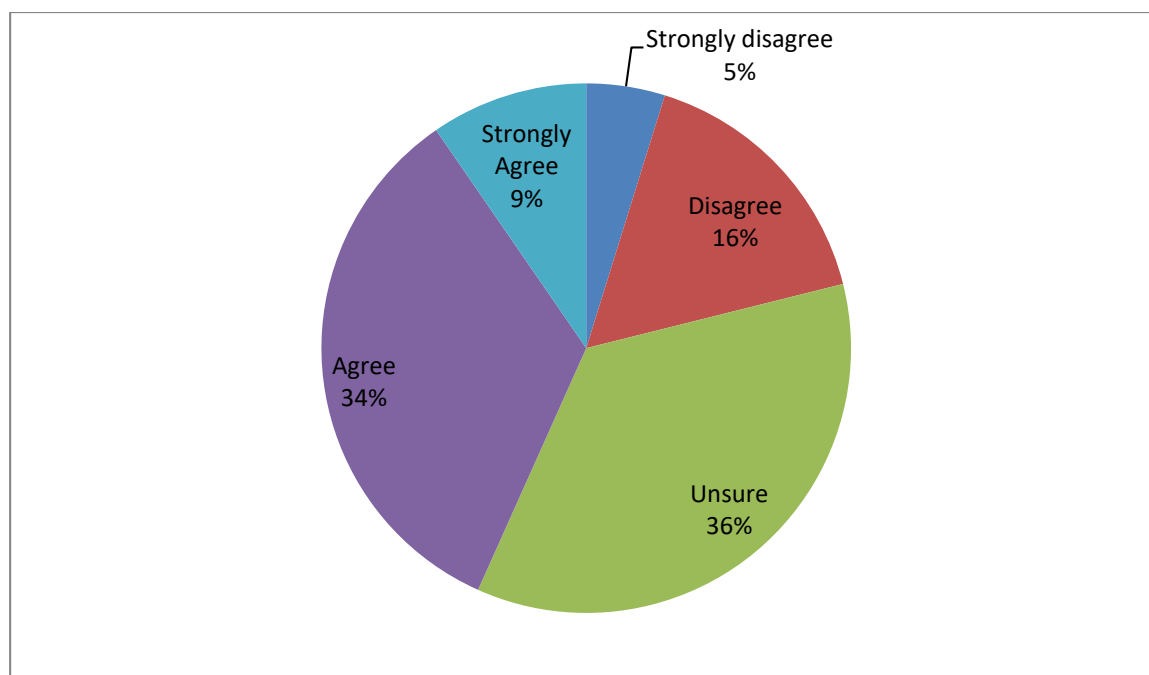
Question 8 - What makes Wollongong unique and is a 'point of pride' for you?

This question presented respondents with a free text section in which to write their comments. The following themes emerged from the comments:

- Coastal town located between the beach and the mountains
- Proximity to Sydney
- Passionate and active creative community
- Great cultural institutions
- Cultural diversity
- Rich history and heritage including Aboriginal history and heritage.

Question 9 – Do you agree with the following statement?

“The identity of my community is reflected in my suburbs places and spaces”



Graph 10 - “The identity of my community is reflected in my suburbs places and spaces” (n=377)

As shown in Graph 10, 43% of survey respondents agree/strongly agree with the statement “The identity of my community is reflected in my suburbs places and spaces”. 21% of respondents disagree/strongly disagree with this statement and 36% were unsure; those who disagree/strongly disagree were asked to provide the opportunity to explain why. The only theme that emerged from the comments was that respondents felt as though the new developments being built in the city are unappealing, they would like to see unique architecture and/or public art integrated into future developments.

Some respondents commented that they found the question confusing, this could account for the high rate of ‘unsure’ responses.

