Creative Wyndham Strategy 2026-2030

wyndhamcity
city. coast. country

Acknowledgement of Traditional Custodians

Wyndham City Council recognises Aboriginal and Torres Strait Islander peoples as the first Peoples of Australia. We acknowledge the Bunurong and Wadawurrung Peoples as Traditional Owners of the lands on which Wyndham City operates. The Wadawurrung and Bunurong Peoples have and always will belong to the Werribee Yalook (river), creeks, stars, hills and red clay of this Country. We pay respect to their Ancestors and Elders who always have, and always will, care for Country and community today and for future generations.

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Cover: People enjoying *The Guardians* by Matthew Aberline with The Beautiful and Useful Studio at LIT in Wyndham Park. Photo: Shawn Smits

Executive Summary

Audience at Wyndham Cultural Centre.
Photo: Bryony Jackson

Wyndham is one of Australia's fastest growing and most diverse cities. As our community grows, arts, culture and creativity play an important role in creating healthy, connected and inclusive communities. They help shape places where people feel welcome, participate in community life, celebrate diverse cultures and develop a strong sense of belonging.

The Creative Wyndham Strategy 2026–2030 sets out Council's direction for arts, culture and creativity over the next four years. It recognises that creativity is not simply about cultural activity—it is part of the social infrastructure that supports community wellbeing, participation, identity and vibrant places. The Strategy provides a clear framework to support creative practitioners, increase community participation, and embed creativity into Wyndham's places, identity and growth.

The Strategy responds to community and industry feedback and recognises the role of arts and culture in wellbeing, social connection, learning, economic opportunity and placemaking. It also reflects the need to plan for arts, culture and the creative industries as part of Wyndham's continued growth.

Why this Strategy matters

Community engagement confirmed strong participation in arts and cultural activity and highlighted opportunities to strengthen Wyndham's creative ecosystem through:

- More fit-for-purpose creative spaces
- Stronger support for creative practice and careers
- Improved access to arts and cultural opportunities
- Deeper connections between creativity, place and identity

Creative Wyndham provides a coordinated response to these priorities and clarifies Council's role as an enabler, partner, investor and advocate for creativity in Wyndham.

Our Strategic Goals

Creative Wyndham is guided by three interconnected goals that strengthen Wyndham's creative ecosystem while supporting healthy, connected and inclusive communities.

Goal One: Thriving Creatives
Supporting creatives to develop sustainable practices, access professional pathways and work in spaces that enable creative production and presentation.

Goal Two: Vibrant and Connected Audiences
Increasing participation by ensuring arts and cultural experiences are accessible, inclusive and visible for people across Wyndham.

Goal Three: Creativity Connected to Place
Embedding creativity into neighbourhoods, public spaces and partnerships to strengthen identity, belonging and connection to place.

How Creative Wyndham will make a difference

Creative Wyndham recognises that arts, culture and creativity contribute to healthy, connected and inclusive communities. Through the Strategy, Council will work with partners to:

- Improve access to creative infrastructure and spaces
- Support creative practitioners and organisations to build sustainable creative careers
- Increase participation in arts and cultural activity
- Deliver more visible, diverse and inclusive creative experiences
- Strengthen community connection, identity and belonging through creativity
- Embed creativity into public places, neighbourhoods and future growth

How the Strategy will be delivered

Creative Wyndham will be delivered through a coordinated Action Plan that sets out actions, responsibilities and indicative timeframes aligned to the Strategy's three goals.

Council will deliver the Strategy by working in partnership with creatives, community organisations, industry, education providers, First Nations people and other levels of government. Creative Wyndham sits within Council's Integrated Strategic Planning and Reporting Framework and supports delivery of the Council Plan 2025–2029 *(including the Municipal Public Health and Wellbeing Plan)*.

Progress will be monitored through Council's existing planning and reporting processes, with indicators focused on participation, creative infrastructure, inclusion and creative sector development.

Year One of the Strategy will establish baseline measures to track participation, sector sustainability and creative infrastructure, ensuring future progress is measurable, transparent and responsive to Wyndham's growing community.

Part 1: Purpose and Context

2025 Becoming Wetland
Photo: Matto Lucas

1. Purpose of the Creative Wyndham Strategy

Creative Wyndham Strategy 2026–2030 sets out Wyndham City Council's strategic direction for arts, culture and the creative industries. The Strategy provides a framework to support creative practitioners, increase community participation in arts and culture, and embed creative activity into Wyndham's places, identity and growth.

Wyndham is one of Australia's fastest growing municipalities, with a diverse and expanding population and a growing creative sector. Arts and culture contribute to community wellbeing, social connection, identity, economic development, tourism and placemaking. This Strategy responds to community and industry feedback, population growth, and changing expectations for cultural infrastructure and services.

The Strategy articulates Council's role in enabling a thriving creative ecosystem, strengthening access and participation, and integrating arts and culture into planning, development and community life.

