

Report to the Future Melbourne Committee

Agenda item 6.4

Creative Laneways Program Update

Presenter: Justine Hyde, Director Creative City**20 July 2021****Purpose and background**

1. The purpose of this report is to update the Future Melbourne Committee on the progress on the Creative Laneways Program, a post-COVID job creation initiative in partnership with the Victorian Government (Attachment 2).
2. The Program secured \$7.535m from the Victorian Government's Working for Victoria Fund and was supported with \$650,000 in capital works funds from the Council.
3. Melbourne is globally-recognised as a city of culture, the arts and creativity. The creative industries have been a traditional job powerhouse, contributing \$31 billion to the economy annually and employing 260,000 people, or eight per cent of our workforce. This has helped Melbourne develop into a vibrant city where people want to work, live and socialise. Successive COVID-19 lockdowns have decimated the city's creative sector.
4. The Program supports the creative resurgence of Melbourne by creating over 160 jobs for local artists who are using their skills and imagination to revitalise the city's laneways.
5. SGS Economics estimates that the creative industries can help drive Melbourne's economic recovery, with an investment of \$1 million in creative programming having an estimated return of \$4.5 million in the first year, once national and international border restrictions have lifted.
6. The Program is enhancing the attractiveness, safety and public amenity of 40 of Melbourne's world-renowned CBD laneways. This will help bring visitors back into the CBD and will support the city's economic recovery, in particular for the many small businesses which operate in these precincts. The Program will help bring back the vibrancy and buzz generated by the public's engagement with our city's unique street art and creativity.

Key issues

7. To date the Program has:
 - 7.1. Invested \$5m into the city's economy;
 - 7.2. Commissioned 40 new music albums;
 - 7.3. Commissioned 40 major mural and street art works; and,
 - 7.4. Commissioned 15 integrated and stand-alone lighting installations.
8. Current laneway street art highlights includes:
 - 8.1. Michael Candy in Brien Lane (in partnership with the RISING Festival);
 - 8.2. PUZLE in Lees Lane;
 - 8.3. Michael Fikaris in Corrs Lane;
 - 8.4. NATTY SOLO in Corrs Lane; and,
 - 8.5. Jaz Mishap in Drewery Lane.
9. Subject to further COVID-19 restrictions, all Program commissions are due to be delivered by September 2021.
10. To promote Melbourne's unique approach to recovery, the City of Melbourne and the State Government of Victoria are finalising a joint communications plan that will promote the Program and the special events and gigs planned throughout the CBD, including:
 - 10.1. 40 laneways music events (from July – December)
 - 10.2. A temporary dedicated Program merchandise store in Royal Arcade.

Recommendation from management

11. That the Future Melbourne Committee:
 - 11.1. Acknowledges the progress to date of the Creative Laneways Program (Program)
 - 11.2. Requests management to promote the outcomes of the Program and maximise activation opportunities to ensure the full economic benefits can be realised.

Attachments:

1. Supporting Attachment (Page 3 of 18)
2. Creative Laneways Program Update (Page 4 of 18)

Supporting Attachment

Legal

1. There are no direct legal issues arising from the recommendation from management.

Finance

2. There are no perceived financial implications arising from this report as the budget for public art forms part of City of Melbourne's existing capital works allocation.

Conflict of interest

3. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a material or general conflict of interest in relation to the matter of the report.

Health and Safety

4. Each public art commission has a detailed risk register that identifies risks and mitigations.

Stakeholder consultation

5. Feedback on the framework was sought directly from major stakeholders and peak bodies including the Australia Council for the Arts, Creative Victoria, Development Victoria, Multicultural Arts Victoria, Arts Access, National Gallery of Victoria, Australian Centre for Contemporary Art, Australian Centre for the Moving Image, and the National Association of Visual Artists.

Relation to Council policy

6. The Public Art Framework is a deliverable of API 3.1 invest in public art in the city of Melbourne.

Environmental sustainability

7. With each public art commission, environmental sustainability and ecology is considered. For example, an ecological report was commissioned for the University Square temporary public artwork to understand and mitigate any possible detrimental effects the works would have on the native possum population living in University Square.