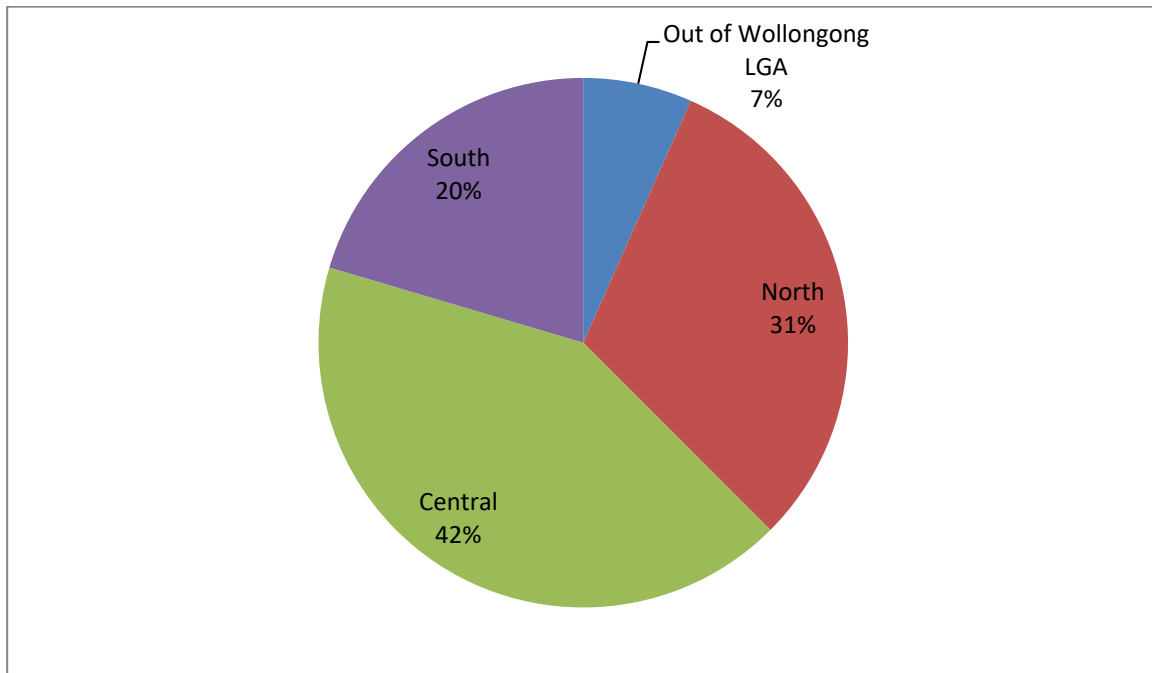
Question 10 – What are your three ideas for a more creative Wollongong?

Respondents were presented with a free text section, where they were asked to record three creative ideas for Wollongong. The following themes emerged from the comments:

- More permanent and temporary public art
- More community events and festivals
- More creative spaces including spaces for creatives to develop their work, small galleries
- Improving promotion of cultural events and activities
- More live music.

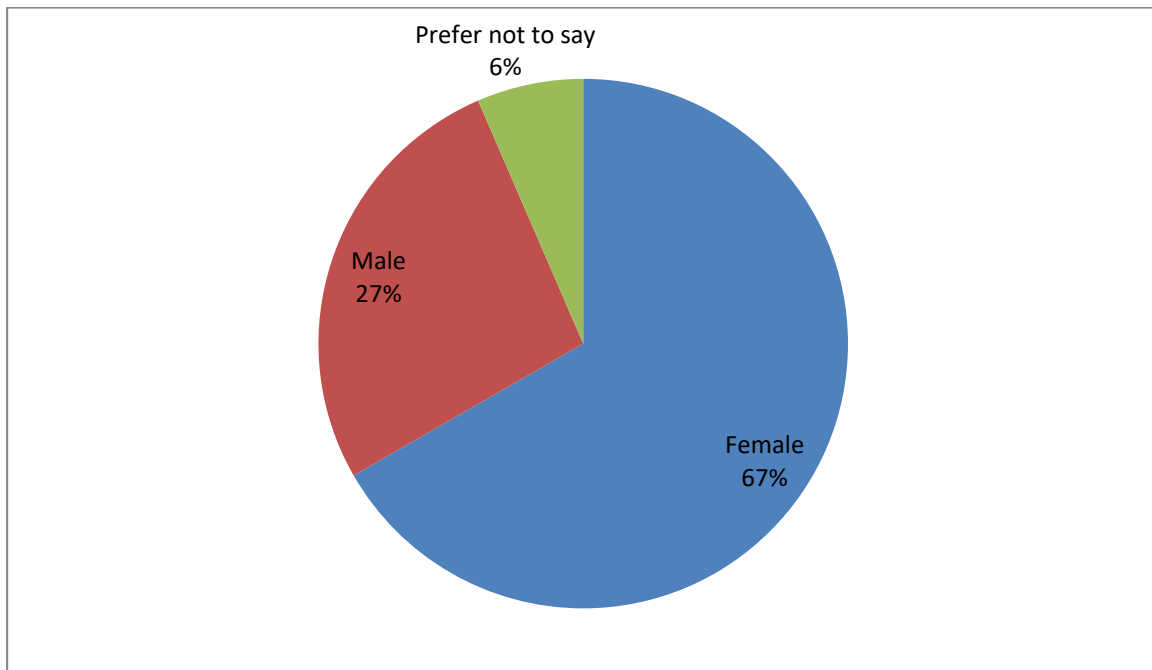
Demographics

In which suburb do you live?