Position within Council's Integrated Strategic Planning and Reporting Framework

Creative Wyndham 2026–2030 sits within Council's Integrated Strategic Planning and Reporting Framework to support the vision set out by the community in the *Wyndham 2050 Community Vision* and the implementation of *the Council Plan 2025–2029 (Incorporating the Municipal Public Health and Wellbeing Plan).*

The Strategy provides direction for Council programs, partnerships, advocacy and investment in arts and culture.

It informs Council's service planning, capital works planning and partnerships with government, industry, community organisations and the creative sector.

Figure 1. Creative Wyndham Strategy 2026–2030 forms part of Council's Integrated Strategic Planning and Reporting Framework, supporting delivery of the Council Plan and guiding arts and cultural investment, programs and partnerships.

The Creative Wyndham Strategy aligns with and supports the four strategic areas with the Council Plan 2025–2029:

- A Welcoming, Healthy and Resilient City
- A Liveable City
- A Clean and Green City
- Delivering for Community

Arts and culture contribute to health and wellbeing, social connection, inclusion, economic participation, lifelong learning, environmental sustainability and community identity. The Strategy supports the Municipal Public Health and Wellbeing Plan by promoting participation, belonging, mental wellbeing, cultural inclusion and equitable access to creative opportunities.

Alignment with State and Federal Policy

Creative Wyndham Strategy 2026–2030 is informed by relevant Victorian and Australian Government arts, cultural and creative industries policy directions. These policies recognise the role of arts and culture in community wellbeing, economic participation, placemaking and cultural expression.

At the State level, the Strategy aligns with: Creative State 2028 (Victorian Government), which outlines a whole-of-government approach to strengthen and support the state's creative industries, and the social, economic and cultural benefits they deliver for Victorians.

At the Federal level, the Strategy aligns with: Revive: Australia's Cultural Policy (Australian Government), which focuses on valuing culture, supporting creative workers, strengthening cultural infrastructure, increasing access and embedding First Nations voices in arts and culture.

This alignment positions Council to partner with State and Federal governments, advocate for investment, and leverage funding opportunities that support local creative outcomes.

The Strategy provides a strategic framework for Council's role in arts, culture and creativity, including:

- Creative infrastructure and spaces
- Creative practitioners and organisations
- Community participation and audiences
- Cultural programming and events
- Placemaking and public art
- Partnerships, advocacy and sector development

An accompanying Action Plan will outline priority actions, responsibilities, timeframes and measures of success.

"Cultural participation is a human right. All Australians, regardless of social, physical, geographic or personal circumstances, should be empowered to engage with cultural experiences."

— Adrian Collette AM, CEO, Creative Australia

Tapestry of Culture Showcase
Photo: Liana Hardy

2. What We Mean by Arts, Culture and Creativity

Arts, culture and creativity are part of everyday life in Wyndham. They shape how people express themselves, connect with others and experience the city.

For this Strategy, arts and culture include both professional creative industries and community-based creative activity. This includes formal and informal creative practice, participation and cultural expression across diverse communities.

Creativity is the ability to imagine, make and express ideas. It plays a role in individual wellbeing, community connection, learning, economic activity and placemaking.

3. Why Arts, Culture and Creativity Matter for Wyndham

Arts and culture play a vital role in shaping Wyndham as a connected, liveable and inclusive city. Creativity contributes to Wyndham's social, cultural and economic wellbeing.

Creative activity contributes to individual wellbeing, community connection, lifelong learning, economic participation and a strong sense of place.

As one of Australia's fastest growing and most diverse municipalities, Wyndham's arts and cultural ecosystem supports community identity, social cohesion and the development of vibrant neighbourhoods.

Community Wellbeing and Social Connection	Arts and culture bring people together, foster social connection and build community pride. Participation in creative activities supports inclusion, intercultural understanding and opportunities for residents to share stories, celebrate identity and build relationships.
Economic Development and Creative Industries	The creative industries contribute to employment, small business development and the local economy. Supporting creatives and cultural organisations strengthens Wyndham's economic diversity, attracts visitors and enhances the city's profile as a place to live, work, visit and invest.
Placemaking and Identity	Creative activity helps shape distinctive places and strengthens connection to Country and community. Public art, festivals and cultural spaces contribute to vibrant neighbourhoods, activate public spaces and build Wyndham's identity as a growing city with a strong cultural presence.
Education, Learning and Innovation	Arts and culture support learning, creativity and innovation across all ages. Creative experiences contribute to skill development, lifelong learning and innovation, particularly for children and young people in Wyndham's growing communities.
Health and Wellbeing	Participation in arts and cultural activities supports mental health, emotional wellbeing and resilience. Creative expression provides opportunities for connection, self-expression and healing, contributing to a healthier and more resilient community.

"Most Australians participate in some form of cultural activity every week, and it provides incredible social, community and personal benefits for millions of Australians. In addition to this, cultural and creative activity is a major economic driver; it generates income and it provides hundreds of thousands of real jobs."

