



Creative Wyndham Discussion Paper

Prepared for Wyndham City Council
February 2024

Prepared by Hodyl & Co in partnership with Renton and Co



Hodyl & Co

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Front and back cover - Mooroop Yarkeen / Spirit Dreaming by Tommy Day. Photo: Matthew Slocum

February 2024
Version 2

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1. A new creative strategy for Wyndham	6
2. Why is a creative Wyndham important?	10
3. Wyndham today	12
4. Wyndham's creative landscape	14
5. Federal and State Government support	18
6. What are the challenges?	20
7. Future opportunities	22
8. Next steps	24



We acknowledge the Bunurong and Wadawurrung Peoples as Traditional Owners of the lands on which the City of Wyndham is located. The Wadawurrung and Bunurong Peoples have and always will belong to the Werribee Yalook (River), creeks, stars, hills and red clay of this Country.

Wyndham celebrates its many cultures and participation in the arts and recreation is fostered.

— Wyndham 2040 Community Vision

Wyndham is committed to supporting a vibrant creative community. This is emphasised in numerous priorities and action areas in Council endorsed strategies and policies including the Reconciliation Action Plan, Wyndham Learning Strategy, and Wyndham 2040 Community Vision.

Why are we preparing a new creative strategy?

Given the fast growth of Wyndham, the changing opportunities for the community, and the refresh of the Wyndham 2040 Community Vision, it is an ideal time to revise Council's vision and direction for a creative Wyndham. The practical purpose of the Creative Wyndham Strategy will be to:

- Guide Council's planning and approach to creative programs and services, creative industry development and creative infrastructure.
- Ensure Council's investment into these areas is effectively directed towards programs and projects that meet Council's and community values.

Purpose of this Discussion Paper

This document brings together initial research undertaken by Hodyl & Co that we hope will provide a good initial understanding of the creative landscape in Wyndham. You may find this information helpful and informative ahead of participating in the online community survey or attending an engagement session.

We want to hear from you

To inform the development of the Creative Wyndham Strategy, we are undertaking different engagement activities to hear from the community:

- an online community survey hosted on The Loop
- engagement with Traditional Owner groups
- round table sessions with creative practitioners and creative community leaders.

If you would like to discuss your thoughts or have an enquiry about the process, please contact the Wyndham City Arts and Culture Team (arts@wyndham.vic.gov.au).



Image 1. Since the start of 2020, Wyndham City Arts & Culture have partnered with Wunder Gym to provide creative development opportunities for local artists. Photo: Imran Abdul Kashem.

“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

Key definitions

In developing the Creative Wyndham Strategy, we are taking a broad view of arts and culture which draws together two main meanings.

The first meaning refers to the beliefs, values, ways of living and everyday forms of creativity.

The second meaning refers to the arts and culture as the set of institutions, industries and actions by individuals, that combine to produce performances, exhibitions, experiences and events. The activities include, but are not limited to, galleries, libraries, archives and museums, music, screen, radio, video gaming and digital arts, performance, literature, visual art, community-engaged practice, hybrid and experimental forms, language, festivals, craft, heritage, design and live art.¹

What will the Creative Wyndham Strategy include?

The strategy will contain a vision statement that describes the future aspirations for a creative Wyndham. This statement will set out what we are all working toward to ensure that creativity can flourish and thrive.

It will discuss the value and benefits of creativity to the community, economy and identity of Wyndham. Information will be provided on the existing creative landscape including a description of facilities and programming, as well as Wyndham's creative industries.

The strategy will map out the pathways to achieve the vision, the goals that will define success and what we need to do to realise these outcomes. Creative Wyndham will also identify how feedback from the community has informed the development of the strategy and the role that we can all play in contributing to a thriving and inclusive creative Wyndham.

¹ A New Approach, 2019, 'Transformative: Impacts of culture and creativity'



Image 2. Congress by All The Queens Men. Photo: Bryony Jackson.

Investing in arts, culture and the creative industries has numerous social and economic benefits.

There is a growing body of evidence that demonstrates how we can harness the impact of arts and culture to help address challenges related to social cohesion, economic growth, health, and education.

Benefits to society

Australian society is becoming increasingly more disconnected with one in four Australians reported frequent feelings of loneliness and isolation. Arts and culture can help to build a more connected and cohesive society, which is essential to health and wellbeing by:

- building feelings of community, belonging, and trust
- enhancing empathy and inclusion
- helping combat the growing issues of loneliness and isolation
- helping individuals and communities to recover from disasters and trauma
- increasing civic participation
- making cities, suburbs and regions more liveable.²

Benefits to place

Creative placemaking enhances local community outcomes, helps to address community challenges and aspirations and establishes place-specific values. Arts and cultural activity contributes to the revitalisation of existing areas and the identity of new areas, enhancing pride of place for residents.³

Benefits to health and wellbeing

Arts and culture can be used to improve health and wellbeing, both physically and mentally. There are numerous significant health challenges in Australia, including an ageing population, declines in social cohesion, and the health impacts of COVID-19.