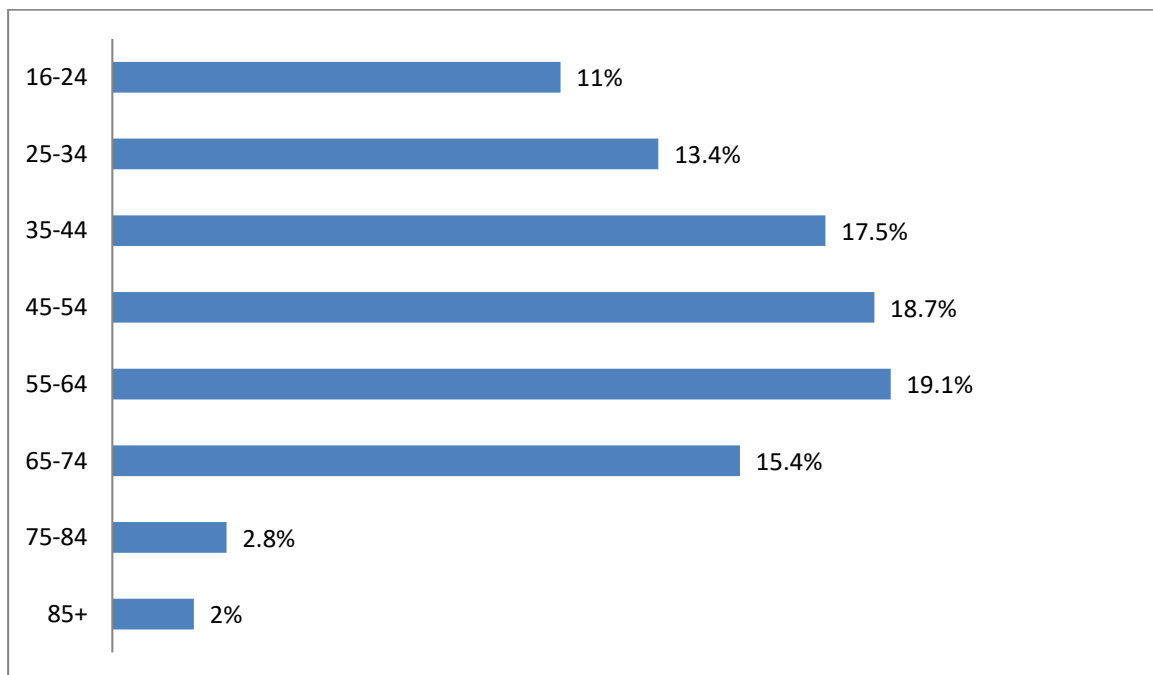
Graph 11 - In which suburb do you live? n=377

What is your gender?