— Kate Fielding, A New Approach Program Director

Part 2: Wyndham Context and Evidence Base

Aerial performers *SWAY*.
Photo: Theresa Harrison

4. Arts, Culture and Creativity in Wyndham Today

Wyndham has a growing and diverse arts and cultural ecosystem, supported by Council investment, community-led activity and an emerging creative sector. Creative activity takes place across a network of purpose-built cultural facilities, multi-use community centres, libraries, public places and informal community settings.

Council plays a central role in enabling access to arts and culture by providing infrastructure, programs, events, funding and partnerships that support creative participation and expression across the municipality.

Council's Role in Arts and Culture

Wyndham City Council supports arts, culture and creativity through a combination of leadership, facilitation and partnership. Council's current role includes:

- Providing and managing creative infrastructure and spaces
- Delivering and supporting arts programs, festivals and events
- Commissioning and acquiring public art and cultural works
- Supporting creative practitioners and organisations through grants and funding
- Supporting capacity and skills development in creative arts and industries
- Partnering with community, industry and other levels of government
- Advocating for creative infrastructure and investment

This role positions Council as an enabler of creative activity while working collaboratively with artists, communities and organisations.

Creative Infrastructure and Spaces

Creative activity in Wyndham takes place across a diverse network of spaces — from purpose-built cultural facilities to multi-use community centres, libraries, halls, innovation hubs, outdoor event sites and privately operated venues. Together, these spaces support creative production, learning, participation and presentation across a wide range of art forms and community settings.

This network includes both dedicated cultural infrastructure and Council-owned assets that are regularly programmed for creative use.

Council's creative infrastructure includes a mix of existing facilities and planned projects that respond to population growth and changing community needs. Together, these spaces form the foundation of Wyndham's creative ecosystem.

As Wyndham continues to grow, the effective use and coordination of both dedicated and multi-use infrastructure is critical to supporting participation, professional practice and equitable access.

Council's creative purpose-built creative infrastructure spans existing facilities and planned projects, as outlined in Table 1.

Table 1: Key existing and planned Creative Infrastructure and Spaces in Wyndham, which have been purpose built and are both Council owned and Council managed.

No	FACILITY	LOCATION	STATUS	CREATIVE INFRASTUCTURE
1	Wyndham Cultural Centre (Theatre)	Werribee	Existing	Theatre (Indoor) 492 Seats
2	Wyndham Art Gallery	Werribee	Existing	Gallery
3	Encore Events Centre	Hoppers Crossing	Existing	Auditorium. Seating 400 Cabaret and 830 Theatre Function and Meeting Rooms (Seating 14-85 people)
4	Saltwater Community Centre	Point Cook	Existing	Art Studio, Ceramics, Community Rooms with Sprung Floors, Outdoor Amphitheatre Seating 100
5	Featherbrook Community Centre	Point Cook	Existing	Community Rooms with Sprung Floors
6	Dianella Community Centre	Tarneit	Existing	Community Rooms with Sprung Floors
7	Old Shire Office	Werribee	Existing	Artist Studio
8	Wyndham Civic Centre	Werribee	Existing	Indoor spaces - Outdoor tbc
9	Youth Services	Hoppers Crossing	Existing	Music rehearsal room
10	Wyndham Park	Werribee	Existing	Outdoor Event Infrastructure
11	Wedge Street Piazza	Werribee	Existing	Outdoor space. Small events max.100 people
12	Station Place (Lawn)	Werribee	Existing	Outdoor Stage (Small). Lawn seating for max.100 people
13	The Big Shed (interim name)	Truganina	Planned	Stage (Indoor). Seating approx. 750 or Theatre style approx. 1,500 *Construction proposed to start in 2027*
14	Tarneit Performing Arts Centre	Tarneit	Planned	Performing Arts Centre. Multipurpose Community Spaces. *Business case completed - delivery dependent on funding*
15	Presidents Park	Wyndham Vale	Planned	Outdoor Event Infrastructure
16	Kelly Park	Werribee	Planned	Outdoor Event Infrastructure

This table reflects Council's current and emerging creative infrastructure and informs future service planning, advocacy and investment priorities.

While purpose-built facilities provide important anchors for creative activity, the broader network of multi-use and community-based spaces plays an equally vital role in enabling access and participation across neighbourhoods. Together, these assets form the foundation of Wyndham's creative ecosystem and inform future service planning, advocacy and investment priorities.

In addition to purpose-built facilities, creative activity is regularly programmed across a broad range of Council-owned and partner-managed spaces. This includes community centres (Council and community managed), libraries, Spark Innovation Hub, neighbourhood houses, halls and buildings managed by partner organisations such as Wyndham Art Works.

This infrastructure supports a wide range of creative activity, from professional performance and exhibition spaces to community-based studios, workshops and rehearsal venues. While there is much to build upon, engagement and analysis indicate that many existing facilities are operating at or near capacity, and some spaces are not fit-for-purpose for contemporary creative practice.

The distribution of facilities also reflects the challenges of servicing a rapidly growing municipality, with increasing demand in growth areas and limited access to dedicated creative spaces. These pressures highlight the importance of strategic planning, advocacy and partnership to support the delivery of creative infrastructure over time.