Engagement with arts and culture has been found to improve social cohesion, reduce loneliness, increase confidence and improve feelings of self worth. In 2016, Australian researchers showed that 2-hour 'doses' of creative activities each week could enhance mental wellbeing in a general population.⁴

Benefits to a rich cultural life

A strong creative culture allows us to share culture and values, experience diverse voices and perspectives and develop and maintain national and local cultural heritage. In order to build and benefit from a rich cultural life, arts and culture need to be easily accessible to everyone. There is a need to address the various barriers to accessing arts and cultural activities that can be linked to location and socio-economic background.⁵

Benefits to innovation

Innovation, which is defined as fresh thinking that creates value, is a key global driver of industry growth. Innovation is crucial to economic diversification, new industry development and future productivity. Australia is currently underperforming on multiple innovation measures, causing us to lag behind our international peers. Investing in arts and culture helps to develop creative capacity which is a key driver of innovation. Additionally, creative and cultural activities have been found to help with developing the new skillsets required to adapt to rapid advancements in technology.⁶

2 A New Approach, 2019, 'Transformative: Impacts of culture and creativity'

3 *ibid.*

4 *ibid.*

5 *ibid.*

6 *ibid.*

Benefits to education and learning

Arts and culture-based learning develops transferable skills that will be essential to the future of work, strengthening the employability of future generations. Australian students who actively engaged with arts, culture and creative activities had higher levels of motivation and self-discipline, better self-esteem, higher life satisfaction and were better at bouncing back from academic setbacks.⁷

Benefits to the economy

Australia's creative and cultural industries are key to economic growth, employment and global competitiveness. Cultural and creative activity contributed just over \$123 billion to the Australian economy in 2019-20, representing 6.2 per cent of Gross Domestic Product.⁸ The Australian Census 2021 reveals that the creative economy provides employment to 714,632 people, or 5.9 per cent of Australia's workforce.⁹

Currently, Australia is importing more creative goods and services than it is exporting. If this trend continues, our creative and cultural strengths will diminish. Harnessing creative industries to grow the economy will contribute to capturing a higher share of the global market, as well as COVID-19 economic recovery and future economic resilience. There are significant opportunities for growth in creative industries such as design and game development, where there is global demand and where Australia's strengths lie.¹⁰

The vast majority of 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

7 *ibid.*

8 Bureau of Communications, Arts and Regional Research, 2022, 'Cultural and Creative Activity'

9 Creative Australia, 2022. 'The Creative Economy in Australia – What Census 2021 Tells Us'

10 A New Approach, 2019, 'Transformative: Impacts of culture and creativity'

A rapidly growing place that is home to over 300,000 people, the diversity of faith, culture and language in Wyndham is something to be celebrated. This is reflected in Wyndham having 4 of the top 10 suburbs in Australia with the most number of languages spoken at home.

Wyndham's community

For tens of thousands of years, the Werribee River has been a significant meeting place to build community, exchange resources, and share responsibility for it. The river forms a natural boundary between the lands of the Wadawurrung and Bunurong Peoples. The basalt plains around the Werribee River have been home to Aboriginal people, families and communities for countless generations.¹¹ Today, Wyndham is home to a large and diverse First Nations population. In recent years, Aboriginal and Torres Strait Islander people from all over Australia have moved to Wyndham. 2,511 residents, or just under one per cent of the population, identified as Aboriginal and/or Torres Strait Islander in the 2021 census.¹²

City of Wyndham is well known to be a culturally diverse area, with 48% of residents born overseas and 182 different languages spoken. India is by far the most dominant country of birth for residents, accounting for 17.3% of the population, compared to 4.1% in Greater Melbourne. Between 2016 and 2021 the number of people born overseas increased in City of Wyndham by 56%.

Housing

The dominant tenure type in City of Wyndham is home ownership, with 63% of households owning their home (with or without a mortgage). Of the 30% of households who rent their home, the majority (28.5%) rent in the private market, with less than 1% renting social housing.

