



STRATEGIC DIRECTION 7 

A CULTURAL AND CREATIVE CITY

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The City is encouraging development of City Centre laneways

CITY CONTEXT

The City provides a platform for creative expression

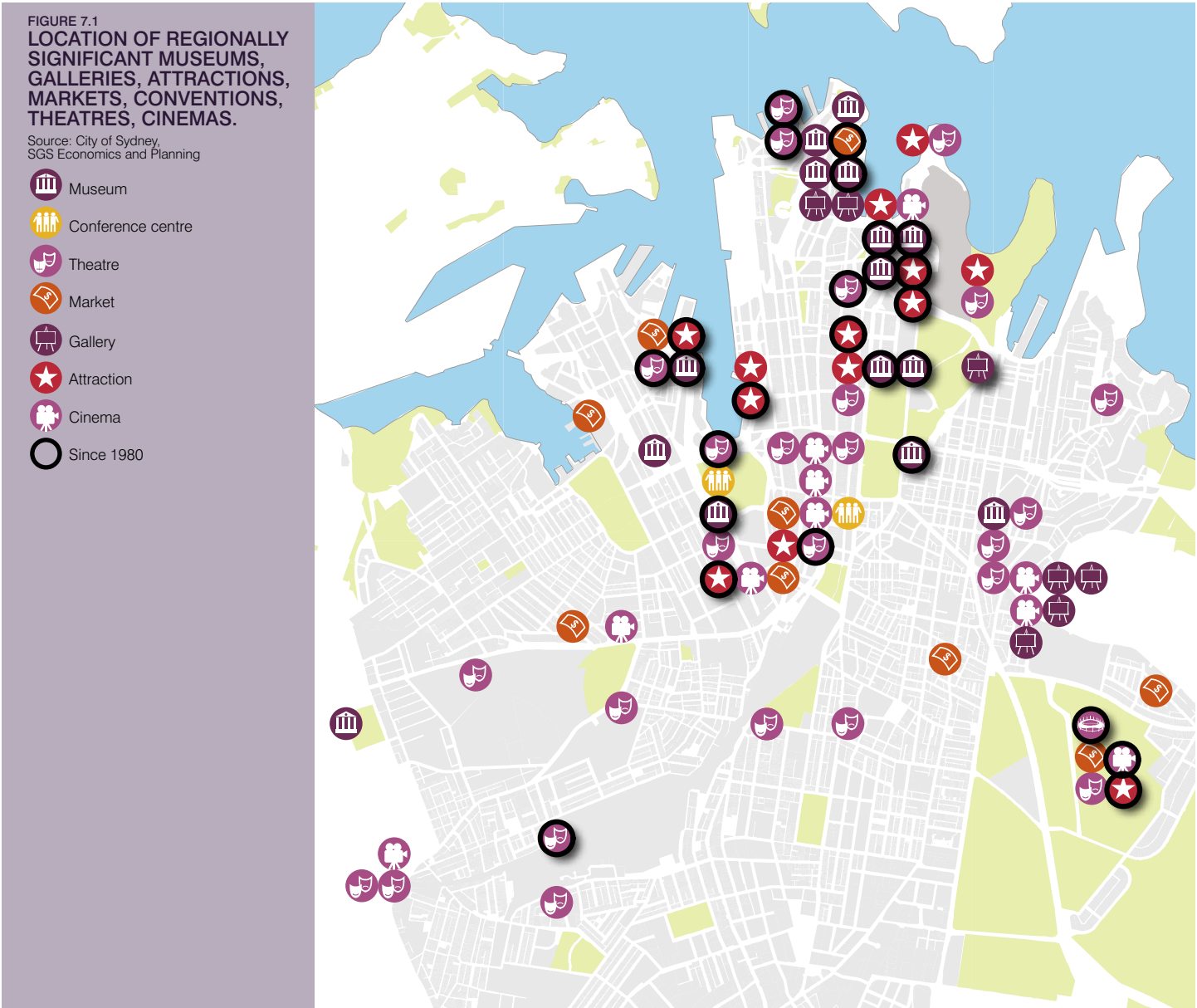
The City has a long and proud history of producing artists across all mediums. It provides opportunities for artists to 'show their wares' through public exhibitions in galleries large and small, in creative enterprises, in pubs and clubs, in theatres and other venues and in street festivals and events. The City of Sydney actively promotes and supports artistic and creative expression to inspire, confront, challenge, entertain, delight and provide emotional, intellectual and personal enjoyment.

The City's culture extends beyond the arts to lifestyle, heritage and the natural environment

In the City, culture embraces the arts and popular entertainment. Although artists are at the heart of the City's urban culture, the City's culture is much more than the arts. Culture embraces the City's distinctive lifestyle and is impacted by its natural and built urban environment and its open space.

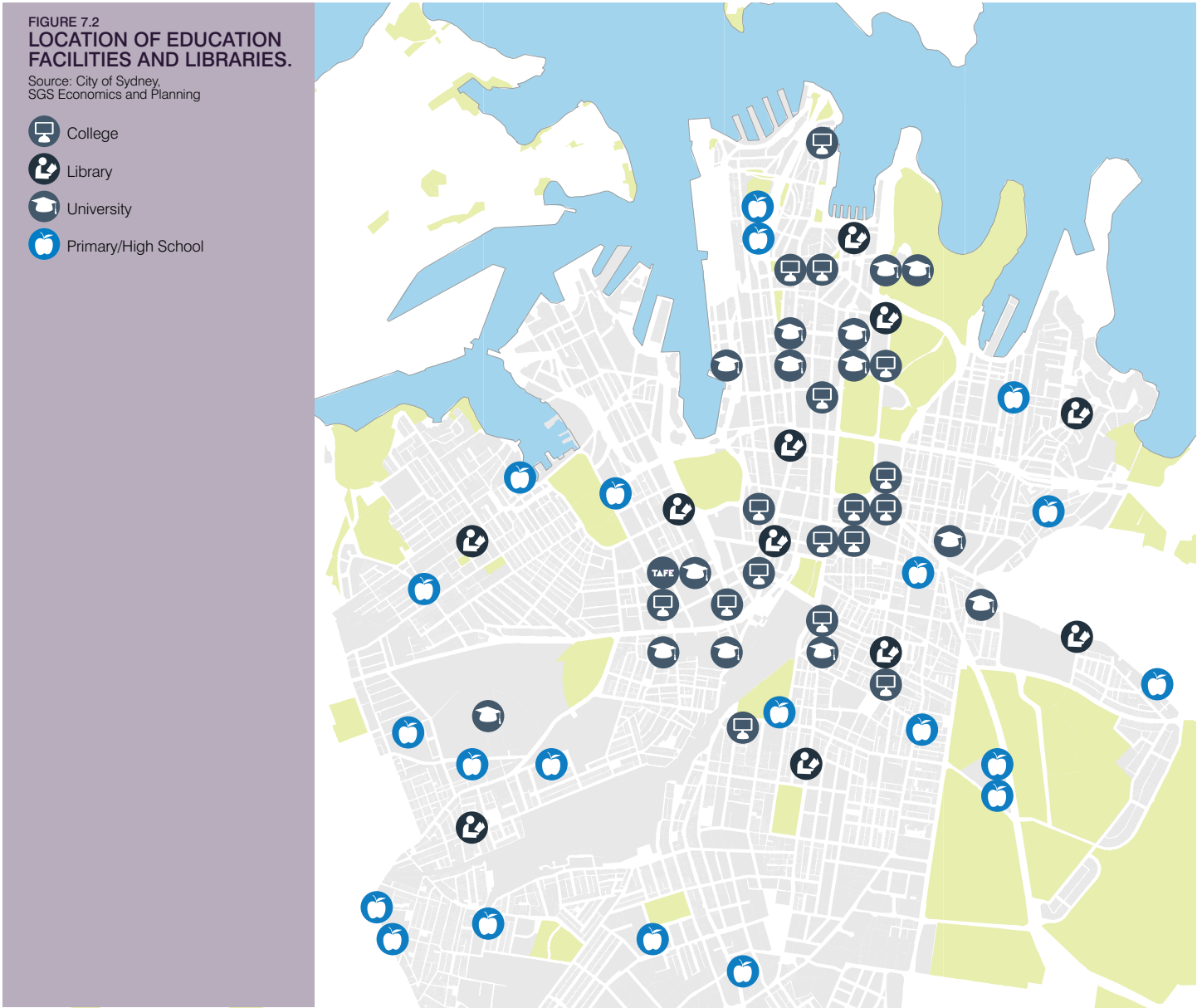
The City's heritage buildings and assets are a crucial cultural legacy. Culture is reflected in the City's history and in the traditions, beliefs, habits and lifestyles of diverse communities including Aboriginal and Torres Strait Islander communities.