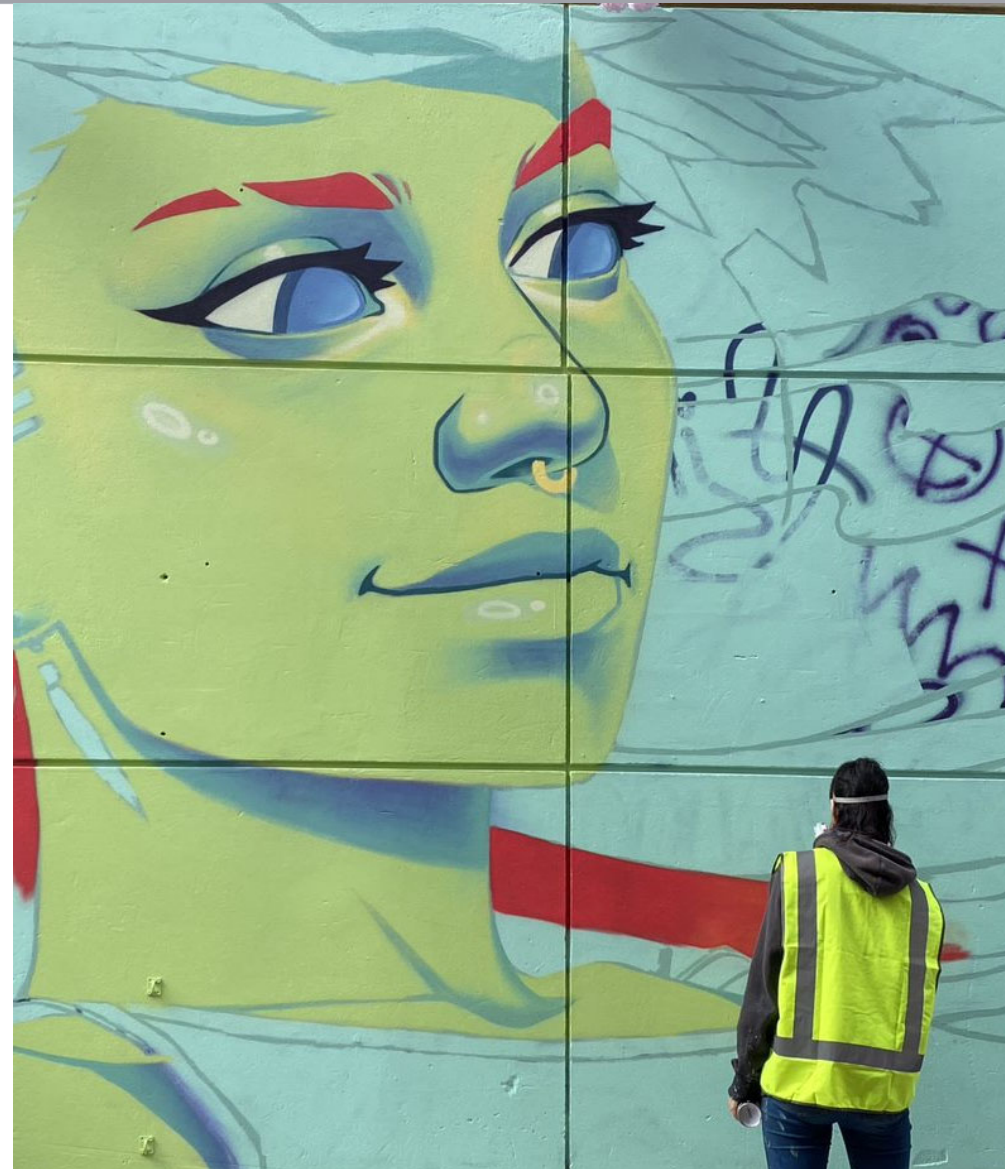
Attachment 2: Creative Laneways Program Update