Forecast growth

The total residential population is forecast to grow by 72 percent to 501,634 by 2041. From now until 2035, more than 10,000 additional people will call Wyndham home each year.¹³

Economic profile

The City of Wyndham's Gross Regional Product is estimated at \$14.42 billion, which represents 2.89% of Victoria's Gross State Product. There were 100,947 jobs located in the municipality in the year ending June 2022 with Transport, Postal and Warehousing being the largest employer.

The Median weekly household income was \$2,023.¹⁴ 24% of households earned a high income (\$3,000 per week or more) which is similar to Greater Melbourne averages (25%). At the other end of the spectrum, 14% of households are low income (earning less than \$800 per week), which is lower than the Greater Melbourne average of 19%.

11 Wyndham City Council, 2023, 'Reconciliation Action Plan 2023 - 2025'

12 Australian Bureau of Statistics, 2021, Census

13 id, City of Wyndham community profile

14 Australian Bureau of Statistics, 2021, Census

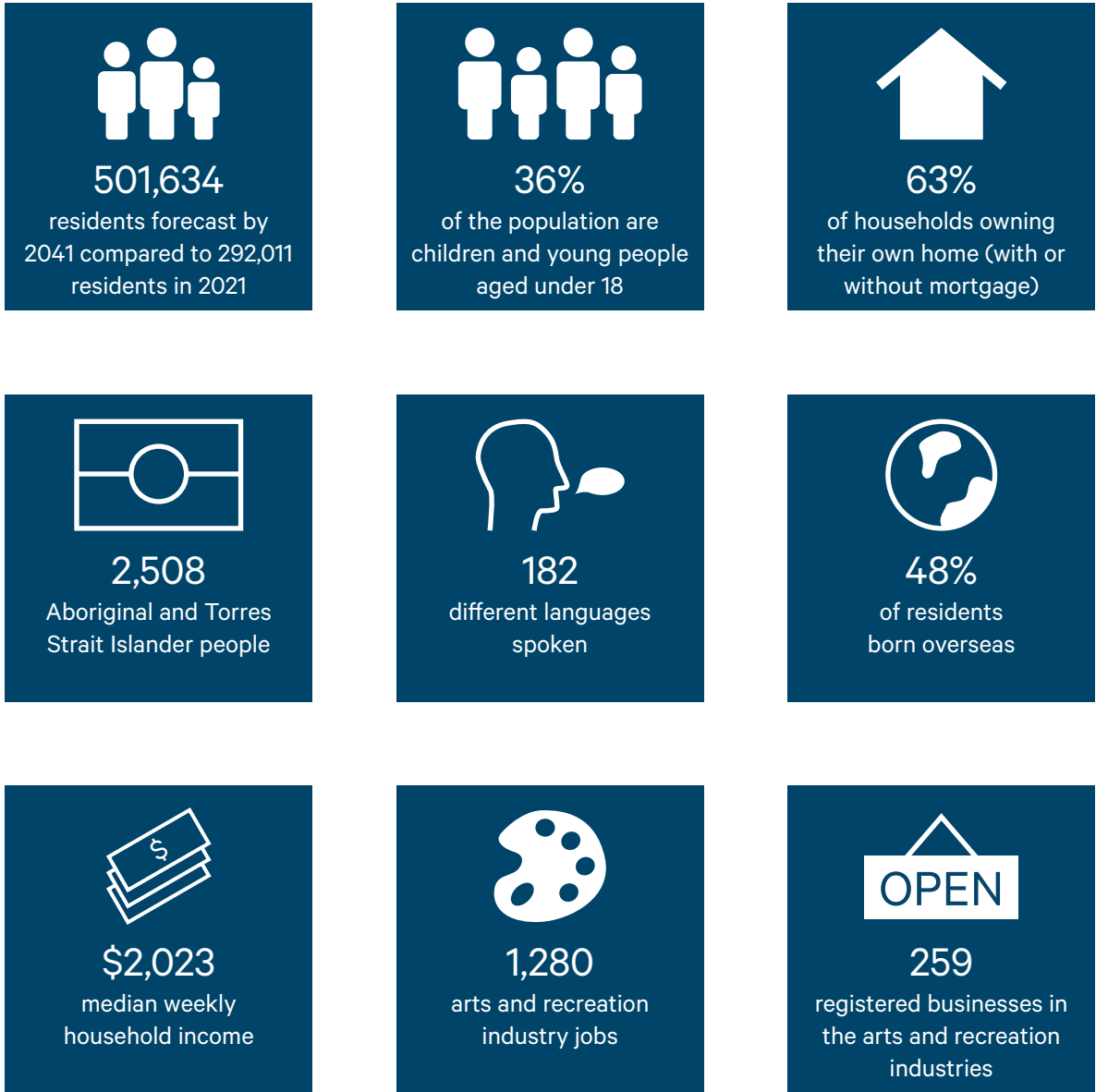


Figure 1. Snapshot of key forecasts and demographics in Wyndham.