Programs, Events and Festivals

Council delivers and supports a diverse range of arts and cultural programs across Wyndham. These include visual and performing arts programs, workshops, exhibitions, major events, festivals, community-based creative activities and activations delivered through, cultural venues, libraries, community centres and public spaces.

Annual events and festivals play a key role in community participation, tourism and placemaking, providing opportunities for celebration, storytelling and social connection. These activities reflect Wyndham's cultural diversity and contribute to vibrant public life.

Public Art and Collections

Council commissions contemporary public art and manages a growing civic art collection that includes works across a range of media and forms. Public art contributes to placemaking, identity and connection to Country and community, and is integrated into public spaces and infrastructure projects.

The Wyndham City Public Art and Visual Art Collection champions contemporary art and local creative practice, building a dynamic collection that shares and grows the stories of our community.

Creative Practitioners and Creative Industries

Wyndham is home to a growing number of artists, creatives and creative businesses working across visual arts, performance, design, digital media, music and other creative fields.

Creative industries in Wyndham are emerging and evolving, with opportunities to strengthen networks, improve access to spaces and support pathways for sustainable creative practice. Engagement identified a strong desire for increased collaboration, professional development and visibility for local creatives.

Participation and Access

Community participation in arts and culture is high, with residents engaging in events, workshops, classes and informal creative activities. Council-supported programs provide important entry points for participation across age groups and communities.

Barriers to participation remain, including awareness of opportunities, access to suitable spaces, affordability and transport. Addressing these barriers is central to ensuring equitable access to arts and culture as Wyndham continues to grow.

Born in a Taxi at 24 at Chirnside Park.
Photo: Artifical Studios, Jorge de Araujo

"Art has the power to bring all of the different cultures and communities together."

— Community member

5. What We Heard: Community and Industry Engagement

Creative Wyndham 2026–2030 has been informed by early engagement with the community, creative practitioners, industry stakeholders and Wyndham's Traditional Owner groups. Engagement was undertaken in early 2024 and included an online survey hosted on Council's engagement platform, targeted discussions, and roundtables with creative practitioners.

Early engagement was supported by background research and analysis documented in the **Creative Wyndham Discussion Paper** with detailed **community engagement** findings and analysis published on **Council's website**.

The engagement sought to understand:

- how people currently participate in arts and culture
- what supports and barriers exist for creatives and audiences
- aspirations for arts, culture and creativity as Wyndham continues to grow.

Key Themes from Engagement

The key themes from the community engagement have been integrated into the goals and actions in this strategy.

1. Strong participation and demand for more creative opportunities

Community members value existing arts and cultural activity and expressed strong interest in more frequent, locally accessible and diverse creative experiences across the municipality.

2. A clear need for fit-for-purpose creative infrastructure

A consistent theme was the shortage of affordable, accessible and fit-for-purpose spaces for creative production, rehearsal, exhibition and performance, particularly in growth areas.

3. Support for creative practitioners to develop sustainable practice

Creative practitioners highlighted the need for professional development, networking, mentoring and business support to strengthen pathways to sustainable creative careers.

4. Inclusive access and reduced barriers to participation

Participants identified barriers including cost, transport, awareness and accessibility. There was strong support for inclusive, culturally responsive and place-based programming.

5. Creativity as central to place, identity and belonging

Arts and culture were seen as vital to expressing Wyndham's identity, celebrating First Nations culture, reflecting diversity and creating vibrant, meaningful places.

A detailed summary of engagement findings, supporting data and background analysis is available through Council's Creative Wyndham engagement pages, including the Creative Wyndham Discussion Paper (February 2024).

Participation & Opportunities

Strong demand for more frequent, local and diverse creative experiences

Creative Infrastructure

Need for affordable, fit-for-purpose spaces, particularly in growth areas

Creative Careers

Support needed for sustainable creative practice and pathways

Inclusive Access

Barriers include cost, transport, awareness and accessibility

Place & Identity

Arts and culture strengthen belonging and reflect community identity

6. Key Challenges and Opportunities

Wyndham's rapid growth, diversity and evolving identity present strategic challenges for arts and culture. These challenges also present opportunities for Council leadership, partnerships and long-term planning.

The table below outlines the key challenges identified through engagement and analysis, and how they are reframed as opportunities for Creative Wyndham 2026–2030.