Creative Laneways Program - Purpose

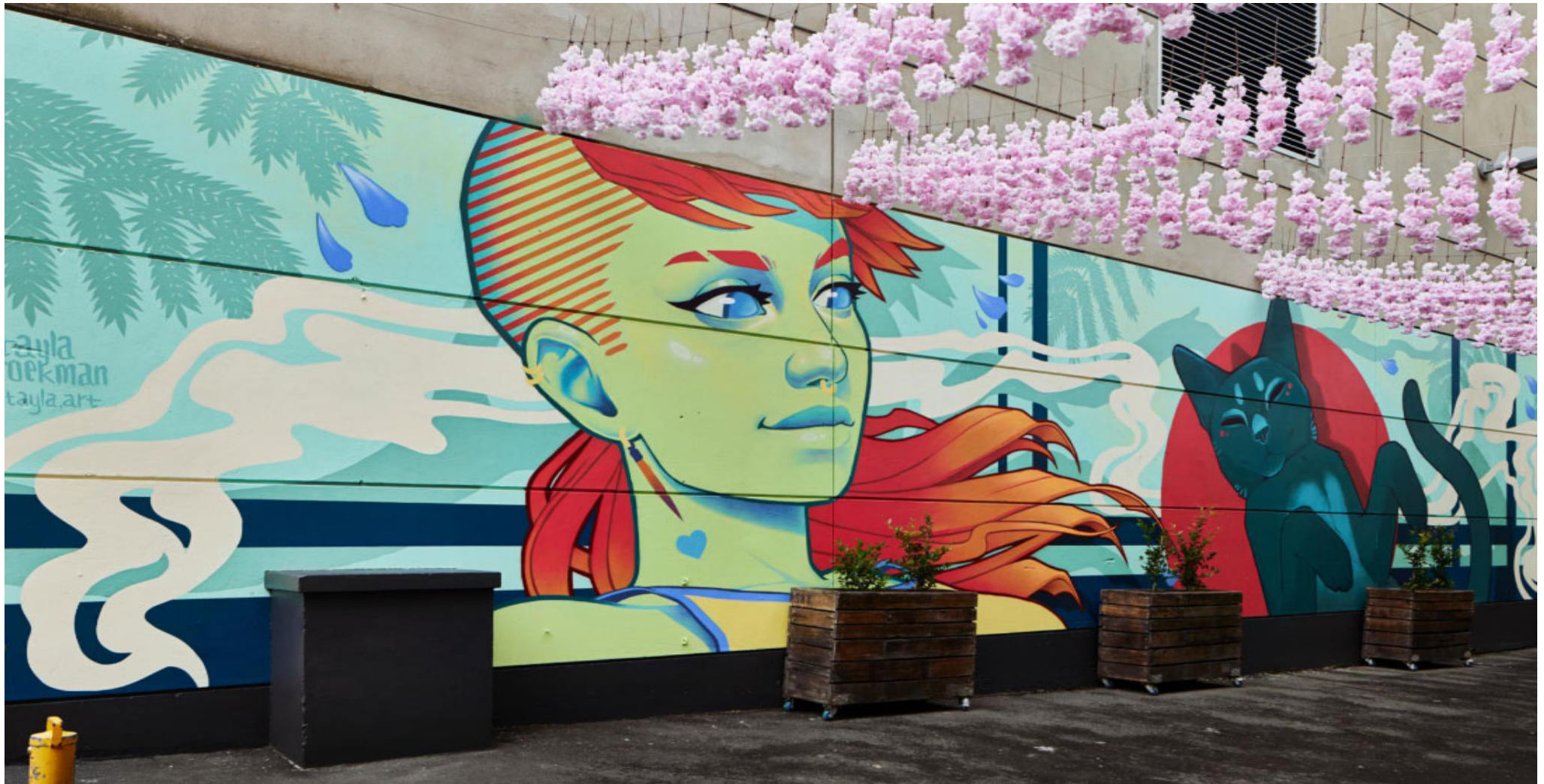
To provide Councillors with an update on the Creative Laneways Program.

To date the Program has:

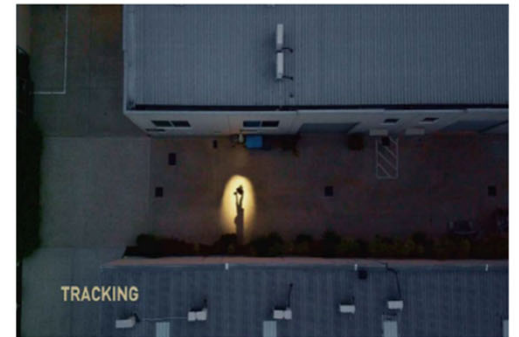
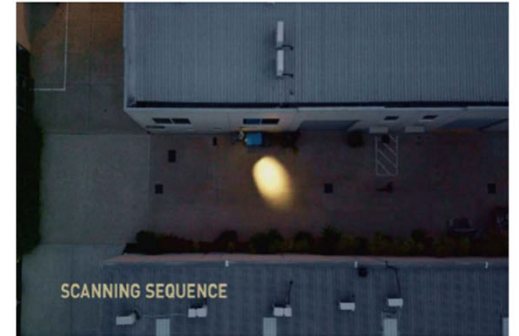
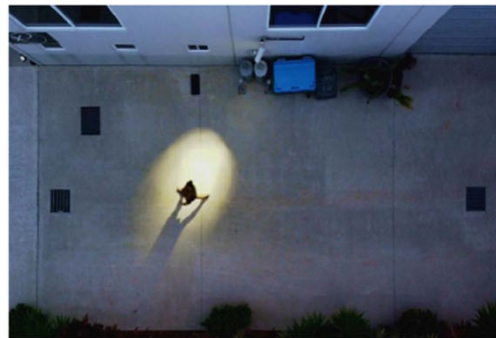
- invested \$5m into the city's economy
- commissioned 40 new music albums
- commissioned 40 major mural and street art works
- commissioned 15 integrated and stand-alone lighting installations