It is important to recognise and celebrate the creative activity that is already happening in Wyndham.

The role of Council

Wyndham City Council supports a rapidly developing and emerging creative community and provides points of access, participation and connection to creativity for the broader community. Council does this through:

- A diverse portfolio of events and festivals.
- A visual arts program at Wyndham Art Gallery and a performing arts program at Wyndham Cultural Centre.
- Championing and promoting local arts, culture and heritage.
- Collaborating and partnering with the community and other agencies to support arts and cultural activity.
- Commissioning of contemporary public art.
- Making council spaces available to support local artists, designers, makers and creative businesses, and to increase community access to arts and cultural opportunities.
- Public programs including workshops, events and community-based projects.
- Programs to build and support a growing creative community and creative industries.
- Financial support for creative activities through community grants programs and micro-grants for creative industries programs.

Creative infrastructure

Wyndham City Council's creative infrastructure supports a range of creative practice and presentation in purpose-built facilities and multi-use spaces across the municipality. Key facilities are identified in the table and map on the following pages. Financial support for creative activities through community grants programs and micro-grants creative industries programs.

FUTURE OPPORTUNITIES

The upgrade of the Wyndham Cultural Centre and the longer term opportunity for a major cultural precinct as part of the East Werribee Employment Precinct require further resolution to ensure that Wyndham is home to major cultural facilities that will support future communities and attract wider visitation.

Programming, events and festivals

Wyndham City Council currently offers a variety of arts and cultural programs across the municipality. The programs are largely run through the network of community centres, providing classes and activities in visual art and craft, dance, music and making.

The diversity of Wyndham's community is reflected in the arts and cultural programming with examples including Indian Folk and Bollywood dancing, Afro dance, and Afro, Middle-eastern and Samba Rhythms drum circles. Much of the programming is focused on younger age groups, including after school programs, as well activities for older people.

Various events and festivals are also held across the year in public places. These include LiT at Wyndham Park, Tarneit Night Markets, Children's Week Picnic and Park Lounge as part of Midsumma Festival.

Wyndham Cultural Centre has a significant events program throughout the year which includes theatre performances, stand up comedy, concerts and tribute bands.

Wyndham City Arts & Culture Team which includes Wyndham Art Gallery offers a diverse exhibition program showcasing work from emerging and professional artists. Along with the annual Wyndham Art Prize and acquisition of works, further support includes programs such as:

- Level Up which provides local emerging artists with an opportunity to showcase their work in contemporary community gallery spaces across Wyndham and support their transition into professional practice.
- Wunder Gym which provides creative development opportunities for local artists and is designed to encourage and support their practice, as well as developing access to broader support networks and audiences.

Creative industries in Wyndham

The creative industries represent an evolving mix of sectors spanning arts, culture, screen, music, design and architecture, games development, fashion, publishing and more.¹⁵

The analysis of creative spaces includes private and public spaces that are used for the production and presentation of creative content. Creative spaces can include private studios, creative education, businesses that work in the creative sector, and some community facilities.

142 creative spaces have been identified in Wyndham¹⁶, with the most dominant creative industries being photography, fashion, music, design and dance. The least dominant spaces are for art, culture and theatre. The majority of creative spaces in Wyndham are located in the centre of Werribee, and the industrial areas in Laverton and Werribee.

In terms of creative employment, Wyndham has lower rates than Greater Melbourne, accounting for approximately 1% of total employment and 1% of businesses in the municipality. There are 259 registered businesses in the Arts and Recreation industry in the City of Wyndham, this has increased from 149 businesses in 2019.¹⁷



Image 3. Live music performed at events in Wyndham Park.
Photo: Wyndham City Council.

¹⁵ Creative Victoria, 2025, 'Creative State 2025'