It is reflected in the events and celebrations which contribute to the City's energy and vitality. They can include sport, recreation and leisure activities and the City's opportunities for learning, education and skills development. Culture is embraced in forums where new ideas and critical debate are fostered.



The City has a concentration of world class cultural destinations

Sydney contains Australia's largest concentration of mainstream artistic and cultural institutions covering performing and visual arts, with museums and libraries that celebrate the innate value of arts and learning. The traditional cultural industries include literature, publishing, printing, film production, museums, libraries, theatres and galleries. The City is also an internationally renowned destination for cuisine and youth culture. The City itself is a 'venue'—for New Year's Eve, Sydney Festival and many other celebrations.



The City has Culturally Diverse Communities

The City supports and enjoys many cultures and this diversity of cultural lifestyles and opportunities impacts on the City's sense of identity and its cultural confidence. The City enjoys its status as a global city and as an international cultural leader, particularly in the Asia-Pacific region.

Culture underpins the everyday life of the City's communities. This includes how people interact, meeting places, open space, learning, recreational and sporting interests. Many of these communities are distinct and confront a range of challenges. The City's Aboriginal and Torres Strait Islander communities, for example, are culturally rich but often economically disadvantaged. The rapid turnover of population in some inner areas makes it harder to develop a sense of belonging and character in some communities. Emerging residential communities such as Green Square must create a local culture from the grass roots.

Culture is a key focus for Sydney's strategic planning since it touches on the natural and built environment, on the City's economy as well as on the social wellbeing of residents, workers and visitors to the City. Understanding these relationships, recognising cultural intersections, understanding the role of Local Government in cultural development, analysing arts and cultural needs and impacts and identifying opportunities for future strategic directions will ensure the City's long-term cultural sustainability.



The City is home to significant of cultural festivals

Arts and cultural activities are fundamental to liveability, tolerance and quality of life and increasingly to economic development

Sydney's success as a global city is not only associated with economic outcomes; it is also concerned with non-economic values associated with liveability, tolerance, and quality of life. Arts and cultural activities are essential in developing these broader values in Sydney. Increasingly, creative and cultural content has economic value to many global cities. Hence, City cultural policy development has shifted from a narrow focus on the arts to one that also embraces strengthening and integrating the links between culture and the economy, on the development and marketing of cultural infrastructure and on the production values of cultural event programming. The integration of policy that establishes synergies between culture, creativity, the economy and community cultural participation is a global urban cultural policy trend.

A strong but complex relationship exists between the City's status as a global city and its cultural life. Culture encompasses the daily practices of participants in City life, including beliefs, values and behaviours as well as the processes of exploration, experimentation and creative effort. The City's strong economy encourages investment and the development of new products, stimulating job growth and innovation. The City's openness, multicultural character, rapid growth and mobility of skilled residents stimulate knowledge exchange and the strengthening of innovative and creative activities. The City's growing ethnic diversity, global business links and numbers of visitors open up new relationships and opportunities.



The Belvoir Theatre is Surry Hills

The City has a large and growing cluster of businesses engaged in creative industries

Continuous restructuring of the economy impacts labour markets and cultural life in different ways. On the one hand, many jobs have become more specialised and routine, resulting in a decline in creative input. On the other hand, digitalisation and growing affluence is increasing the demand for customised products and services, resulting in demand for more creative inputs.

Based on the creative talents of individuals and small firms in particular, the City has a large and emerging cluster of businesses engaged in the creative industries, providing artistic and cultural input into a range of economic activities. Broader than cultural industries this includes advertising, architecture, art, antiques, crafts, design, fashion, film television and radio, interactive leisure software, performing arts, publishing, software and computer services.

The growth of part-time jobs gives those workers more leisure time to enjoy cultural life, while for others part-time work limits the discretionary income available to consume cultural life. Different trends are also observed in cultural production and consumption, with more people enjoying popular entertainment (for example, commercial cinemas in George Street, rock music, New Year's Eve spectaculars), and greater demand for highly skilled cultural activities such as opera and symphony orchestras and innovative and experimental arts and cultural activities which lie outside the mainstream.

Growing living standards have expanded opportunities in cultural consumption and created new markets for cultural products. Economic change and technological innovation are creating opportunities in a diversity of industries involving an artistic and cultural input. This includes tourism, fashion, information technologies and multimedia.

Fiscal constraint by governments has pressured many mainstream cultural organisations to meet funding gaps, not always successfully, from private sector sponsorships.



Galleries are a vital part of the City's cultural enterprise

WHAT THE COMMUNITY SAID

Sustainable Sydney 2030 Research Survey

In general, City residents hold the opinion that a diverse mix of people and cultures in the City is important (84 per cent). Residents also hold the highest value of understanding and respecting Aboriginal and Torres Strait Islander cultures, with 87 per cent of City residents holding this view.

People want a City...



Outdoor concerts are a growing feature of City cultural life

WHY ACTION IS NEEDED

Challenges facing the City:

- 1 Celebrating Aboriginal heritage and culture
- 2 Investing in culture
- 3 Meeting the needs of diverse communities
- 4 Fostering innovation and creativity
- 5 Encouraging emerging technologies
- 6 Fostering cultural vitality and public engagement
- 7 Planning for a creative City

The City's economic and social wellbeing is closely associated with innovation and creativity, and the richness and diversity of its cultural life. They provide the bonds that maintain the City's identity and social cohesion in an era of constant change. Demands of diverse communities, rapid population growth and change, competition from other cities, and the emergence of new creative industries create challenges and threats for the City's future. There are a number of issues and challenges which will affect the City of Sydney's ability to ensure the City continues to encourage innovation and creativity.

1. Celebrating Aboriginal heritage and culture.

The City is home to around 2,000 Aboriginal people, mainly in Glebe, Woolloomooloo, Chippendale, Erskineville, Newtown, Redfern and Waterloo. The latter two areas are the main urban destination for Indigenous communities and have close relationships with Indigenous communities in regional areas. The City of Sydney acknowledges Aboriginal people as the first people of Australia and the Gadigal peoples of the Eora nation as the traditional custodians of the country. The City of Sydney recognises the importance of respecting Aboriginal culture and the special role it plays in fostering understanding and reconciliation. The challenge is to protect and enhance Aboriginal culture while addressing the endemic poverty and economic and social disadvantage experienced by many in the local Aboriginal community.

The City of Sydney, working in partnership with Indigenous communities, will confront a number of challenges:

- Lack of space or facilities for the local Aboriginal and Torres Strait Islander community to celebrate heritage, cultural traditions and stories and to showcase contemporary cultural practice.

- Insufficient programs that foster broad community understanding and respect for the richness of Aboriginal cultural heritage.
- The marginalisation of the Aboriginal and Torres Strait Islander community.
- The absence of Aboriginal cultural infrastructure (such as a distributed network of cultural heritage, creative or performance hubs), which impedes development of a viable Aboriginal and Torres Strait Islander creative economy and positive impacts and community confidence and wellbeing.