Challenge	Opportunity
Growing demand for arts and cultural participation Community participation in arts and culture is strong and increasing, but opportunities are not yet keeping pace with population growth or community expectations.	**Expand and diversify creative opportunities across Wyndham** Grow the range, frequency and reach of arts and cultural activity so residents can participate in creative experiences close to where they live, supporting stronger participation and engagement.
Limited access to fit-for-purpose creative infrastructure There is a shortage of affordable, accessible and fit-for-purpose spaces for creative production, rehearsal, exhibition and performance, particularly in growth areas.	**Plan and optimise creative spaces and facilities** Strengthen the provision and use of creative infrastructure through new facilities, shared use, adaptive reuse and partnerships that support creative practice and community access.
Challenges to sustaining creative practice Many creative practitioners experience barriers to developing sustainable careers, including limited professional development, networks, income pathways and visibility.	**Strengthen pathways for creative practice and careers** Support skills development, collaboration, commissioning and visibility to enable creatives to grow, connect and sustain their practice in Wyndham.
Barriers to inclusive participation Cost, transport, awareness, accessibility and cultural relevance continue to limit participation for some communities.	**Design inclusive and accessible creative experiences** Deliver culturally responsive, affordable and place-based programs that reduce barriers and enable broader participation across all ages, abilities and backgrounds.
A developing sense of place and identity As a fast-growing municipality, Wyndham's cultural identity and sense of place are still evolving and can be fragmented.	**Embed arts and culture in placemaking and community life** Integrate creative activity into public spaces, neighbourhoods and storytelling, celebrating First Nations culture, reflecting diversity and strengthening belonging.
Coordination across Council and the creative sector Arts and culture activity spans multiple Council areas and external partners, requiring coordination to maximise impact.	**Strengthen collaboration and integrated planning** Improve coordination across Council, government, education, industry and community partners so arts and culture are embedded in planning, development and service delivery.
Capital and Operational funding Funding both infrastructure and operational costs (asset operations and programming) remains a significant challenge for Wyndham	**Strengthen sustainable delivery approaches and partnership models** This presents an opportunity to build on existing strengths and consider how creative infrastructure and programming can be supported through enhanced collaboration, coordinated planning and strategic partnerships.

The opportunities outlined have informed the Strategic Goals and Directions outlined in the following section, guiding Council's role in supporting creatives, increasing participation and strengthening connection to place.

The Green Room Project Showcase.
Photo: Lizzy Jacobs

Part 3: Creative Wyndham Strategy

7. Vision for Creative Wyndham

Creative Wyndham adopts the Wyndham 2050 Community Vision as its guiding vision. Arts, culture and creativity are strongly embedded within the community's long-term aspirations for a vibrant, inclusive and connected city. By aligning directly with the Community Vision, this Strategy remains focused on the priorities identified by the community for Wyndham's future.

Wyndham 2050 Community Vision

"We are the vibrant and diverse community of Wyndham, embracing a sense of belonging and inclusivity at all stages of life.

We value and celebrate the First Nations people and take pride in our arts, culture and heritage.

We are a thriving city that is safe, accessible and connected.

We champion health, well-being, education, enterprise, and innovation. We nurture our land and environment for future generations."

Ephemeral Collection by Atelier Sisu at LIT in Wyndham Park
Photo: Shawn Smits

8. Strategic Goals and Objectives

Creative Wyndham is structured around three strategic goals that translate the Wyndham 2050 Community Vision into practical action for arts, culture and creativity.

The Community Vision describes Wyndham as a vibrant, diverse and inclusive city that values arts, culture and heritage. The Strategic Goals outline how creativity will contribute to achieving that vision — by supporting those who create, engaging those who participate, and embedding arts and culture into the places where people live, gather and connect.

Together, the goals describe the pathways through which arts, culture and creative industries strengthen liveability, build belonging, celebrate First Nations culture and heritage, and support a thriving and connected city.

	Focus Area	Council Plan Strategic Areas
Goal One: **Thriving Creatives**	**On creatives:** strengthening access to spaces, pathways and sustainable practice	A Welcoming, Healthy and Resilient City; A Liveable City; Delivering for Community
Goal Two: **Vibrant and connected Audiences**	**On audiences:** increasing participation, visibility and equitable access	A Welcoming, Healthy and Resilient City; A Liveable City
Goal Three: **Creativity connected to Place**	**On place and identity:** embedding creativity into neighbourhoods, partnerships and cultural leadership	A Welcoming, Healthy and Resilient City; A Liveable City; A Clean and Green City

The goals and objectives are aligned with the Council Plan 2025–2029 and provide a clear framework for Council's role in:

- Investing in creative infrastructure and local talent
- Increasing participation and equitable access
- Strengthening identity, connection to place and cultural leadership

Goal One: Thriving Creatives

Camila Paz - *Whispers of the Land, Threads of Belonging* (2025).
Photo: Jack Gruber

Creatives in Wyndham are able to thrive.

Wyndham's creatives and creative organisations are central to a vibrant, liveable and culturally rich city. However, engagement identified significant challenges to sustaining creative practice, including limited access to fit-for-purpose spaces, professional development, business skills, networks and commissioning opportunities. Addressing these barriers is essential to building a strong and resilient creative ecosystem.

A thriving creative sector depends on artists, practitioners and organisations being able to develop sustainable practices, access professional pathways and work within spaces that support creative production and presentation. Wyndham aspires to be a city where creatives are supported to grow, collaborate and sustain their practice — with pathways for both emerging and established practitioners, and opportunities that reflect the diversity of the community.

While Council has a key role to play as an enabler, commissioner, advocate and partner, the sustainability of the creative sector does not rest with Council alone. A strong creative ecosystem relies on collaboration between creatives, industry bodies, education providers, government agencies, community organisations and the private sector. Shared advocacy, partnerships and coordinated investment are critical to strengthening Wyndham's creative economy and supporting local production and career pathways.