¹⁶ Hodyl & Co, 2020

¹⁷ id, City of Wyndham economic profile

NO	FACILITY	STATUS	CREATIVE INFRASTRUCTURE
1	Black Forest Road North Community Centre	Planned	Theatre
2	Indigo Artist Studio and Gallery	Existing	Art Studio, Gallery
3	Wunggurril Dhurrung Centre	Existing	Arts and Cultural Precinct
4	Facility formerly known as Melbourne Water Discovery Centre	Opportunity	Art Studio, Gallery
5	Wyndham Cultural Centre	Existing	Performing Arts Centre, Wyndham Art Gallery, Library, The Annex
6	Palais Theatre, Station Place	Opportunity	Theatrette, Exhibition Space, Public Space
7	Wyndham Park Community Shed	Existing	Woodwork, Metalwork, Ceramics, Tech Lab
8	Encore Events Centre	Existing	Auditorium with Stage, Function Rooms and Meeting Rooms
9	Tarneit Performing Arts Centre	Planned	Performing Arts Centre, Multipurpose Community Spaces
10	East Werribee Employment Precinct	Opportunity	Arts and Cultural Precinct
11	Featherbrook Community Centre	Existing	Community Rooms with sprung floors
12	Lawrie Emmins Reserve	Planned	Art Studio
13	Saltwater Community Centre	Existing	Art Studio, Ceramics, Community Rooms with sprung floors, Amphitheatre
14	Diggers Road Soldiers Memorial Hall	Existing	Hall with stage
15	Little River Mechanics Institute Hall	Existing	Hall with stage

Table 1. Council's creative infrastructure (existing, planned and opportunities) in Wyndham.

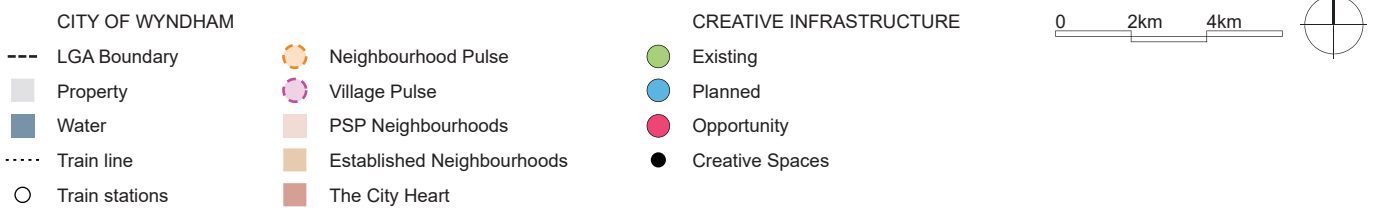
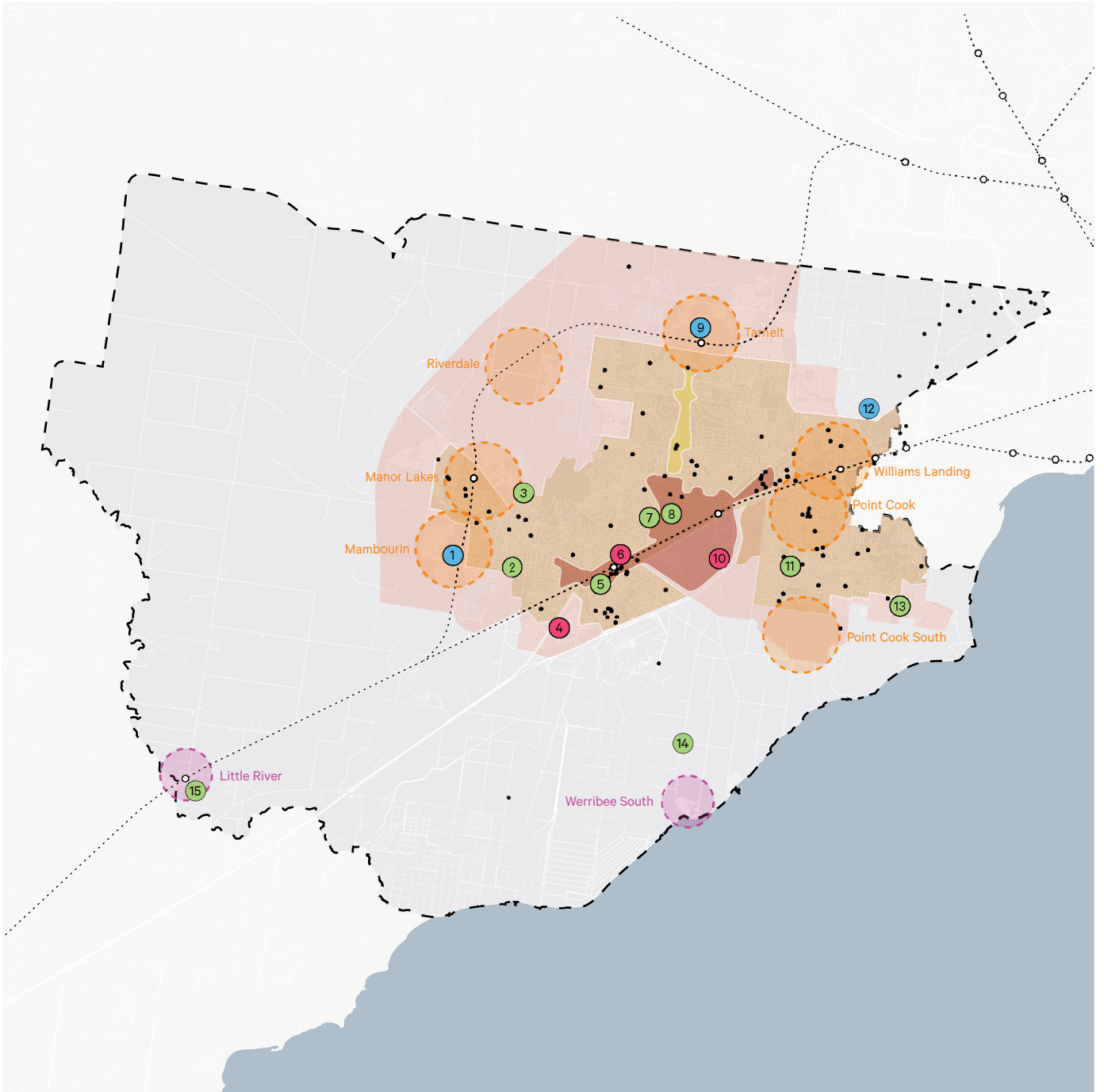