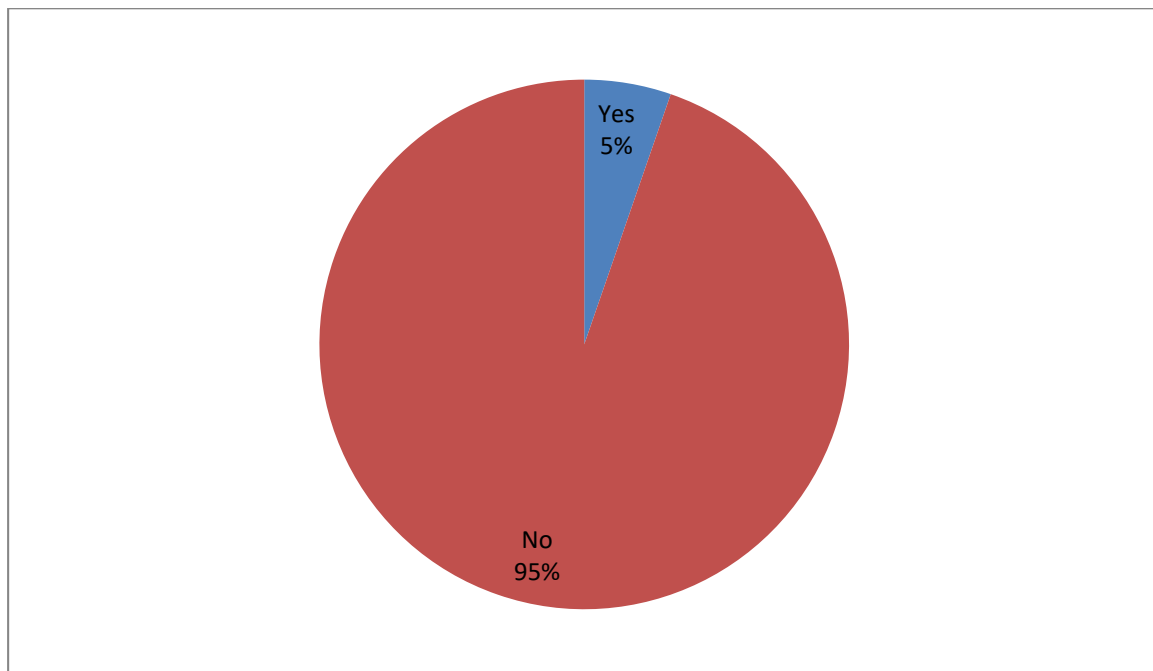
Graph 12 - What is your gender? N=377

Which age group do you currently fall into?



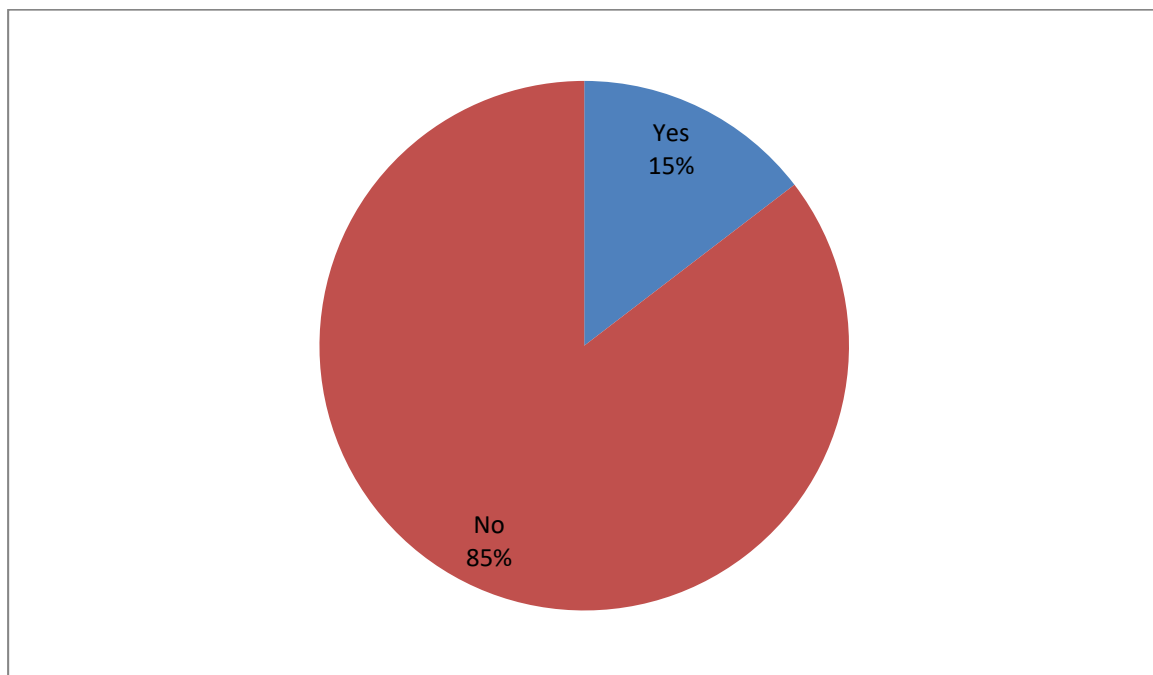
Graph 13 – Age grouping (n=377)

Do you identify as Aboriginal, Torres Strait Islander, or both Aboriginal and Torres Strait Islander?



Graph 14 - Do you identify as Aboriginal, Torres Strait Islander, or both Aboriginal and Torres Strait Islander? (n=377)

Do you speak a language other than English at home?