Through targeted investment in infrastructure, commissioning, programming and workforce development — alongside strategic partnerships — Creative Wyndham seeks to strengthen the conditions in which creatives can thrive and ensure the arts and cultural sector grows in step with the city itself.

Goal One Objectives:

1.1 Strengthen access to fit for purpose creative spaces to meet growing demand

1.2 Strengthen the creative workforce by reducing barriers to sustainable practice

1.3 Invest in creative work that reflects and represents Wyndham's diversity

Goal Two: Vibrant and Connected Audiences

Crowd watching Melbourne Symphony Orchestra.
Photo: Indie Lane Photography

A Vibrant and Connected Creative City

Wyndham's arts, cultural and creative scene has strong participation and growing interest, yet engagement highlighted important challenges to broaden inclusion and reach. Barriers such as cost, awareness, timing and cultural representation limit equitable participation, while many residents are unaware of the creative opportunities available locally. Addressing these challenges is essential to ensuring arts and culture are accessible to all.

A vibrant and connected creative city is one where creative experiences are visible, locally accessible and reflective of the community's diversity. Arts and culture play a vital role in fostering social connection, wellbeing and identity. Expanding participation and strengthening audience engagement will support social cohesion, local pride and a stronger sense of belonging across Wyndham's neighbourhoods.

While Council plays an important role in delivering and supporting creative programs, promoting cultural activity and strengthening local visibility, participation and audience development are shared responsibilities. Success relies on collaboration with community organisations, cultural groups, event producers, venues, schools, businesses and creatives themselves. Partnerships and coordinated promotion are critical to increasing reach and reducing barriers.

Through inclusive programming, strategic promotion, affordable access and strong partnerships, Creative Wyndham seeks to broaden participation, grow audiences and strengthen Wyndham's profile as a vibrant and welcoming creative city.

Goal Two Objectives:

2.1 Make it easier for people across Wyndham to find, get to and take part in creative activities.

2.2 Strengthen and promote Wyndham as an arts and cultural destination for local, regional and state-wide audiences

Goal Three: Creativity Connected to Place

Mooroop Yarkeen by Tommy Day / Jirri Jirr.
Photo: David Mullins

A Creative City Shaped by Culture, Community and Country

As Wyndham grows, there is increasing pressure on community identity, cultural visibility and connection to Wyndham places. Engagement highlighted the importance of embedding creativity into placemaking, strengthening recognition of First Nations culture and leadership, and ensuring that arts, culture and creativity reflect the diversity of contemporary communities. Without intentional integration, opportunities to shape distinctive, culturally rich places can be lost.

Creativity in Wyndham reflects the stories, identities and environments that make the city unique — from tens of thousands of years of First Nations cultural knowledge to the diversity of contemporary communities and neighbourhoods. Embedding arts, culture and creativity into public spaces, urban design and community life strengthens belonging, fosters pride and supports welcoming, vibrant neighbourhoods.

While Council has a leadership role in planning, commissioning and facilitating creative outcomes in public space, shaping place through creativity is a shared responsibility. It relies on genuine partnership with First Nations people, creatives, developers, businesses, community organisations and other levels of government. Culturally led approaches, early engagement and collaborative design processes are essential to ensuring authenticity and impact.

Through strategic partnerships, advocacy and integration of creative practice into planning and development processes, Creative Wyndham seeks to ensure that arts, culture and creativity culture are embedded in the fabric of Wyndham's growth — strengthening identity, connection to Country and community wellbeing for current and future generations.

Goal Three Objectives

3.1 Embed creativity to shape places that reflect Wyndham's cultural identity, environment and shared stories

3.2 Centre First Nations culture, leadership and knowledge in Wyndham's creative life

3.3 Build and grow partnerships that connect creatives with organisations, businesses and sectors to enhance community connection, wellbeing and connection to place

9. Implementation and Action Plans

How the Strategy Will Be Delivered

Creative Wyndham will be delivered through a coordinated Action Plan aligned to the three Strategic Goals. Through these goals, Creative Wyndham moves from aspiration to delivery — ensuring that creativity actively contributes to the long-term vision for Wyndham's future.

The Action Plan translates strategy into practical actions, responsibilities and indicative timeframes. It has been developed in collaboration with internal stakeholders and reflects agreed priorities, resource considerations and partnership opportunities. It provides clarity on delivery while retaining flexibility to respond to emerging opportunities, funding availability and community needs

Council's Role in Delivery

Council plays a central role in enabling arts, culture and creativity across the municipality. Council's roles include:

- **Enabler** — providing infrastructure, programs and services
- **Partner** — collaborating with creatives, First Nations people, community organisations, industry, education providers and other levels of government
- **Commissioner and Investor** — funding and programming creative activity
- **Advocate** — seeking external investment and support

However, the sustainability and growth of Wyndham's creative sector is a shared responsibility. Many actions rely on partnerships, co-investment and sector leadership beyond Council alone.