Figure 2. Map of Council's creative infrastructure in Wyndham.

Both levels of government provide funding and have strong policy support for arts, culture and the creative industries.

Funding

The Australian and Victorian Government provide a range of funding opportunities for the creative sector. This includes grants for creatives to research, develop, present and tour projects. Funding is available for different art forms and there are dedicated funding streams, such as the First Peoples creatives stream or Deaf and Disabled creatives stream. The Victorian Government's Creative Learning Partnership grant enables schools to embark on a creative project in partnership with a creative professional, collective or organisation.¹⁸ Both levels of government invest in arts infrastructure and cultural institutions.

Policy

Revive, A Place for Every Story, A Story for Every Place

The Australian Government's National Cultural Policy, sets out a five-year plan to revive the arts in Australia. The intention of this policy is to change the trajectory of the creative sector, to deliver new momentum, so that Australia's artists and arts workers, organisations and audiences thrive and grow, and our arts, culture and heritage are re-positioned as central to Australia's future.¹⁹

Revive is structured around five interconnected pillars, with several actions under each pillar, that set out the Government's strategic objectives.

Pillar 1: First Nations First. Recognising and respecting the crucial place of First Nations stories at the centre of Australia's arts and culture.

Pillar 2: A Place for Every Story. Reflecting the breadth of our stories and the contribution of all Australians as the creators of culture.

Pillar 3: Centrality of the Artist. Supporting the artist as worker and celebrating artists as creators.

¹⁸ Creative Victoria, Creative Learning Partnerships

¹⁹ Australian Government, 2023, 'Revive'

Pillar 4: Strong Cultural Infrastructure. Providing support across the spectrum of institutions which sustain our arts, culture and heritage.

Pillar 5: Engaging the Audience. Making sure our stories connect with people at home and abroad.

Creative State 2025

The Victorian Government's strategy focuses on addressing longstanding and new challenges facing the creative industries and to grow their contribution to society, economy and culture.²⁰ The strategy's vision is:

"A state where creative people, ideas and enterprises thrive, and where everyone has equitable access to and benefits from a rich creative culture."

Creative State 2025 is backed with new investment of \$288 million that will build the pathway to industry recovery, while enhancing the state's social and cultural vibrancy and economic prosperity for the future. It delivers both immediate and longer-term support through 25 targeted actions that sit under five objectives:

- A. More and better job opportunities and pathways
- B. Innovative creative products and experiences
- C. Industry stability and growth
- D. Equitable access to the creative industries
- E. New audiences and markets

Five principles that are central to supporting the creative industries guide the strategy:

1. First Peoples first
2. For every Victorian
3. Whole of state
4. Health and wellbeing
5. Environmental impact

Creative State 2025 and outer-metropolitan areas

The Victorian Government's strategy includes actions and implementation principles that are focused on regional and outer-metropolitan areas. It includes a commitment to invest in creative opportunities, content and partnerships with regions and outer-metropolitan growth areas to ensure they are not left behind and can play a leadership role in defining the issues and outcomes most important to them.

ACTION 16

Ensure continued access to high-quality creative experiences across Victoria through regional and outer-metropolitan touring.