2. Investing in culture.

Arts and cultural activity is focused in the City Centre where a rich mix of significant venues are clustered, including theatres, galleries, museums, archives, libraries, entertainment centres, film and recording studios, concert halls, public art trails, botanic gardens, heritage sites, tertiary institutions and cinemas.

The City's global and national reputation in the arts and culture brings significant economic and social benefits. Tourists and other visitors are attracted to the City's festivals and cultural icons, and many skilled residents live in Sydney because of its rich, diverse, socially cohesive and exciting social life.

Conservative economic policies that emphasise market solutions, tax liberalisation and commercial rates of return for assets have constrained resources available to arts and culture. This situation needs to be challenged. All tiers of government need to work together to invest in the City's creative industries and cultural assets and activities.

3. Meeting the needs of diverse communities.

The City is one of Australia's most culturally diverse and rapidly growing areas. These diverse cultures include the City's traditional custodians, successive waves of migrants and refugees from many different countries, long standing working class residents, students and, increasingly, larger numbers of higher income residents.

Key objectives of cultural policy include building respect, understanding and solidarity between different communities and celebrating the contribution of distinct cultures.

The creative talents and skills of the City's communities are key strengths that require a deeper understanding. An important outcome of Sustainable Sydney 2030 is for a creative City where the talents of residents are recognised and fostered, and impediments to fulfilment of human potential are addressed. A starting point is to continually map local cultural capital and community cultural skills and needs to develop future priorities.

4. Fostering innovation and creativity.

Economic wellbeing is closely associated with innovation. A key factor driving innovation is openness, cultural diversity and knowledge exchange. These can be facilitated and fostered within cities.

Economic restructuring is fostering the growth of creative and cultural input into economic activities. Knowledge intensity and creativity are required for many occupations in the City, and these skills need to be continually upgraded.

5. Encouraging emerging technologies.

Globalisation and the digital revolution have resulted in an explosion of new products and services, particularly with digital content production and applications. Innovation based on these technologies tends to be clustered in several global cities, including Sydney. Spatial clustering leads to increased efficiency due to reductions in inter-firm transaction costs, improved innovative capacity, and organisational flexibility. Further, 'creativity and innovation within the production system are much enhanced, in part because of the variety of different skills, sensibilities, and experiences embodied in the labour force, and in part because the agglomeration of interdependent producers in one place increases the probability of encounters in which novel insights and/or economically useful knowledge are engendered'.¹

6. Fostering cultural vitality and public engagement.

A cultural and creative City can provide the foundations for deeper participation and input from residents and other stakeholders in City life. Conversely, an informed and active local citizenry engaged in constant dialogue, debate and shared experiences will enhance the vitality of the City's cultural life. Sustainable Sydney 2030 is just one process to strengthen engagement and democracy in the City, through a commitment to maximise consultation and input into the City's future. Wide-ranging interest in the Council's City Talks program and other public discussions demonstrates a strong commitment to achieving change. Local Action Plans are also a mechanism to maximise the voice of local communities into Council's programs and priorities.

Cultural vitality will not be measured by audience numbers alone, but the range and diversity of cultural activities, and the ways people engage with them. This could include enjoying festivals, open air live screenings and concerts, street entertainment and public art; visiting museums,

galleries, churches and places of worship; taking part in creative workshops and public discussions; or involvement in local museums and historical societies online, or as artists and performers. By focusing on participation in the arts and culture rather than on audiences, scope is expanded to a range of stakeholders, including but not limited, to traditional arts audiences.

7. Planning for a creative City.

The planning system has an important role to play in fostering the arts and a rich City cultural life. Flexible and innovative planning and design and management of accessible public space is a critical component of urban cultural development, including fostering a sense of place and challenging homogenisation.

A distinction can be drawn between, first, 'Creative Industry and Cultural precincts', which have developed organically around creative educational and cultural businesses and surrounding communities with particular characteristics; and secondly, 'hospitality and cultural precincts' focused on venues and associated restaurants and nightlife.

In the former category, Oxford Street has a developing cultural precinct focused on the UNSW College of Fine Arts (COFA), National Arts School, small galleries, cinemas and micro fashion and design boutiques. Newtown contains a mix of cultural activities and creative industries with the proximity to the University of Sydney and High School for the Performing Arts among its key assets. An emerging precinct is the Ultimo-Pyrmont education and cultural precinct linking Sydney College of TAFE, the University of Technology, the ABC and the Powerhouse Museum. In these areas strategies to promote pedestrian access, create and link public domain spaces, liberalise licensing laws for cafes, restaurants and entertainment venues and attract more small businesses are central to promoting the City's cultural life.

The City has a number of cultural destinations which are part of more or less defined 'hospitality and cultural precincts'. There is a cluster of assets encompassing the State Library of NSW, The Domain, the Royal Botanic Gardens, the Sydney Opera House, Sydney Conservatorium of Music and the Art Gallery of NSW. A visitor and arts focus exists around The Rocks and Hickson Road, Millers Point. The Entertainment Quarter at Moore Park includes cinemas, markets and 'eat streets' as well as small to medium film/media related businesses. Barangaroo has the potential to develop into a cultural precinct if connections to Hickson Road can be realised.

A major challenge in these areas is to accommodate diverse opportunities for different cultural expression. This includes ensuring available, affordable and diverse spaces for emerging artists and experimental cultural organisations as well as small business.

Cultural quarters can also include residential and mixed-use quarters of some minority cultural groups. In Sydney these include the Spanish Quarter in Liverpool Street, Chinatown, the East Sydney Italian Quarter and Oxford Street and Newtown with their concentrations of gay, lesbian and transgender lifestyles. These quarters or precincts have generally grown organically over many years rather than being short-term regeneration activities.²

WHAT THE CITY OF SYDNEY IS ALREADY DOING

Aboriginal Cultural Initiatives

The City of Sydney takes its role in heritage protection seriously, including the preservation of heritage sites as well as encouraging the Aboriginal stories of Sydney to be told through the Council's History Program. The City acknowledges and pays respect to Aboriginal peoples at all public events and ceremonies, and supports Aboriginal Welcome to Country protocols.

The City of Sydney also celebrates National Aboriginal and Torres Strait Islander (NAIDOC) Week by flying banners throughout the City during the festivities. In 2005-06 the City also signed the Principles of Cooperation between the Metropolitan Local Aboriginal Land Council (Metro) and the City of Sydney Council.³ The City of Sydney's *Local Action Plan Strategy 2007-2010* provides a framework of actions that focus on improving public spaces through programs that in particular celebrate the Aboriginal and Torres Strait Islander culture.⁴ The City of Sydney highlights Aboriginal culture in key venues, particularly Customs House.

The City of Sydney established the Redfern Community Centre in 2004 as a multi-function community and cultural centre, providing a focus for activities across age groups. The Centre integrates cultural programs into its activities. Programs and spaces in the Centre support lifelong learning, including technology-based skills development, music recording, 'bush tucker' cooking and small business development, meeting rooms, childcare and integrated social support services. Of particular note is the very successful and innovative Lights Camera Action website-based talent agency for Aboriginal and Torres Strait Islander actors and extras. This entrepreneurial program provides work in film, television and the media and advertising industries as well as in live theatre.

The City of Sydney is committed to working with other tiers of government to support local Indigenous communities. The NSW Department of Housing is responsible for key programs in Glebe, Woolloomooloo, Redfern and Waterloo.

Public Art Panel

In 2006-07 the City of Sydney began work on a new Public Art Policy, Public Art Strategy and Public Art Guidelines including the appointment of a Public Art Advisory Panel. The Public Art Advisory Panel provides expert, independent advice in the selection of public artists, the commissioning of new public art projects, the management of existing works, and in the assessment of public art proposals in private developments.