Timeframes and Prioritisation

Actions are staged across the life of the Strategy, with early years focused on:

- Strengthening foundations
- Building partnerships
- Improving coordination
- Establishing baseline data (Year One)

Later years focus on scaling delivery, advocacy and investment aligned to growth and funding opportunities.

The Action Plan is a working document and may be reviewed periodically to remain responsive to community needs and funding availability.

Birdsong by Skunk Control at LIT at Wyndham Park.
Photo: Artificial Studios

Goal 1.	Thriving Creatives		
	Creatives in Wyndham are supported to develop sustainable practices, access professional pathways and work in spaces that support creative production and presentation.		
Objectives	**1.1 Strengthen access to fit for purpose creative spaces to meet growing community need**	**1.2 Strengthen the creative workforce by reducing barriers to sustainable practice**	**1.3 Invest in creative work that reflects and represents Wyndham's diversity**
Actions	Develop a Creative Infrastructure Plan, including a guide to how Council can partner with other levels of Government and industry to guide long-term investment.	Support professional and skills development for creatives through collaboration, mentoring and capacity-building opportunities that strengthen Wyndham's creative sector.	Commission, acquire and program diverse creative work with a focus on local creatives and priority communities.
	Use insights on creative space and infrastructure limitations to inform service planning and access models.	Undertake a review of Council processes for community organisers and creative businesses (including permits, procurement and event approvals), and implement continuous improvements to streamline the customer experience.	Consolidate creative funding within a coordinated Council grants framework.
	Broker internal and external partnerships, support organisations and businesses to develop a range of creative spaces that provide opportunities for emerging and established creatives to produce and present their work, as well as for the wider community to participate in creative activities.		Partner with education, industry, and community organisations to grow youth and culturally diverse participation and leadership in Wyndham's creative industries, contributing to inclusion and future employment.
			Build and maintain partnerships that expand local employment and creative sector growth.

Measures of Success	1. Access to Creative Space	2. Creative Practice Sustainability	3. Engagement with Council Support	4. Strength of Creative Networks
	• % of creatives rating their access to suitable creative space as "good" or "excellent" • % reporting improved access to space compared to the previous year	• % of creatives reporting confidence in sustaining their practice in Wyndham • % reporting Council support has positively contributed to their practice	• % of creatives accessing Council programs, grants or professional development opportunities • Increase in paid local creative opportunities supported by Council	• % of creatives reporting participation in collaborations or cross-sector partnerships within Wyndham

Goal 2.	Vibrant and Connected Audiences	
	Arts and cultural experiences are accessible, inclusive and visible, supporting participation, wellbeing and Wyndham's profile as a creative city.	
Objectives	**2.1 Make it easier for people across Wyndham to find, get to and take part in creative activities**	**2.2 Strengthen and promote Wyndham as an arts and cultural destination for local, regional and state-wide audiences.**
Actions	Ensure free and affordable creative activities in Wyndham, to provide equitable access to creative activities.	Develop and implement a strategic marketing and communications plan to expand audience reach, awareness and drive participation in Wyndham's program of creative activities, including making information available in different languages
	Deliver and support a diverse program of creative workshops, performances, festivals and events that represent Wyndham's cultures, communities, aspirations and interests.	

Measures of Success	1. Participation and Reach	2. Reduced Barriers to Participation	3. Awareness and Visibility	4. Audience Satisfaction
	• % of first-time attendees at creative events • Growth in participation across diverse communities and priority groups	• % of attendees reporting "no barriers" to participation • Reduction in cost, transport or awareness barriers over time	• Increase in audience awareness of creative activities in Wyndham	• Overall audience satisfaction rating for creative programs and events

Flavours of the Street Photography Competition Exhibition at Saltwater Community Centre 2025.
Photo: Jahangir Amin

Goal 3.	Creativity Connected to Place		
	Creativity helps shape places across Wyndham, reflects local identity and stories, and strengthens connection to place through partnerships and respectful collaboration with First Nations people.		
Objectives	**3.1 Embed creativity to shape places that reflect Wyndham's cultural identity, environment and shared stories**	**3.2 Centre First Nations culture, leadership and knowledge in Wyndham's creative life**	**3.3 Build and grow partnerships that connect creatives with organisations, businesses and sectors to enhance community connection, wellbeing and connection to place**
Actions	Embed creative practice into the planning and activation of public spaces to enhance connection to community	Embed First Nations leadership and cultural knowledge into Council's creative programs through partnerships and co-designed initiatives that increase cultural visibility and storytelling. Work with First Nations people to guide culturally informed arts, events and creative initiatives.	Connect Creatives with Community organisations to integrate creative approaches into wellbeing, inclusion and environmental programs.
	Establish and implement a process to embed creative opportunities into Council-led precinct planning and advocate for their inclusion in private developments through engagement with developers	Provide meaningful learning opportunities for creative grant recipients and partners to deepen their understanding of First Nations cultures and histories.	Establish and implement a coordinated sponsorship and partnership approach to attract external investment and support the delivery of creative projects, activations and events.