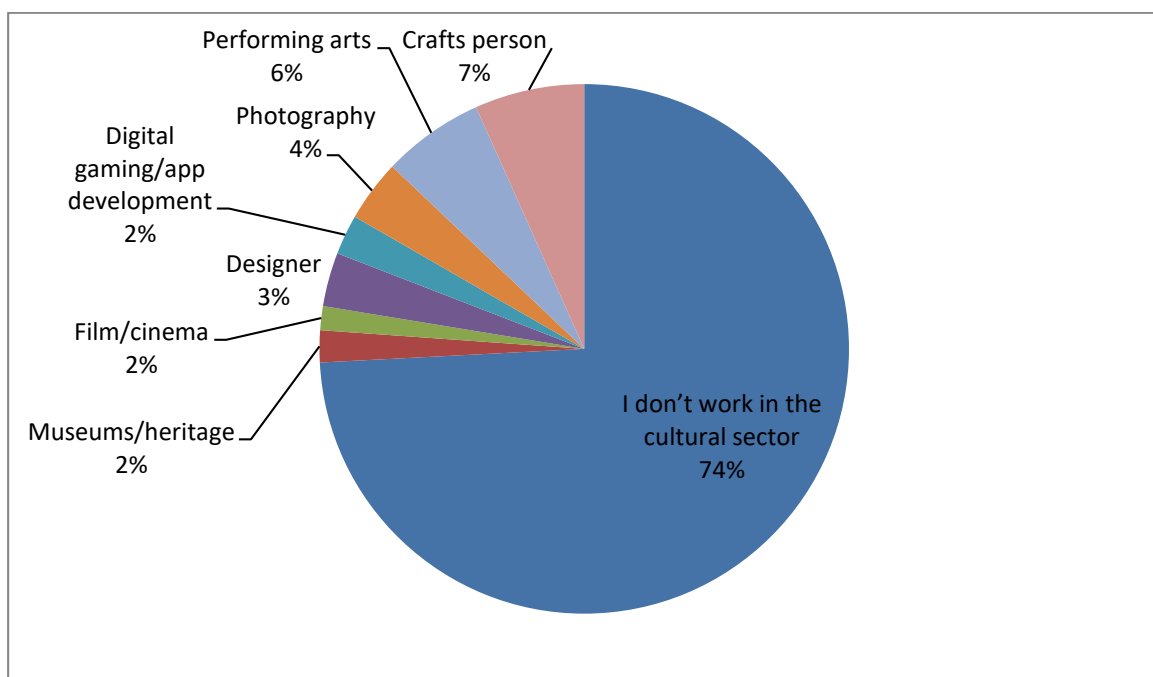


Graph 15 – Language spoken at home

Languages included:

Afrikaans, Arabic, Auslan, Cantonese, Chinese, Dutch, Farsi, Finnish, French, German, Greek, Indonesian, Italian, Japanese, Latvian, Macedonian, Norwegian, Polish, Portuguese, Russian, Spanish, Vietnamese.

Do you earn income as an artist, crafts person or other cultural sector worker?



Graph 16 - Do you earn income as an artist, crafts person or other cultural sector worker? (n=377)

Workshops

130 people participated across eight workshops. Below is a summary of the major opportunities and challenges discussed at each workshop:

2 May Spiegeltent, Wollongong

- More support and opportunities for artists at all stages of their careers
- Increased and improved promotion of creative and cultural events and activities
- More creative spaces, that are multidisciplinary and enable cross pollination
- More things happening between the hours of 5-7pm
- Improved public transport that operates between the east and the west of the LGA.

10 May Lower Town Hall, Wollongong – Literary Artists

- A creative space for literary artists that is located in the City Centre
- Creative spaces that are visible to the public, that encourage community interaction and enable cross pollination and provide space to hold meetings
- A central platform for creatives to promote their events
- Professional and skill development opportunities for emerging artists
- More activations happening in the evening and improved wayfinding.

11 May Wollongong Art Gallery, Wollongong – Content Creators

- More skills development opportunities for emerging artists
- Creative spaces that provide office space, wet space and meeting rooms
- Development of an online platform that includes artist profiles and enables the sharing of information
- Wollongong to be branded as a creative city, a city that produces and nurtures creatives.

15 May Timber Mill Studios, Bulli

- The celebration and sharing of local Aboriginal culture and history
- Opportunities for creatives to collaborate on projects
- Introduction of electronic signage and poster boards to support the promotion of cultural and creative events and activities
- Greater support for artist run and managed spaces
- A curated approach to programming evening activations.

22 May Servo Food Truck Bar, Port Kembla

- Improved public transport to enable participation in cultural and creative events and activities
- More public art in the suburbs including creative design features for chairs, fences etc
- More opportunities for young people to participate in cultural and creative events and activities
- Using a diverse range of platforms to promote events and activities, including, social media, poster boards and the Internet
- Sound and art installation at night time
- Community facilities that are multipurpose and free for community use.