New Capital Works, for example, Redfern Oval and Glebe Point Road have also incorporated significant artworks. In 2008 the panel has initiated the Temporary Laneway Art project *By George!* and will play a role in commissioning new work through the development of a Creative Framework and implementation plan.

Cultural Grants

The City of Sydney supports a diverse range of cultural events and organisations through our grants and sponsorship programs. This includes six major festivals:

- Sydney Festival
- New Mardi Gras
- Sydney Writers Festival
- Biennale of Sydney
- Australia Day
- Sydney Film Festival

It also includes funding for specific projects that aim to increase cultural activity in the City. Recipients of cultural funding have included the MCA, the Art Gallery of NSW, Sydney Theatre Company, Seymour Centre, Belvoir Theatre, Object Gallery, Australian Centre for Photography, Sydney Dance Company, Sydney Symphony Orchestra and a range of small and medium size companies and organisations across the range of art forms.

Events and Festivals

Valuing its diverse communities, the City of Sydney seeks to supports its members and audiences from all over the world to participate in a rich and rewarding community life and produces a range of successful events throughout the year such as:

The City of Sydney's 2008 Chinese New Year Festival, the largest celebration of the Lunar New Year outside of Asia, featuring 50 events over three weeks.

Primo Italiano, which celebrates Sydney's original Little Italy, Stanley Street, where East Sydney becomes Piazza Italia, with a range of market stalls, exhibitions, music, entertainment and al fresco dining at some of the best Italian restaurants in Sydney.

Other events produced by the City include:

New Year's Eve.

Danks Street Festival, celebrating the diversity and artistic flavour of the Redfern-Waterloo community.

Live Green, a green event encouraging sustainability and environmental awareness.

Art & About—a three week public arts festival that brings the arts to public spaces.

The City of Sydney is one of the largest free event producers in Australia.

Oxford Street as a Cultural Precinct: A Strategy

In August 2007, the City of Sydney commissioned a study by Urban Cultures Ltd into the creative and cultural fabric of the Oxford Street area. The report made a number of recommendations which centre around eight key strategy areas:

- A Diverse range of Cultural Venues;
- A Centre for Artistic Production;
- A Competitive Creative Industry Cluster;
- Arts and Creative Learning;
- The Public Realm;
- Mixed Use Urban Development;
- Cultural Animation; and
- Area Brand, Marketing and Promotion.



Sydney Opera House

TOWARDS A CULTURAL AND CREATIVE CITY

To develop a strong sense of cultural vitality and creativity, the City needs investment in cultural assets and activities; integration between creative expression and new economic and employment opportunities; strengthened partnerships between cultural workers and all tiers of government; respect and nurturing of cultural life for different communities; and support for talented artists and innovative cultural organisations.

To move towards a, cultural and creative City, Sustainable Sydney 2030 has the following objectives:

7.1	Encourage the appreciation and development of Aboriginal and Torres Strait Islander cultural heritage and its contemporary expression
7.2	Support cultural activity, participation and interaction
7.3	Support creative industries
7.4	Provide cultural leadership and strengthen cultural partnerships



Objectives & Actions

OBJECTIVE
7.1

Encourage the appreciation and development of Aboriginal and Torres Strait Islander cultural heritage and its contemporary expression

CITY
NOW
✕

Insufficient connection between appreciating Indigenous culture and links to social justice and economic and employment opportunities.

The City's Aboriginal and Torres Strait Islander community represents connections to the world's oldest living culture as it manifests in an urban setting. The City of Sydney has an active program that values the Aboriginal heritage of the City. Nevertheless, there is a more general need for understanding and respect for Indigenous culture to be linked to social justice and economic and employment opportunities. Marginalisation and a lack of employment and life opportunities are still a feature of Aboriginal life in the City.

CITY IN
2030
➔

Heritage and culture of Aboriginal and Torres Strait Islanders respected and celebrated.

Sustainable Sydney 2030 proposes an ongoing partnership to promote Aboriginal and Torres Strait Islander culture, new forms of contemporary artistic expression, economic and social opportunities, and respect for Aboriginal cultural heritage.

Cultural programs that foster intercultural understanding and respect for traditions will be developed. The building blocks that support Aboriginal culture and new forms of contemporary artistic expression will be nurtured alongside traditional cultural practice among Aboriginal and Torres Strait Islander communities.

A City linked through Aboriginal culture and heritage.

Closely linked to the City of Sydney's plans to invest in programs and infrastructure works that improve and enhance the cultural lives of residents, including Aboriginal peoples and Torres Strait Islanders, is the emerging interest in encouraging the development of Aboriginal cultural precinct/s or trails in the City. Concepts take a number of forms but have a common theme in their desire to conserve, foster and celebrate the diversity of Aboriginal cultural traditions, to promote understanding of this unique culture and to foster opportunities for the generation of new and contemporary artistic expression.

The concepts could link to Bangarra Dance Theatre, to CarriageWorks at Wilson Street, Redfern, to the Australian Museum's rich cultural heritage collection as well as to Indigenous cultural infrastructure and programs already on the ground in Redfern. The audience or market for the broad concept includes local Aboriginal peoples, international and domestic visitors, and Sydney Region residents and workers. In the first instance broad consultation with local Aboriginal peoples will be required as will discussion with the other tiers of government.

Case Study: kurul dhagun, Brisbane

The State Library of Queensland's Indigenous Knowledge Centre includes exhibition space for contemporary art and heritage collections, access to digitised Indigenous stories, an information and referral service and, community meeting spaces.

Aboriginal and Torres Strait Islander performance spaces, public art, a talking circle and external fire-pit are in the open air.

kurul dhagun is linked to the 15 Indigenous Knowledge Centres in regional and remote Queensland.

ACTION 7.1.1 Develop a City of Sydney Indigenous Cultural Plan, covering Indigeous arts, public art and design.

A detailed Indigenous cultural plan, undertaken in conjunction with the Aboriginal community, is required to provide a blueprint for the celebration of Aboriginal heritage and to foster contemporary arts and cultural practice. This will include an audit and mapping of current material—oral and recorded histories, artworks, archaeological sites, trails, cultural organisations, assets and practices.

The plan will identify signage, spaces for murals, cultural protocols, and new opportunities for economic development and cultural exchange.

Aboriginal arts and culture will be highlighted in public domain spaces particularly along the cultural interpretation trail throughout Sydney. The plan will identify key sites and themes that provide opportunities to commission Aboriginal artists to create artworks and design features that foster understanding, animate public spaces and create employment opportunities.

ACTION 7.1.2 Establish a formal City of Sydney Aboriginal Advisory Group.

The City will establish an Aboriginal Advisory Group to provide input and advice on issues impacting the community, including acknowledgement, protocols, signage, public art works, conserving history, cultural activities and events, housing, community economic development and cultural exchanges. It is intended that the group provide the perspectives of the City's different Indigenous communities.

ACTION 7.1.3 Establish an Australian Indigenous Cultural Centre.

The Aboriginal community has emphasised that Australia does not have a national Indigenous Cultural Centre. The City of Sydney will work with local Aboriginal groups and other tiers of government to make this project a reality. Given the global recognition and interest in Aboriginal arts and cultural uniqueness, creativity and quality, it is surprising that an internationally-recognised facility does not exist to celebrate Indigenous arts and culture. As Australia's most significant tourist destination, the City has an opportunity to establish an Australian Aboriginal Cultural Centre.

Elements of the proposed centre would include:

- A landmark public space and building to attract visitors and nurture cultural regeneration.
- A Centre to house a Keeping Place, political workshops, library resources, archives, and provide a community gathering place.
- Shared facilities with other community or commercial operations.
- A hub for Indigenous arts and culture linked to other Indigenous communities overseas.