IMPLEMENTATION PRINCIPLE 3. WHOLE OF STATE

Ensure that people in remote, regional and outer-metropolitan areas have improved and more equitable access to cultural experiences, creative expression and rewarding and sustainable careers.

This principle will be applied by:

- Prioritising locally-led initiatives in regional and outer-metropolitan areas.
- Hosting more Creative Victoria events in regional and outer-metropolitan locations, and ensuring policies and programs are grounded in local intelligence.
- Considering ways to increase funding applications and success rates for regional and outer-metropolitan practitioners and organisations.

²⁰ Creative Victoria, 2025, 'Creative State 2025'

Arts, culture and creative industries face a range of challenges. Some of these issues are experienced widely across the sector, while others are more specific to the context in Wyndham.

Arts funding is not keeping up with population growth

Australia's federal, state and territory and local governments all invest in arts and culture to provide opportunities for people to access, experience and keep creating Australia's heritage and culture. While expenditure reached a new high of \$7.26 billion in the 2019–20 financial year, cultural spending has not kept up with population growth. Between 2007–08 and 2019–20 there was a 6.9% decrease in per capita expenditure on arts and culture.²¹

Financial pressures are now the top barrier for Victorian audiences

Results from the latest Audience Outlook Monitor show that Victorian audiences are among the most active arts and culture consumers of any state, and their frequency of attendance is increasing. However, 6 in 10 (60%) Victorian audience members expect their attendance levels will stay the same in the next 12 months. Financial reasons are the top barrier to attendance facing Victorian audiences (reported by 41% of respondents) with cost of living pressures expected to continue in 2024.²²

The ongoing impact of COVID-19 varies across the creative industries

While impacts vary by sector, the road to industry recovery remains challenging and impacts will be felt for years to come. Within this context, the latest Audience Outlook Monitor provides some positive news. As we learn to live with COVID-19 in the community, fears surrounding contracting and transmitting the virus continue to decline, resulting in increased audience attendance at arts and cultural activities.²³

21 A New Approach, 2022, 'The Big Picture 2: Public Expenditure on Artistic, Cultural and Creative activity in Australia in 2007-08 to 2019-20'

22 Creative Victoria, August 2023, 'Audience Outlook Monitor, Victorian Report'

23 ibid

Skill shortages in the creative industries

There is a common perception that workers in the creative industries are in oversupply – this is now a misconception. An increase in demand for key skills across the creative sector has resulted in greater competition for an already limited pool of skilled workers. In addition, over the course of the pandemic, the industry also lost thousands of creative workers to other sectors, resulting in a severe skill and labour shortage.²⁴

Establishing a sustainable creative business or practice is difficult

Creative enterprises and workers have long struggled to establish sustainable business models or practices. Volatile revenue sources, high investment risks and inadequate capacity and capabilities prevent many from operating sustainably, growing financially, up-skilling or investing in business development and planning.

In addition, the sector is populated by workers who are under-employed or in insecure work, with many being sole traders, working from project to project and supplementing their income via casualised industries such as hospitality.²⁵

A growing divide between creative incomes

While some creative industries provide incomes that are higher than the rest of the Australian workforce, many creatives such as those in visual and performing art earn much lower incomes. Accessing affordable, secure and appropriate spaces for making, presenting and sharing creative work will continue to be a challenge for many in the creative sector.

Barriers for First Nations and culturally and linguistically diverse (CALD) people

First Nations and culturally and linguistically diverse (CALD) people are highly engaged in the arts and more likely to recognise the positive impacts of arts and creativity. However, these communities are also more

²⁴ Creative Australia, 2023, 'Jobs and Skills Australia Work Plan Development Process, Australia Council submission'

²⁵ Creative Victoria, 2025, 'Creative State 2025'

likely to report feeling disconnected from cultural and creative experiences that are not really for them.²⁶ There is also low representation of First Nations or CALD people in leadership roles, within the creative and cultural workforce and among artists.²⁷

Creative spaces that are fit for purpose

While Council provides some purpose built facilities for arts and cultural activities, many activities are undertaken in multi-purpose rooms or halls that are generally not designed to meet some of the specific requirements of these activities. Limitations on how long spaces can be booked for or the need to continually set up and pack up equipment may limit the range of arts and cultural activities that can occur in these spaces.

Delivering timely infrastructure in outer growth areas such as Wyndham is challenging

Growth areas in metropolitan Melbourne such as Wyndham face challenges in the planning and high cost of delivering new infrastructure in greenfield suburbs. This is compounded by needing to maintain existing infrastructure in established areas, which is also under pressure from new residents arriving each year.