28 May Lower Town Hall, Wollongong

- Improved promotion of cultural and creative events and activities
- Increase the number of small niche events happening across the city
- Creative spaces that support the delivery of workshops and events
- Activation of underutilised space across the city
- Light and sound installations and activations in the evening.

5 July Wollongong Art Gallery, Wollongong

- Increase the number of subsidised studio space across the LGA
- Preservation of heritage and the sharing of local history
- Improved promotion of cultural and creative events and activities
- More opportunities for creatives to network
- For cultural and creative events and activities to be less city centric, more activations happening in the suburbs.

10 July Lower Town Hall, Wollongong – Live Music

- Streamline approval processes to support the delivery of smaller scale events and live music performances
- A consistent approach to planning and approvals that bring hours of operation in line with liquor licences
- Introduction of electronic advertising boards to promote events and activities
- 'how to' guides that provide information on what needs to be done to make an event compliant to Council requirements.

Creative Wollongong Postcards

A total of 90 postcards were completed across five events. The recurring themes are:

- More events and festivals for young people that incorporate music and art
- More opportunities to involve young people in the development of public art
- Opportunities for young people to learn creative skills
- More exciting thing happening in the suburbs.

Meetings with local Aboriginal Community

Two meetings were held with local Aboriginal community groups/organisations. The key themes that emerged from discussions include:

- Working in partnership with local Aboriginal communities to develop art trails and immersive cultural experiences.
- Improving communication and engaging with local Aboriginal communities in a way that is culturally sensitive to their cultural protocols
- Working with local Aboriginal communities to negotiate methods of co-management of local sites of significance
- Incorporating local Aboriginal language into signage across the city and Council documents.

Internal Workshops

Draft actions and strategies were presented to 44 Council officers from various areas of Council and further workshopped. Few changes were made to existing actions and a small number of new actions were developed.

Following the workshop, a number of one on one meetings were held with relevant officers to further refine the draft actions.

Visioning Creative Wollongong Workshop

Participants of phase one of the community engagement were invited to the visioning workshop and asked to provide feedback on the draft focus areas and actions, with a total of 22 people attending. This workshop provided the opportunity to check in to ensure the draft actions accurately captured and reflected the community's vision for the Plan. Community feedback was positive with minor tweaks being made to the draft actions.

UNITY Project – Viva la Gong

A total of 106 people participated in this interactive engagement activity. Results of the creative Wollongong indicators are as follows:

Frequency	Indicator
30	Wollongong is a creative and vibrant city
38	The Arts are important to community life
22	History and heritage are important to community life
7	There are enough opportunities for me to participate in cultural/creative activities in Wollongong
33	Cultural diversity is valued and celebrated in Wollongong
27	Creativity is valued and celebrated in Wollongong
17	I work in the heritage, creative and performing arts sector
3	I volunteer in the heritage, creative and performing arts sector
29	I buy locally made products
26	I think it's hard to find information about events and cultural and creative activities
21	I would like to see more creative and cultural events happening in the suburbs
34	I would like to learn more about local Aboriginal heritage, culture and important places
25	I would like to see public art incorporated in the design of new developments
23	I would like to see more cultural and creative events happening in the evening
31	I would like to see more creative spaces and artist studios
34	I think there should be more spaces for artists to showcase their work and perform

This activity was popular with families and young people. There is a possibility that the data is slightly skewed as some children took part without carefully reading the signs.

Participants were given the opportunity to provide further detail on the indicators they selected by leaving a comment on the accompanying chalkboards. These chalkboards did not attract a lot of comments, due to the interactive nature of UNITY.

Appendix 1

NSW Government Cultural Infrastructure Plan – Cultural Infrastructure Wollongong Profile

The Cultural Infrastructure Project Management Office (CIPMO) was established in 2017, with the aim of providing a coordinated approach to Cultural Infrastructure Planning across New South Wales.

During 2018 CIPMO has been undertaking the process of developing a *Cultural Infrastructure Action Plan*. The vision for this plan is that it will:

- Provide a strategic, long-term approach to investment in cultural infrastructure that meets community needs and expectations
- Support the development of distinct cultural precincts and infrastructure that support creativity, participation and employment in metropolitan and regional NSW.

The Plan is yet to be published, however, preliminary data and findings of the engagement has been shared with Council. Below is a map which plots cultural infrastructure in the Wollongong LGA. The foundation of the data for this map was provided by CIPMO which was then built on by Council. This map is not inclusive of all cultural infrastructure in the Wollongong LGA.