- The ability to showcase Indigenous enterprises from throughout NSW, hold cultural tours, and develop an incubator program for business owners to build their businesses back in their communities. Key features could include Indigenous leadership, recognition and protection of Indigenous intellectual and cultural property, and a strong commercial component promoting Indigenous arts, businesses and jobs.
- The space to showcase oral histories and accommodate a museum, library, film production, publications, dance, music, theatre and other performing arts and visual arts, as well as meeting places and cafes and cuisine.
- The Centre would increase national and global awareness and understanding of Aboriginal culture, play a role as a catalyst for social and economic regeneration of a marginalised community, and be a symbol of reconciliation in Australia's largest city.

ACTION 7.1.4 Continue consultation and initiate partnerships to bring a new focus on the understanding and celebration of Indigenous culture in the City.

Sustainable Sydney 2030 recognises the significance of South Sydney and its Redfern epicentre to Aboriginal heritage and its future. The area contains an important cluster of Aboriginal organisations relevant to the broader Indigenous community and is located on public transport, minutes from the centre of Sydney.

The City of Sydney, together with Aboriginal leaders, will establish a Working Party of representatives from the community including Aboriginal and Torres Strait Islander arts organisations and artists to evaluate the concept. The Working Party will approach State and Federal government agencies and individuals to research delivery models and feasibility.

ACTION 7.1.5 Establish an Indigenous cultural interpretation trail from Redfern to Mrs Macquaries Chair.

As part of the Indigenous Cultural Plan a cultural interpretation plan will be established. It will be a location for events, celebration, monuments and the interpretation of Indigenous culture. It will provide a focus for the many Australian and international people deeply interested in Australia's rich Indigenous culture and history. (See Eora Journey project idea page 232) The Australian Indigenous Cultural Centre could be located in Redfern or at a place along the cultural trail.

OBJECTIVE

7.2

Support cultural activity, participation and interaction



Village street theatre is encouraged in the City

City of Sydney

CITY NOW

✕

Sydney is recognised for its cultural energy and creativity but there are gaps in opportunities for participation.

Sydney is already culturally alive, with traditional arts, innovative expressions, entertainment such as the New Year’s Eve Fireworks and recognition and celebration of cultural diversity, including visual and performing arts, music, food and dress. Many participants—government, commercial and not-for-profit organisations—are involved. The scale and diversity of cultural activities adds to the cultural life and liveability of Sydney and attracts visitors. Nevertheless, there is a perception that Sydney nurtures fewer artists and performers than some other cities. Participation opportunities need to be expanded. The City’s changing demographics and expanding population requires the strategic planning and delivery of new facilities that will accommodate cultural/arts programs across the City to meet diverse community needs. There is also scope for greater cultural recognition of many of the City’s communities.

CITY IN 2030

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Increased opportunities for cultural participation.

Opportunities for residents and visitors to participate in cultural activities and events will be increased across the community spectrum from children, to immigrant communities, Gen Y, active older adults and to traditional arts audiences.

Social capital and engagement should be strengthened. City-wide opportunities to integrate arts facilities, nurture artists and encourage community cultural programs that build City vitality and cultural participation will be available. This will involve the City of Sydney exploring ways in which to better utilise existing infrastructure through expanded programming, minimising barriers to participation, and disseminating information about local programs and facilities to local communities more effectively. The City of Sydney will strive to better recognise and incorporate Indigenous culture.

ACTION

7.2.1

Promote use of temporarily unused city buildings as affordable space for artists, arts and cultural studios.

A major challenge for global cities, characterised by high rentals and continuous change, is to ensure that there are sufficient affordable sites available to support low cost cultural organisations and emerging artists. This includes old factories, warehouses and shop fronts that may be under-utilised or awaiting redevelopment.

A number of areas, particularly Waterloo, Redfern and Green Square are in transition. As Australian Technology Park (ATP) and North Eveleigh around CarriageWorks develop there could be opportunities to use transitional spaces for artists. Green Square, as a designated residential and commercial centre, ultimately requires innovative approaches to accommodate affordable business spaces including incubators and other facilities to encourage home-based businesses. As the area develops, short-term opportunities for artists could be sought.

It is important that development is managed in stages or resisted in some locations so speculative pressure does not intensify and land values are not unnecessarily inflated. The City of Sydney will work with other organisations, and continually review its own land and building assets, to assess opportunities for better use of City spaces for artists.

CASE STUDY

Viaduct des Arts Paris

A redundant Viaduct in central Paris has been transformed into ground level arts and craft related studios and small artisan businesses, which contribute to the animation of street life as well as to local economic development.

The upper level of the Viaduct has been transformed as a garden promenade fostering community cohesion and building social capital as well as contributing to local identity and a sense of place that also contributes to branding the precinct as a destination.

ACTION

7.2.2

Prepare an Integrated Cultural Events Strategy to identify opportunities for community-based management and programming of events in Activity Hubs, and develop links with the creative economy.

The cultural life of the City is healthy, but opportunities for expression and performance are restricted by a lack of resources and spaces for production development.

A program of regular and formal cultural events in the City’s Activity Hubs could provide a platform for the local community’s cultural expression and participation. Opportunities could be provided for local programming, expression and performance. With 10 Activity Hubs, 10 mini-festivals or events per year are envisaged (some could be held concurrently). Opportunities should be provided to see artists and performers in action, shaping their work prior to opening night. An ‘open stage’ session, inviting performers from the community, could be included. The scope of each event should be deliberately manageable and modest. Local business sponsorship could be sought.

Sydney’s major festivals such as New Year’s Eve, Sydney Festival, Chinese New Year, and Sydney Gay and Lesbian Mardi Gras, attract large number of visitors and local audiences. The City of Sydney supports a range of short theatre festivals and smaller theatre companies performing at the Belvoir, Griffin, Darlinghurst and Old Fitz theatres. These festivals and activities are manifestations of Sydney’s creativity and vibrancy, and provide opportunities to showcase local creative talent.

Spin-off economic opportunities are also created for a range of local businesses including tourism and hospitality, restaurants, cafes, and entertainment and leisure facilities. Strategies will be developed to coordinate complementary activities during major festivals and other City sponsored events. This includes improved mapping, information services, marketing and promotional material covering what is happening in the distinctive precincts of the City and its arts and cultural facilities.



Activities on the Customs House forecourt

ACTION 7.2.3 Use Sydney's streets, laneways and public spaces to showcase different art forms.

A key element of Sustainable Sydney 2030 is to encourage public life around streets and laneways and other public spaces. This includes encouraging more outdoor dining, entertainment, street theatre, new media showcase galleries and art displays.

Sydney has made some progress in creating an outdoor 24 hour City for cafés and dining, and more liberal liquor licensing laws are adding impetus to the notion of a lively outdoor city. In addition, the City of Sydney will investigate the establishment of 'Live Sites'—performance spaces in Activity Hubs across the City, to provide opportunities for creative expression and contribute to community cultural vitality. This could involve regular community-based programming of events and activities in a designated public space. Promoting and activating spaces using new and evolving technologies, including new networking mediums, could also be investigated. The intention is for Activity Hubs to become the active, lively and relevant centres in each part of the City.

These initiatives are designed to improve opportunities in arts and cultural activities, and to extend business and employment opportunities for arts and creative workers. They provide opportunities for people to participate via avenues such as murals, small markets showcasing authentic cultural products or collaborative art projects. This living and participatory cultural life goes a step further than people turning up and consuming cultural products.

Precinct-based plans for public art and design will be developed. These will engage with local residents and workers, pursue best practice public space design, contribute to the development of distinctive neighbourhoods and celebrate local history and heritage.

The plans will encourage innovative art and cultural displays in the proposed Activity Hubs, and where possible, address impediments to creative street spaces such as lack of space, land use conflicts, safety, lighting, linkage and access.

ACTION 7.2.4 Prepare a Cultural Infrastructure Plan for the City that assesses future needs, and identifies opportunities for best practice delivery of cultural programs through community centres.

