

GOAL: A CREATIVE CITY



Melbourne will be a place that inspires experimentation, innovation and creativity and fosters leaders of ideas and courage. It supports and values its artists and broader creative community. It will invest in the creativity of people of all backgrounds and ability in all pursuits. Melbourne's reputation will attract and retain pioneers in the creative arts and innovation sector and enable them to contribute to the city's prosperity.

Good cities provide security, convenience, economic livelihood and community. Great cities bring together people of diverse backgrounds and talent to collectively reinvent the future. They provide opportunities for people to imagine new possibilities, take risks, and give expression to their ideas and insights.

Core to this is the creative process itself, which allows us to express what is most intrinsic to being human. This is fundamental to Melbourne's identity and liveability. If we are drawn to a city because of what is distinctive about it, part of what makes it unique must be how its people define themselves, through arts, culture and creative enterprise.

A city's artistic, cultural and creative life is vital for community wellbeing. It provides a shared language for people of all ages and backgrounds to explore ideas, connect with one another through authentic experiences, and participate in conversations larger than themselves. A creative city is about

fulfilling people's basic needs around meaning and belonging, and about enabling them to realise their highest ideals and potential.

A key pillar of a creative city is the community of practitioners involved in the broad but interconnected fields of arts, culture, architecture, screen and design. An engine of economic and jobs growth in its own right, the creative sector represents part of a larger shift towards service based and niche economies. More than ever before, consumers place a premium on products and offerings that provide a unique, original and distinctive experience.

For every creative practitioner, there are a host of other support roles that are needed – for instance, artists rely on sales and marketing staff and administrators. Victorian Government figures show that the contribution of the creative and cultural economy to the Victorian economy was nearly \$23 billion, or 8 per cent in 2013 and is growing faster than the broader

economy. The creative sector, in particular arts and culture, also helps support and encourage tourism.

The significance of the creative sector is greater than the sum of its diverse parts; its strength lies not in any one discipline, whether performance art, literature, fashion, digital media or architecture, but rather in the cross-fertilisation of ideas across boundaries. The sector is important not only for its quantifiable contribution to the economy and jobs, but also as a backbone of innovation – for its capacity to generate new ideas and products that can be transposed into commercial form.

Fostering a creative city requires the right foundations and supporting infrastructure. Melbourne can consolidate its strengths as a global arts and cultural hub, a city that:

- Embraces the transformative role that creativity plays in building all aspects of a bold, innovative and sustainable city.
- Enables artists and creative practitioners by providing resources and spaces for production and collaboration.
- Encourages all people to participate in the free flow of ideas.
- Respects the role that artistic and creative experiences play in healthy individual development, community wellbeing and social cohesion.
- Invests in social and cultural capital by supporting arts and culture.
- Provides an environment that inspires artists, creative practitioners and innovative enterprise and encourages the public to question, challenge boundaries and explore new horizons.

Given this, the City of Melbourne's specific focus over the next four years can be summarised by the following outcomes and priorities.

THE OUTCOMES WE WILL WORK TOWARDS IN 2017-21

- Artists are supported to test, develop and realise ideas.
- People participate in the creative life of the city.*
- The economic value of Melbourne's creative industries sector grows.

* Also a health and wellbeing priority.



What we'll do in 2017-21

WE WILL PROVIDE	RELATED FM 2026 PRIORITIES
Resources for artists to develop new ideas.	3.2 Value the creative community
Opportunities for the public to experience and participate in art.*	3.1 Foster creativity 3.3 Celebrate creative diversity
Public and purpose-built spaces for community arts and performing arts.*	3.2 Value the creative community
A completed plan for the renewal of the North Melbourne performing arts precinct.	3.2 Value the creative community
Co-working and incubator spaces for creative industry practitioners.	3.4 Prosper by investing in creativity

WE WILL PARTNER TO	RELATED FM 2026 PRIORITIES
Integrate public art in projects.	3.1 Foster creativity

WE WILL FACILITATE	RELATED FM 2026 PRIORITIES
Affordable creative spaces for artists.	3.2 Value the creative community
Support for creative arts industries and arts infrastructure, including technology, through new funding mechanisms.	3.4 Prosper by investing in creativity

* Also a health and wellbeing priority.