Cultural Infrastructure Plan 2025+

Note: Cultural Infrastructure locations supplied by the State Government in the form of Lat/Longs in an Excel Spreadsheet - August 2018. This data has been filtered to Wollongong LGA only.



While every effort has been made to ensure the highest possible quality of data, no liability will be accepted for any inaccuracy of the information shown. Copyright (c) Wollongong City Council, Mapping Services Section.

Appendix 2

Wollongong Cultural Plan Survey

Council is developing a new Cultural Plan for Wollongong. This Plan will guide us in supporting the Arts, heritage and culture in our city.

The information gathered from this survey will help shape the future direction and priorities in creating a more vibrant city.

- Complete and return the survey in the attached reply paid envelope (no stamp is required); or
- Online at: www.wollongong.nsw.gov.au

This survey will take approximately 10 minutes to complete.

Survey closes 27 April 2018

1. Do you agree with the following statements?

“Wollongong is a creative and vibrant city”

☐ Strongly disagree ☐ Disagree ☐ Unsure ☐ Agree ☐ Strongly agree

Tell us more: _____

“The Arts, heritage and culture are important aspects of community life”

☐ Strongly disagree ☐ Disagree ☐ Unsure ☐ Agree ☐ Strongly agree

Tell us more: _____

“There are enough opportunities for me to participate in the Arts and cultural activities in Wollongong”

☐ Strongly disagree ☐ Disagree ☐ Unsure ☐ Agree ☐ Strongly agree

Tell us more: _____

2. During the last 12 months, which of the following cultural activities have you participated in / visited in the Wollongong Local Government Area?

- | | |
|--|---|
| <input type="checkbox"/> Wollongong Art Gallery | <input type="checkbox"/> Museums |
| <input type="checkbox"/> Artist run initiatives e.g. galleries | <input type="checkbox"/> Live music |
| <input type="checkbox"/> Illawarra Performing Arts Centre (IPAC) | <input type="checkbox"/> Film/cinema |
| <input type="checkbox"/> Wollongong Entertainment Centre | <input type="checkbox"/> Markets |
| <input type="checkbox"/> Performing arts (theatre, dance, etc.) | <input type="checkbox"/> Circus |
| <input type="checkbox"/> Aboriginal history/heritage programs | <input type="checkbox"/> Festivals and community events |
| <input type="checkbox"/> Library programs (e.g. author talks) | <input type="checkbox"/> Community arts/crafts programs |
| <input type="checkbox"/> Buying locally made products | <input type="checkbox"/> None |
| <input type="checkbox"/> Other – Specify: _____ | |

Tell us more: _____

3. Thinking about the cultural activities listed in question 2, are there any you haven't participated in / visited, but would have liked to?

- ☐ No
☐ Yes –

Specify: _____

4. Do any of the following stop you from participating in the cultural activities available in your local community?

- | | |
|---|---|
| <input type="checkbox"/> Cost / affordability | <input type="checkbox"/> Short notice / don't have time |
| <input type="checkbox"/> Lack of information | <input type="checkbox"/> Age |
| <input type="checkbox"/> Accessibility | <input type="checkbox"/> Language or other cultural barriers |
| <input type="checkbox"/> Lack of transport | <input type="checkbox"/> Not enough cultural activities |
| <input type="checkbox"/> Lack of parking | <input type="checkbox"/> Activities available don't interest me |
| <input type="checkbox"/> Other – Specify: _____ | |

Tell us more: _____

5. Why do you participate in cultural activities?

- | | |
|--|--|
| <input type="checkbox"/> Entertainment | <input type="checkbox"/> Meet new people |
| <input type="checkbox"/> To feel connected to my community | <input type="checkbox"/> Support the local economy |
| <input type="checkbox"/> Happiness and wellbeing | <input type="checkbox"/> Support local artisans |
| <input type="checkbox"/> Spend time with family / friends | <input type="checkbox"/> Learning / educational purposes |
| <input type="checkbox"/> Celebrate my identity and cultural background | |
| <input type="checkbox"/> Other – | |

Specify: _____

Tell us
more: _____

6. How do you usually find out / get information about these cultural activities?

- | | |
|--|---|
| <input type="checkbox"/> Word of mouth | <input type="checkbox"/> Radio |
| <input type="checkbox"/> Newspaper | <input type="checkbox"/> Poster / flyer / noticeboard |
| <input type="checkbox"/> Arts News – Cultural Services | <input type="checkbox"/> Television |
| <input type="checkbox"/> Internet/website – | |