The Council currently runs community centre-based cultural development programs. Opportunities to expand programming and better utilise these and other facilities will be investigated as part of the development of a Cultural Infrastructure Plan. On the 'demand' side, the focus should be on Inner Sydney and City needs and potential. On the 'supply' side an audit of available facilities is required. The gap between operational needs and the nature of the facilities, including staffing, will give an indication of potential directions.

Local community centres and cultural facilities are at the heart of a liveable city. A vibrant network of community centres and cultural facilities are more than a stock of buildings. The traditional role of community centres, providing facilities for meeting local community needs including childcare, information and entertainment is changing.

In a constantly changing economy, more resources are required to support employment skills and continuous learning, provide forums to strengthen local engagement, and encourage new arts and cultural skills.

The City of Sydney has already established the Pine Street Creative Arts Centre as a community art gallery with studios for ceramics, printmaking, silver jewellery, drawing and painting, mixed media and digital multimedia.

In future, community centres could play a greater cultural role, with arts and cultural skills developed across all age groups, artists engaged as tutors, and new talent showcased and encouraged. Community centres could also play a key role in mentoring or supporting the regeneration of craftsmanship skills at the individual and community level including acting, painting, writing, performing, designing and making things. The emphasis should be on doing things well for its own sake, which is important in building self-worth and social capital.

The challenge to use innovative models for community centres and cultural facilities is most apparent for emerging communities like Green Square, where social capital and an attractive living environment is yet to be created. Sustainable Sydney 2030 will develop new models for the design and delivery of local community and cultural facilities to ensure they are responsive to changing needs of the community and lead to positive social and economic outcomes.

ACTION 7.2.5 Ensure that the use of the City's streets and public places for busking and performance licences is accessible and affordable.

Without review and adjustment, in line with cultural and public life aims, systems and fees for café street seating, buskers and other performance licences can become cumbersome, technical and seen as a 'cash cow' for the City of Sydney. Lowering the barriers for this sort of activity could promote cultural and street activity. The current regime of licensing should be reviewed, including comparisons to other cities, against this objective.



Street theatre adds verve to the City Centre

Support the development of creative industries

CITY NOW



Only recent recognition of strength of creative industries.

The City's emergence as a global city has been driven primarily by rapid growth of globally competitive industries such as finance and business services, and tourism and hospitality with activities concentrated around the City Centre in high-rise commercial office towers and hotels.

Although these trends are expected to continue under most scenarios, the pattern of development of the City is likely to change with the forecast growth of the creative industries, particularly those engaged in producing digital content and applications. By global standards, Australian cultural and creative industries are small and fragmented; however, the City is an important location and growth is forecast to be rapid. The NSW *Statement on Innovation* (2007) is one of the first government reports to identify cultural and creative industries—entertainment, design and media—as one of the key sectors in which NSW has a competitive advantage and potential for strong innovation-led growth.

According to the Statement, these industries have been the fastest growing source of employment in NSW over the past 10 years, increasing at a rate 74 per cent higher than average for all industries⁵. The City is a dominant national location for film, music, broadcasting, publishing, games, interactive media, software development, advertising, and industrial and virtual design sectors. Sydney accounts for 50 per cent of Australia's film and television production industry, and NSW companies account for 79 per cent of national drama production (although only 36 per cent was shot in NSW). An integral part of this sector has been multimedia providers. Specialist NSW information and communications technology (ICT) companies contributed just under \$12 billion to the NSW economy in 2003.

This sector continues to grow. Output increased nationally for these industries from \$8 billion in 1995 (2.2 per cent of GDP) to \$18 billion in 2000 (3.3 per cent of GDP).

CITY IN 2030



A City which fosters a globally competitive cluster of creative industries.

This will require world-class communications infrastructure (bandwidth), venture capital, research, a highly skilled workforce and constant interaction, as well as a high amenity living environment. The presence of major film, television and media corporations is rapidly creating new opportunities for suppliers and customers.

Some larger firms, particularly television, have relocated from suburban locations to the City Centre, attracted by the creative workforce, and they are attracting spin-off companies. Clusters of creative firms are emerging in Newtown, East Sydney and Ultimo-Pyrmont. The relocation of Channel Seven to the Australian Technology Park at Redfern may be a catalyst for an emerging cluster around Redfern.

A City which understands, plans and provides space for creative industries.

In planning for the growth of creative industries, the City of Sydney recognises the different location requirements of businesses. Smaller start-ups require affordable rentals, many have preferences for older and sometimes heritage buildings and warehouses, and most prefer to be close to potential customers and Activity Hubs. Proximity to quality inner City living environments for younger professionals—such as Kings Cross, Paddington, Glebe, Newtown and Erskineville—is desirable. A sense of 'place', and a *creative milieu* in which to establish these enterprises—generating pleasure, enthusiasm and networking opportunities with other creative people—is important in attracting creative people, investment and subsequent economic growth.

Lack of appropriate space for creative industries.

The location, scale and market requirements of film and television, broadcasting, computer animation, web design and music industries differ to traditional high density tower developments. They also comprise a range of other sectors like architecture and urban design, industrial design, designer fashion, writing and publishing. Lack of affordable and clustered studio or office accommodation may be a constraint. Higher rents may force out small start-up creative enterprises.



Street art as part of Village markets

ACTION 7.3.1

Identify the locational and infrastructure needs of various creative and innovative industries.

Creative industries form part of complex supply chains, which extend beyond traditional arts or media spaces into a range of industries including information and communications technologies, education, health, finance and business services and industrial design. These industries increasingly share common infrastructures such as a digital telecommunications network and require high skilled people who are continually developing technical and creative skills. As part of a roll-out of creative industry planning, the City of Sydney will identify infrastructure needs and work with stakeholders to fill gaps.

For example, demand for short courses by education and training providers with advanced digital equipment and skilled teachers is required. The intensity of activity can place considerable pressure on local transport infrastructure, particularly in precincts within older areas of the City. To address such issues it will be necessary to work with State education and transport agencies.

ACTION 7.3.2

Develop creative industry and cultural precinct Strategies.

The City of Sydney will work with communities to develop and implement more detailed local strategies, with an emphasis on creative industries and cultural activities in the emerging cultural precincts. Existing and emerging cultural precincts include:

- Oxford Street—including Darlinghurst south, Oxford Street, East Sydney, Paddington and the northern half of Surry Hills.

- Newtown—focused on King Street, but starting from the Seymour Centre to Newtown Town Hall, the High School of Performing Arts and New Theatre.
- Surry Hills—south of Goulburn Street to Devonshire Street.

Many interesting cultural quarters in global cities emerge organically and cannot be over-planned. Councils and other tiers of government can provide support through good planning, networks and branding, but not by over-investing and/or trying to upzone rundown areas.

Creative and cultural precincts have tended to grow organically based on the mix of businesses and activities and the character of the local residential population. They should be distinguished from the cultural and hospitality precincts proposed around key theatres and venues, particularly in the City Centre (see STRATEGIC DIRECTION 5: A LIVELY AND ENGAGING CITY CENTRE).

The template for localised strategies is provided by the Oxford Street Cultural Strategy⁶, mentioned on page 218.

Sustainable Sydney 2030 promotes flexible and innovative planning instruments to encourage a diversity of activities. Older commercial buildings, once highly sought after for demolition and rezonings for residential, are in demand by creative industries firms. This is due to competitive rental costs, but it is also driven by market preferences to refit older buildings around City edge areas, particularly when they are close to small activity precincts such as Stanley Street, Surry Hills and Glebe. The creative industry and cultural precinct strategies should be consistent with, or where relevant, part of, the proposed Activity Hub development and direction plans.

OBJECTIVE

7.4

Provide cultural leadership and strengthen cultural partnerships

ACTION

7.3.3

Establish a Creative Spaces Register to provide access to studio spaces in the City.