Creative Laneways Program – Tayla Broekman, Bourke Place



Creative Laneways Program – Michael Candy RISING Partnership Commission Design. Brien Lane



Creative Laneways Program – Sarah Crowest, Corrs Lane



Creative Laneways Program – Puzle, Evans Lane



Creative Laneways Program – LING, Finlay Alley



Creative Laneways Program – GETUP, McIlwraith Place



GETNUP
McIlwraith Place
Work In Progress / Proposed Work

Creative Laneways Program – Jaz Mishap, Drewery Lane



JAZ MISHAP
Drewery Lane
Work In Progress

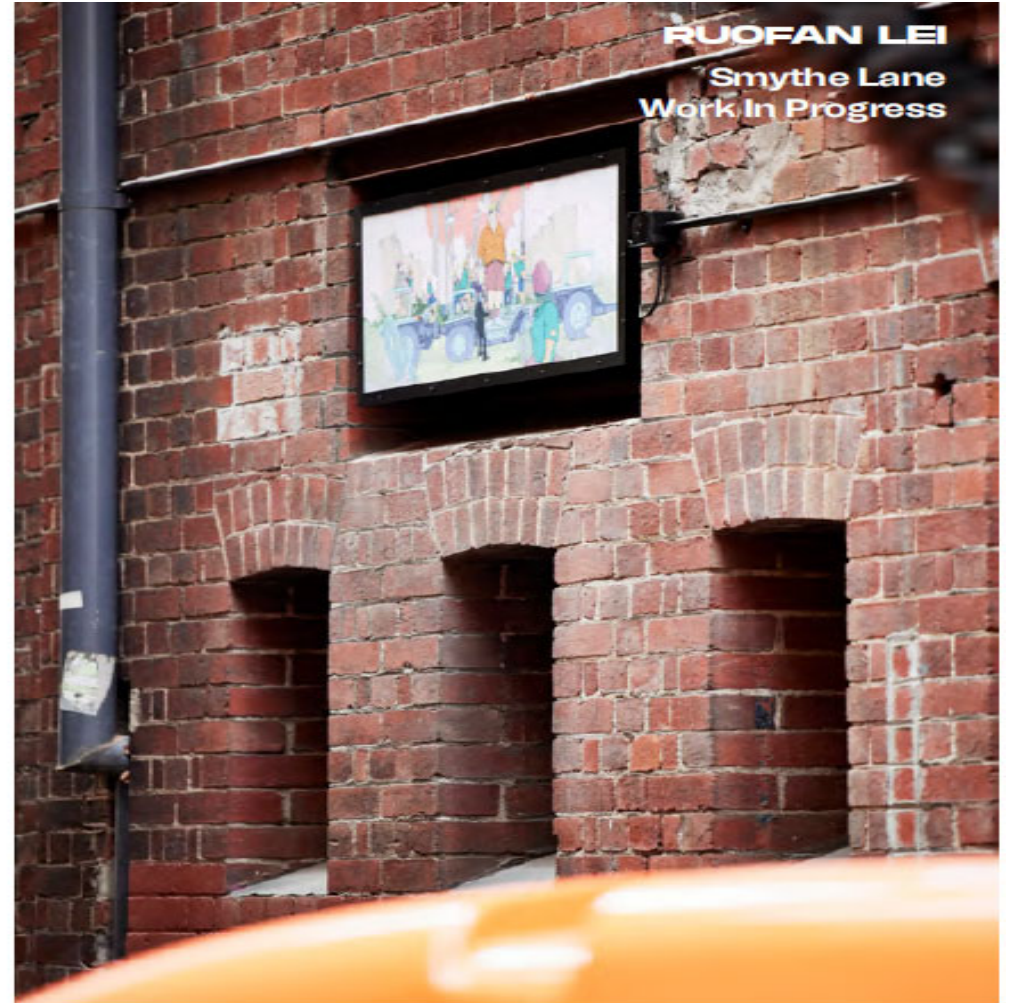
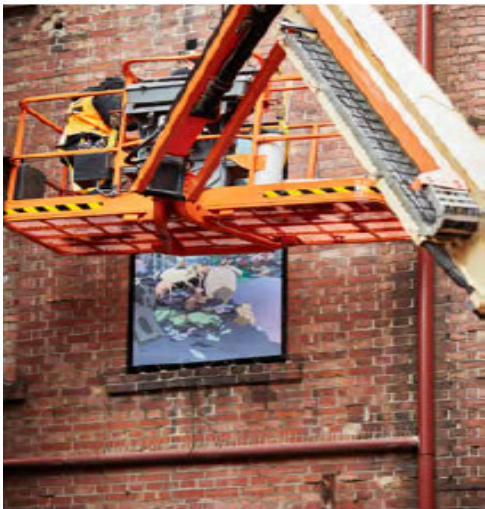