Measures of Success	1. Representation and Cultural Reflection	2. First Nations Leadership and Visibility	3. Creativity Embedded in Place	4. Cross-Sector Creative Partnerships
	• % of creatives who believe programming reflects Wyndham's diversity • % of audiences who feel creative activity reflects their community and identity	• Maintain First Nations led or co-designed creative initiatives • % of creatives who believe First Nations culture and leadership are appropriately centred	• % of creatives who report meaningful opportunities to contribute to placemaking • Community satisfaction with cultural activation of public spaces	• Increase in collaborative projects connecting creatives with health, education, business and community sectors

10. Monitoring, Evaluation and Reporting

Creative Wyndham is a four-year strategy focused on measurable progress and continuous improvement.

Establishing a Baseline

Council does not currently hold comprehensive baseline data across all areas of creative participation, infrastructure use and sector sustainability.

Year One of the Strategy will focus on establishing baseline measures, including the implementation of:

- An annual Creative Practitioner Survey
- An ongoing Audience Participation Survey
- Improved internal data tracking on infrastructure use, participation and partnerships

This baseline will provide a clear starting point for measuring change over time.

Tracking Progress

From Year Two onwards, progress will be assessed by tracking the direction across key outcome areas:

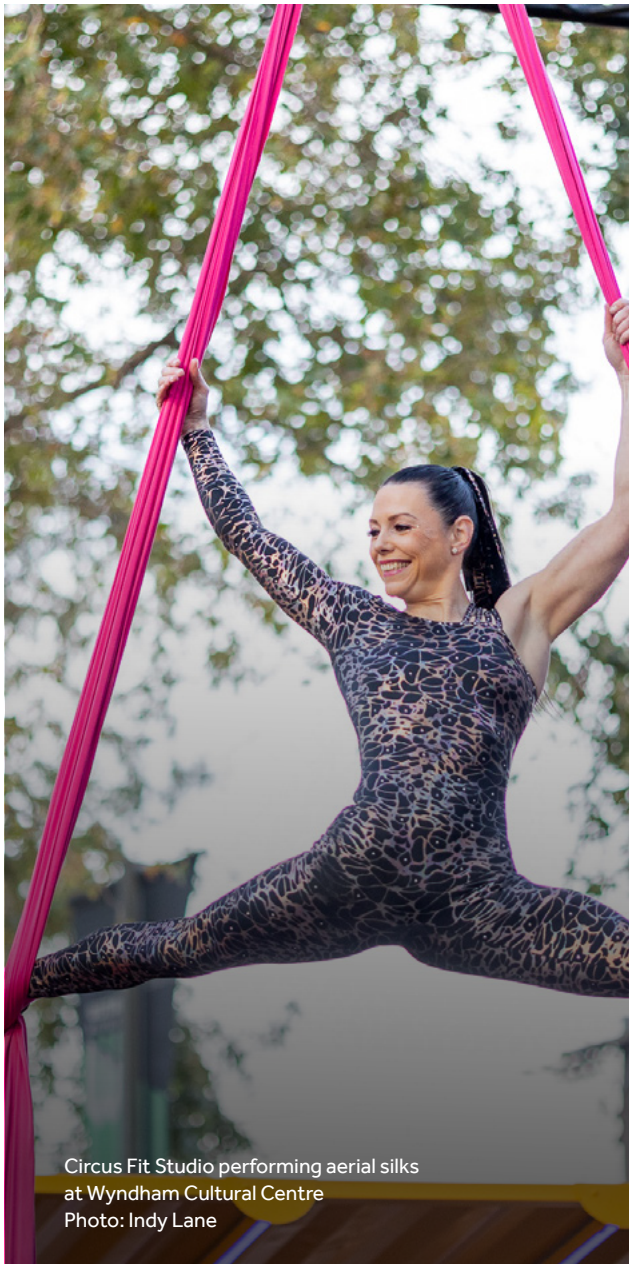
- **Participation and access**
  Participant satisfaction with arts, culture and creative programs, events and activities, including engagement by priority communities.
- **Creative infrastructure and spaces**
  Progress in planning, delivering and utilising creative infrastructure and spaces across Wyndham.
- **Inclusion and representation**
  Diversity of creative work, participation and leadership, including First Nations and culturally diverse representation.
- **Creative sector development**
  Opportunities for Wyndham creative practitioners, including professional development, commissioning and pathways to sustainable practice.
- **Cross-sector partnerships**
  Indicators listed under each Strategic Goal will guide measurement. Targets will be refined once baseline data is established in Year One.

Integration with Council's Reporting Framework

Reporting on Creative Wyndham will be integrated into Council's existing governance and accountability processes, including:

- Quarterly reporting
- Annual reporting
- Council Plan reporting

This approach ensures Creative Wyndham is embedded within Council's broader Integrated Strategic Planning and Reporting Framework.



Circus Fit Studio performing aerial silks at Wyndham Cultural Centre
Photo: Indy Lane

Pierce Brothers performing at Wyndham Cultural Centre
Photo: Indie Lane Photography

Mooroop Yarkeen by Tommy Day / Jirri Jirri.
Photo: Jack Gruber

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