Specify _____

☐ Social media –

Specify _____

☐ Other –

Specify: _____

Tell us
more: _____

7. What aspect of local Arts, heritage and culture do you think need more attention and why? Please rank the options below from 1 to 14 (1 = most important)

- | | |
|------------------------------------|--|
| ___ Visual arts and crafts | ___ Public art |
| ___ Performing arts | ___ Museums |
| ___ Live music | ___ Digitisation of heritage and history |
| ___ Festivals and community events | ___ Aboriginal heritage and history |
| ___ Library services | ___ Markets |
| ___ Exhibition space | ___ Integrating public art in new developments |

___ Spaces for creatives to develop their practice

___ Locally made products

Other –

Specify:

Tell us more:

8. What makes Wollongong unique and is a ‘point of pride’ for you?

Point of pride – a distinguishing feature/characteristic, it could be something you would like Wollongong to be known for.

9. Do you agree with the following statement?

“The identity of my community is reflected in my suburbs places and spaces”

☐ Strongly disagree ☐ Disagree ☐ Unsure ☐ Agree ☐ Strongly agree

Tell us more:

10. What would be your 3 ideas for a more creative Wollongong?

1

2

3

ABOUT YOU

In which suburb do you live? _____

What is your gender?

☐ Female

☐ Male

☐ Other

☐ Don't wish to nominate

Which age group do you currently fall into?

☐ 16-24

☐ 25-34

☐ 35-44

☐ 45-54

☐ 55-64

☐ 65-74

☐ 75-84

☐ 85 and over

Do you identify as Aboriginal, Torres Strait Islander, or both Aboriginal and Torres Strait Islander?

☐ Yes

☐ No

Do you speak a language other than English at home?

☐ No

☐ Yes - which language: _____

Do you earn income as an artist, crafts person or other cultural sector worker?
Please indicate in which area.

☐ I don't work in the cultural sector

☐ Museums and / or heritage

- | | |
|---|---|
| <input type="checkbox"/> Visual artist | <input type="checkbox"/> Writing / literary works |
| <input type="checkbox"/> Craftsperson | <input type="checkbox"/> Film / cinema |
| <input type="checkbox"/> Designer (graphic, interior, fashion) | <input type="checkbox"/> Digital gaming / app development |
| <input type="checkbox"/> Performing arts (theatre, dance, comedy) | <input type="checkbox"/> Photography |

☐ Other –

Specify:

Any further comments?

We appreciate the time you have spent answering our questions. Our research is carried out in compliance with the Privacy and Personal Information Protection Act 1998. Your anonymous responses will assist Council in developing the next Cultural Plan for our city.

Appendix 3

Illawarra Mercury Story

Wollongong council plans new direction for city's art and culture



Kate McIlwain

Local News



[View More Local Businesses](#)



Wollongong residents are being asked to put forward their ideas to make the city a more creative place, as the council prepares to develop a new cultural vision for the next few years.

In a survey now open through the council's website, residents are being asked to list the different activities they have been involved in over the past 12 months.

They will also be quizzed on the barriers to their participation, whether they consider Wollongong a "creative and vibrant city" and to pick out a particular "point of pride" they would like the city to be known for.

The council is also seeking feedback on the areas which should receive more attention and for a number of general ideas which could be rolled out in the coming years.

The council will use the information gathered by the survey to develop a cultural plan for the city, which covers visual arts, performing arts, live music, festivals, library services, public art, museums and heritage.

The survey comes just weeks after Wollongong's music scene was hailed as a shining example. Earlier this month, Newcastle council adopted a slew of live music revitalisation measures based on policies put in place in Wollongong five years ago.

The survey will be open until April 27.

Joseph Chayna

20 years + experience, interior and exterior painting.

☎ 0407...

[Show Number](#)



Dapto Dentist

At Dapto Dentists we are committed to you and your family.

☎ 0242...

[Show Number](#)



Having Trouble Hearing?

David J Keck - Professional Audiologist in Wollongong

[Find out More](#)



You Need a Plumber?

Little guys looking after the locals!

☎ 0457...

[Show Number](#)



Essential Employment

Employment & training services for people with barriers

☎ 1800...

[Show Number](#)



Bathroom Renovations

Bathroom warehouse...

[Find out More](#)



Your Business Listing

[SIGN UP](#)

LOCAL NEWS

- 1 Subdivision plans for 270 new homes at West Dapto
- 2 Dapto mum's dirty discovery enough to make you sick