Creative Laneways Program – FIKARIS, Elephant & Wheelbarrow

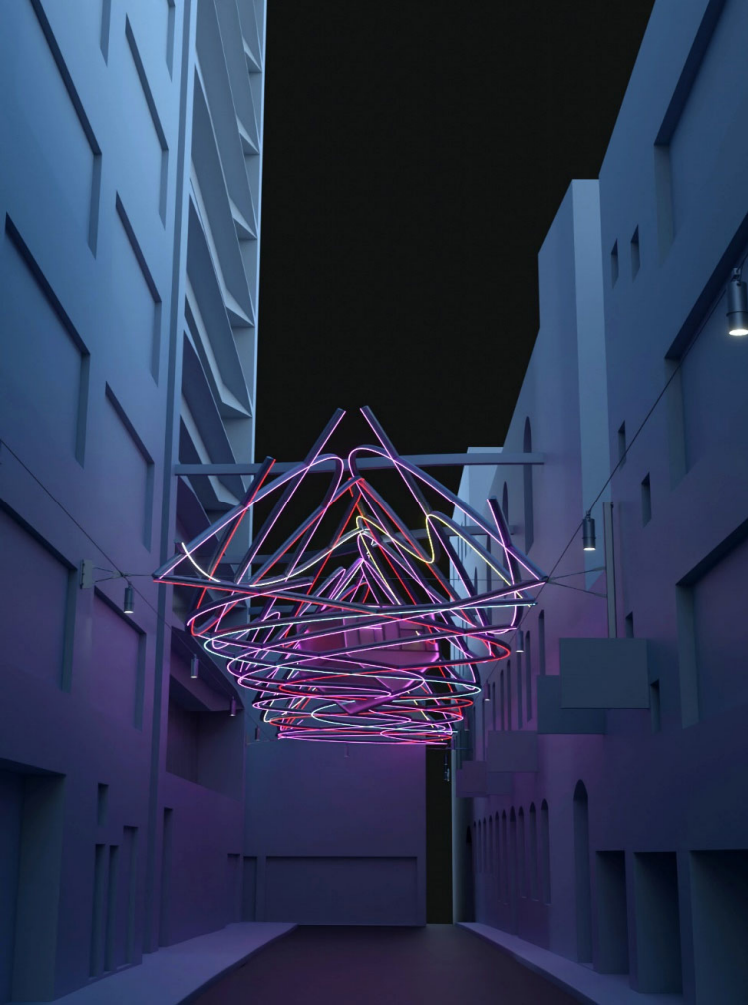


FIKARIS
Elephant & Wheelbarrow
Work In Progress

Creative Laneways Program – Ruofan Lei, Smythe Lane



Creative Laneways– Westwood Place Lighting Design



Creative Laneways – Next Steps

- All Program commissions are due to be delivered by September 2021.
- Promotion will occur through social and mainstream media.
- Special events planned throughout the CBD, including; 40 laneways music events, and a temporary dedicated Program merchandise store in Royal Arcade.

Management Recommendation

- That Council acknowledges the progress to date.
- That Council directs management to promote the outcomes of the Program and maximise activation opportunities to ensure the full economic benefits can be realised.



CITY OF MELBOURNE