Given the diversity of businesses, range of definitions of creative industries and emerging micro businesses, the City of Sydney will establish a creative spaces database, and identify ways to broker a program of affordable, low rent studio clusters in the cultural precincts. Possible partners include Arts NSW, Sydney Harbour Foreshore Authority and the NSW Department of State and Regional Development, Department of Housing and developers. The database and brokerage program could be used to develop policies and programs designed to foster collocation of practitioners working across disciplines in the areas of creativity and innovation in order to encourage the exchange of ideas and knowledge.

ACTION

7.3.4

Establish a Creative Industry Forum.

Creative industries will not attain their economic potential in Sydney unless there is a commitment from all tiers of government to recognise the significance of these industries to Australia's global competitiveness and their implications for quality of life and cultural development. A report to the Federal Government highlights the threats of marginalisation to Australia's small and fragmented creative industries, and emphasises the importance of building new capabilities in the global digital value chain. The State Government has identified the strategic importance of industries with creative content in entertainment, design and media.

As creative industries concentrate around the centre of global cities, especially in Sydney, the City of Sydney proposes to establish a Creative Industry Forum with representation from the State and Federal Governments as well as from education and business to research the nature, role and scope of Sydney's creative industries and to plan for their future.

ACTION

7.3.5

Develop a pilot program that encourages start-up cultural and creative enterprises.

To strengthen creative industries, the City of Sydney believes stronger interventionist strategies are required by all governments. The City of Sydney will develop a pilot program to encourage start-up enterprises, focusing on the Redfern area. Redfern has been selected because market forces have not quite taken off; it is likely to become a major growth area; and intervention will support Sustainable Sydney 2030's economic and social objectives in relation to the regeneration of marginalised communities.

Policy instruments could include concessions for cultural businesses that will add-value to a precinct (for example, bookshops, galleries and design studios) and incentives that encourage business support for the arts (such as staff engagement and infrastructure).

ACTION

7.3.6

Establish active partnerships with best practice adaptive reuse heritage spaces.

Local businesses and organisations—such as CarriageWorks—should be supported to encourage the integration of creative activities and business start-ups. This could include precinct planning and development to facilitate new business, business advisory services for people engaged in creative activities, temporary assistance for incubator spaces, improving evening activities through emphasis on complementary activities and safety, organising and promoting an activity focus in selective spaces, and supporting local business forums.

CITY NOW

Continuing challenges to sufficient investment in the City's cultural infrastructure.



The timing of the City's developing interest in the creative industries and cultural sector is coinciding with a potential reduction in the levels of cultural investment in the City's cultural infrastructure at State Government level.

Provision of specific community-level cultural infrastructure is underdeveloped given recent rapid population growth and changing needs and it is unevenly distributed across the City. There are emerging shortfalls in community cultural infrastructure such as community galleries and performance/rehearsal space, community based multimedia workshops, affordable artists studios and creative business incubators. Such facilities should address general resident needs as well as the specific needs and interests of specific groups in the community such as young people, children, Aboriginal and Torres Strait Islander residents, artists and older adults.

A complete map of the City's cultural assets and resources does not exist. The three tiers of government inconsistently record data on participation and other performance indicators. Investment in cultural infrastructure in Sydney is low on a per capita basis compared to Australia's other largest cities.

CITY IN 2030

A leading global City in the provision of cultural infrastructure, assets and resources.



The City of Sydney will take a leadership role in the support of the infrastructure critical to cultural life and vitality of the City. A strong partnership will develop between the three tiers of government, arts and cultural organisations, and Sydney's diverse communities in relation to arts and cultural policy and planning.

Upgraded or new facilities will focus on or incorporate cultural activities.



The City of Sydney's Art & About Festival is a major annual event



Royal Botanic Gardens

ACTION 7.4.1 Develop a Creative Framework for Public Art in the City.

The City of Sydney will develop a Creative Framework for site-specific artworks across the City. The Creative Framework will support strategies to activate the City's Villages and City Centre as well as the routes connecting them. The Framework will guide budgeting for the provision for public art and will demonstrate a commitment to local artists and cultural expression. This initiative will add to the economic, social and cultural life of the City.

CASE STUDY Architecture Centres, UK

The UK has a network of architecture centres. They work towards the creation of better quality neighbourhoods, buildings and public spaces in the UK. New London Architecture (NLA) is a member of the network. The NLA is a place for display, debate and networking. Visitors to London can orient themselves: school children can learn about their environment and communities can be consulted at the NLA. It exhibits current building projects and temporary exhibitions addressing London issues.

ACTION 7.4.2 Extend cultural mapping beyond the City Centre to inform the City of Sydney's Cultural Plan

The City of Sydney is committed to developing a robust policy framework for cultural infrastructure and services. It is completing a major Cultural Plan which will underpin approaches to the Federal and State Governments. The City of Sydney will develop a cultural map of the City, including assets, resources and activities, and develop performance indicators to monitor outcomes that reflect community priorities and perspectives. Cultural mapping in the City Centre has already been proposed as a platform for identifying how precincts can be strengthened. Outside the City Centre cultural mapping will have a different focus, looking at localised needs and issues.

The Cultural Plan will be reviewed regularly. It will identify strengths and gaps in the provision of cultural infrastructure, activities and services.

ACTION 7.4.3 Foster formal partnerships with other governments to co-ordinate support for the cultural calendar of major events.

Improving coordination of events between different tiers of government is a priority. The State Government has established a Major Events Corporation to enable Sydney to compete effectively with other cities, to attract high profile sporting and cultural events to Sydney and to consider infrastructure and marketing.

The City of Sydney is committed to building Sydney's reputation as a cultural venue through a diversity of world-class events. Major contributions are made to the Sydney Festival, Sydney Writers Festival, Sydney Film Festival, Biennale of Sydney, Sydney Gay and Lesbian Mardi Gras and Australia Day. The key contributions of the City of Sydney is its local knowledge of arts and cultural assets and resources and its emphasis on the importance of creative content and high production values.

ACTION 7.4.4 Establish Partnerships with other governments to co-ordinate support for cultural development.

The City of Sydney will approach the Australia Council and Arts NSW to draft a Memorandum of Understanding between the three tiers of government, setting out key principles and objectives, operational partnerships, and encompassing agreed roles in support for the cultural sector.

Improved partnerships between the City of Sydney and other governments could, for example, see a pilot artists-in-schools program established by the Department of Education and Training and Connect Ed (Arts NSW) in a number of primary and high schools in the City. Such a program would be designed to foster education and the arts and develop new skills and would employ artists across all art forms including visual arts and crafts, performance, literature and writing and multimedia and technology.

ACTION 7.4.5 Investigate creating a centre for Sustainable Sydney in the City to showcase design, culture and the built environment as well as providing exhibition and forum space.

The City will work with interested and committed partners to research community and sector needs for the development of a Centre for Sustainable Sydney. As well as showcasing design, culture and the built environment, it could include a City Gallery and Heritage Centre. The related disciplines of architecture, landscape architecture and urban design do not have a strong public face.

The City has shown its commitment to the discussion of urban issues through the Citiy Talks program and othe activities including support for Architecture Week.

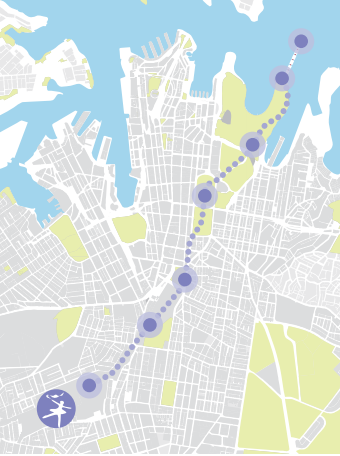
Continuing this commitment the centre could have a built environment focus. It could include an auditorium, reception and exhibition spaces, managed in collaboration with relevant institutes and professional associations. The project will take account of converging models in management and programming, and proposes to provide an accessible public venue for the City of Sydney's heritage collection (the Town Hall Collection and key documents in the

City of Sydney's archive). The centre could be part of the Sydney Square project and Activity Hub at Town Hall.

ACTION 7.4.6 Develop partnerships with the universities, to involve them in community cultural development and creating the Activity Hub.

Sydney University is not only one of Australia's most prestigious universities, it is also an important cultural institution—receiving around 60,000 visitors a year to the McLeay Natural History Museum, the Nicholson Antiquities Museum and the Art Gallery, which contains an important collection of Australian art works. The Seymour Centre is an important cultural venue, with around 25,000 visitors a year and an emphasis on small local productions. The University has a long-standing interest in community projects including Eveleigh and the Glebe Community Development Project. It has significant impacts on surrounding areas and is preparing its Campus 2020 Master Plan. Key areas of growth are towards Eveleigh and Redfern as the campus activities shift more to the east of City Road. This will support the idea of an expanded Activity Hub at Redfern.

The City of Sydney will work with Sydney University and other stakeholders such as the Redfern-Waterloo Authority to realise the potential for improved links between the University, the Australian Technology Park (ATP) and Redfern with improvements in amenities along Codrington, Abercrombie and Wilson Streets. The program may also include researching and developing a business case for an international artists-in-residency program, linking CarriageWorks, the Seymour Centre arts precinct and the University of Sydney and focusing on physical theatre and performance.



PROJECT IDEA

EORA JOURNEY

Pathways from the Harbour to Redfern

LOCATION

Redfern to Sydney Cove

VISION

An Indigenous cultural walk, extending from Redfern, through Prince Alfred Park and Hyde Park to Mrs Macquaries Chair and Sydney Cove. The cultural walk could include murals depicting contemporary and traditional Indigenous stories. The cultural walk could use natural materials and finishes to the hard landscaping and Indigenous vegetation with improved cycle and walking links to City parklands. It could include messages, signage and prose to be penned by prominent Aboriginal people and be a focal point for ceremony and performance. The Indigenous cultural walk could be linked to an Australian Indigenous Cultural Centre. The walk would be linked to the Glebe to Rushcutters Bay foreshore walk and the 'Cultural Ribbon' linking key cultural institutions and assets along the Harbour.

AIMS

- ① Link the City through Aboriginal culture and heritage.
- ① Conserve, foster and celebrate the diversity of Aboriginal cultural traditions, to promote understanding to foster opportunities for the generation of new and contemporary artistic expression.
- ① Acknowledge and celebrate Aboriginal cultural heritage and community life in the City Centre.

Australian Indigenous Cultural Centre

The Eora Journey would be connected to a major Australian Indigenous Cultural Centre to exhibit and teach the story of the world's oldest living culture. This would be a landmark public space and building to attract visitors and nurture cultural regeneration. The building will be highly visible and accessible to the wider public. The Centre would provide the ability to showcase Indigenous enterprises from throughout NSW, hold cultural tours, and develop

BENEFITS TO THE CITY

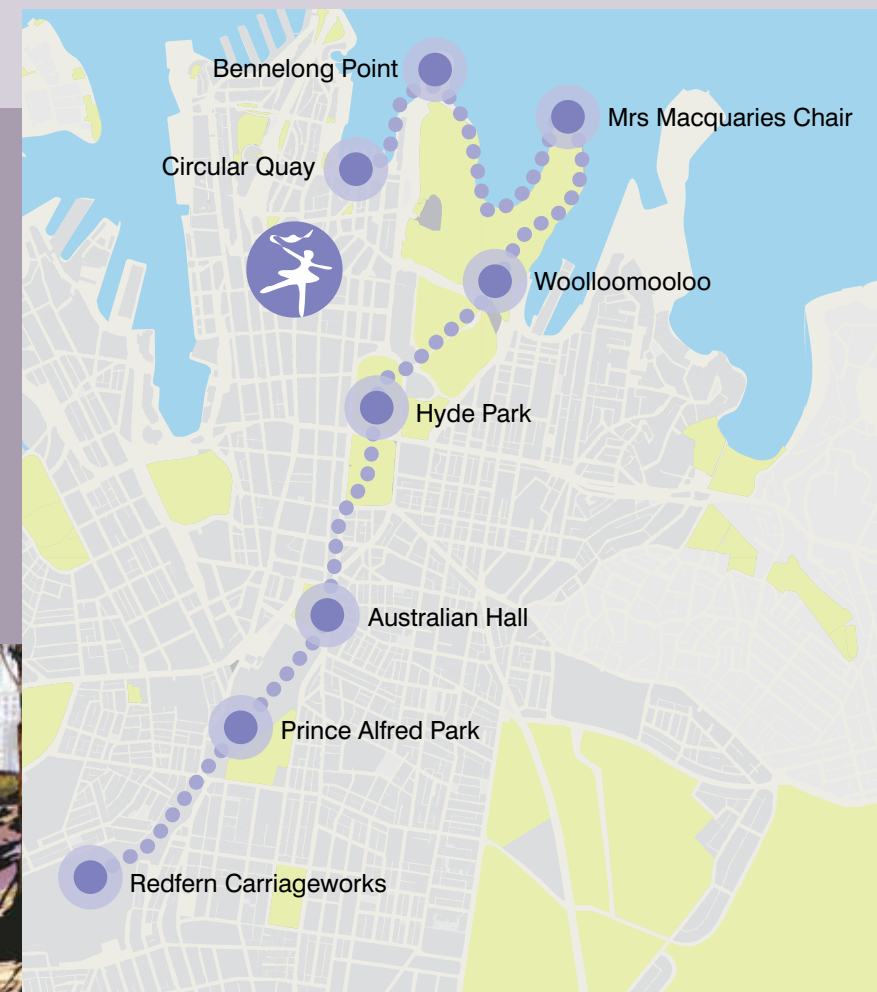
- ① Recognise Indigenous cultural heritage.
- ① Provides a new interpretation of the City.
- ① Integrates and enriches part of the pedestrian network.
- ① Links global icons to lesser known parts of the City which have cultural richness.
- ① Contributes to the City of Sydney's ongoing commitment to reconciliation.
- ① Strengthens the identity of Redfern as a cultural precinct and meeting place.

an incubator program for business owners to build their businesses back in their communities. Key features could include Indigenous leadership, recognition and protection of Indigenous intellectual and cultural property, and a strong commercial component promoting Indigenous arts, businesses and jobs.

The space to showcase oral histories and accommodate a museum, library, film production, publications, dance, music, theatre and other performing arts and visual arts, as well as meeting places and cafés and cuisine.

IMPLEMENTATION

- ② Broad consultation with local Aboriginal peoples and Aboriginal and Torres Strait Islander arts organisations and artists as well as discussion with the other tiers of government.
- ② Partnership between City of Sydney, Aboriginal and Torres Strait Islander communities, State Government, Federal Government.
- ② Ensure ownership of the project by the Aboriginal Community by engaging with them from the start of the project through formal meetings and workshops.



IDEAS

- ② An Indigenous Cultural Walk extending from Redfern, through Prince Alfred Park and Hyde Park to Mrs Macquaries Chair and Sydney Cove.
- ② A walk/cycle self-guided or group tour from Redfern to Customs House at Circular Quay.
- ② Natural materials and finishes to hard landscaping with enhanced and support Indigenous flora and fauna within landscape design.
- ② Murals, artworks and innovative ways to depict contemporary and traditional Indigenous stories.
- ② Indigenous identification of public space within and along pedestrian paving and parking with innovative installations, interactive displays and sculpture. These could include 'Welcome to Country, Gadigal land', messages, signage and prose by prominent Indigenous people.
- ② Linked to Bangarra Dance Theatre, to CarriageWorks at Wilson Street, Redfern, to the Australian Museum's rich cultural heritage collection as well as to Indigenous cultural infrastructure and programs already on the ground in Redfern.
- ② Linked to 'Cultural Ribbon' along the City Centre Harbour Foreshore and the 14 km foreshore walk from Glebe to Elizabeth Bay.