On average, the Victorian Government spends about \$50,000, and local governments \$38,000, on infrastructure to support each new home in Melbourne's growth areas. Developer contributions average around \$23,000 for each home, which leaves a large gap in funding. This gap can be a barrier to the timely provision of new infrastructure, with some types of infrastructure delivered long after they are required.²⁸

²⁶ Creative Australia, 2023, 'Creative Value, Results of the National Arts Participation Survey'

²⁷ Creative Australia, 2020, 'Towards Equity: A research overview of diversity in Australia's arts and cultural sector'

²⁸ Infrastructure Victoria, 2021, 'Social infrastructure in Melbourne's growth areas'

While there are complex challenges, substantial opportunities exist to nurture and grow a vibrant creative landscape in Wyndham.

We can build upon Wyndham's existing creative landscape

There is already significant arts and cultural activity in Wyndham. This is driven by various organisations, businesses and individuals including Council, creative industry workers, businesses, education providers, community groups, and individual artists, designers and makers. As audience and consumer, the wider community plays a key role in supporting Wyndham's creative output.

Celebrating First Nations culture

Wyndham is home to dynamic and diverse Aboriginal and Torres Strait Islander communities. Providing opportunities for Traditional Owners and other Aboriginal and Torres Strait artists to develop and present their creative practice contributes to truth-telling, reconciliation, strengthening community, and the celebration of First Nations culture.

Wyndham's diverse community is a significant asset

City of Wyndham is home to a culturally diverse community. Almost half of Wyndham's residents were born overseas and 182 different languages are spoken, while children and young people make up almost 30% of the population.²⁹ Wyndham's community is a significant asset in shaping creative places and programs that are inclusive and dynamic, reflecting and celebrating Wyndham's diversity.

There is greater recognition of the benefits and value of the arts, culture and creative industries

Thanks to wider forms of research, there is an expanding evidence-base on the value and benefits of the arts, culture and creative industries. Significant positive impacts have been demonstrated across areas such as health and wellbeing, understanding of other people and cultures, shaping and expressing identity, contributing to a sense of place, and building the creative skills necessary for the future workforce.

29 Australian Bureau of Statistics, 2021, Census

There is policy support across all levels of Government

Recent Federal and State Government policies have sent clear signals on the importance and value of the arts, culture and creative industries. Common elements across both levels of government include placing First Nations stories at the centre of our arts and culture, as well as ensuring we reflect our unique cultures and diverse communities. The policies also identify the need to grow the creative industries and support workers in this sector. Providing communities with equitable access to arts and cultural activities, and developing new audiences and markets is also key. The importance of strengthening our cultural institutions is also highlighted.

Creative jobs are future jobs

Cultural and creative employment and skills are key drivers of twenty-first century economic growth. These jobs are described as “future proof”, with only 10% at high risk of automation versus 14% in the general workforce. Pre-pandemic, jobs in creative occupations and industries were growing at nearly twice the rate of the Australian workforce.³⁰

Creative skills are increasingly serving many industries – from education to the legal sector to health and welfare.³¹ Supporting the creative industries through investment in education, job training and business support will help leverage future economic opportunities.

We all have a role to play

While Council has a key role to play, the benefits and value of a more creative Wyndham will be amplified by everyone's participation. Strong networks and partnerships are required to attract further investment in arts and culture, develop new investment models, strengthen the creative industries, support creative practitioners and connect creatives to audiences.

³⁰ A New Approach, 2022, 'Becoming a cultural powerhouse'

³¹ Creative Australia, 2023, 'Jobs and Skills Australia Work Plan Development Process, Australia Council submission'

'I have run several art classes from the Saltwater Coast Community Centre. This purpose-built studio space meant that I could run classes in an atmosphere that was already conducive to creativity. Moreover, pressures like cleaning up the space to get it ready for a completely different activity was not there. Several curated exhibitions under the Art Spaces program were held. These gave the participants a sense of direction with respect to where their art/creativity could potentially go.'

— Dita, local artist



Image 4. Saltwater Art Studio is an artist-led space at Saltwater Community Centre that provides opportunities for local artists to run community classes. Photo: Nilesch Nadkarni.

Project timeline

The diagram below provides an overview of the project timeline including further opportunities to share your feedback. It is anticipated that the final Creative Wyndham strategy will be launched towards the end of 2024.

Community engagement

We will analyse the feedback provided in the online survey and engagement events to inform the development of the draft strategy. A summary of the engagement findings will be included in this document. Once completed, the draft strategy will be released for public exhibition to allow further feedback from the community. Your feedback will then be analysed and considered in preparing the final Creative Wyndham strategy.

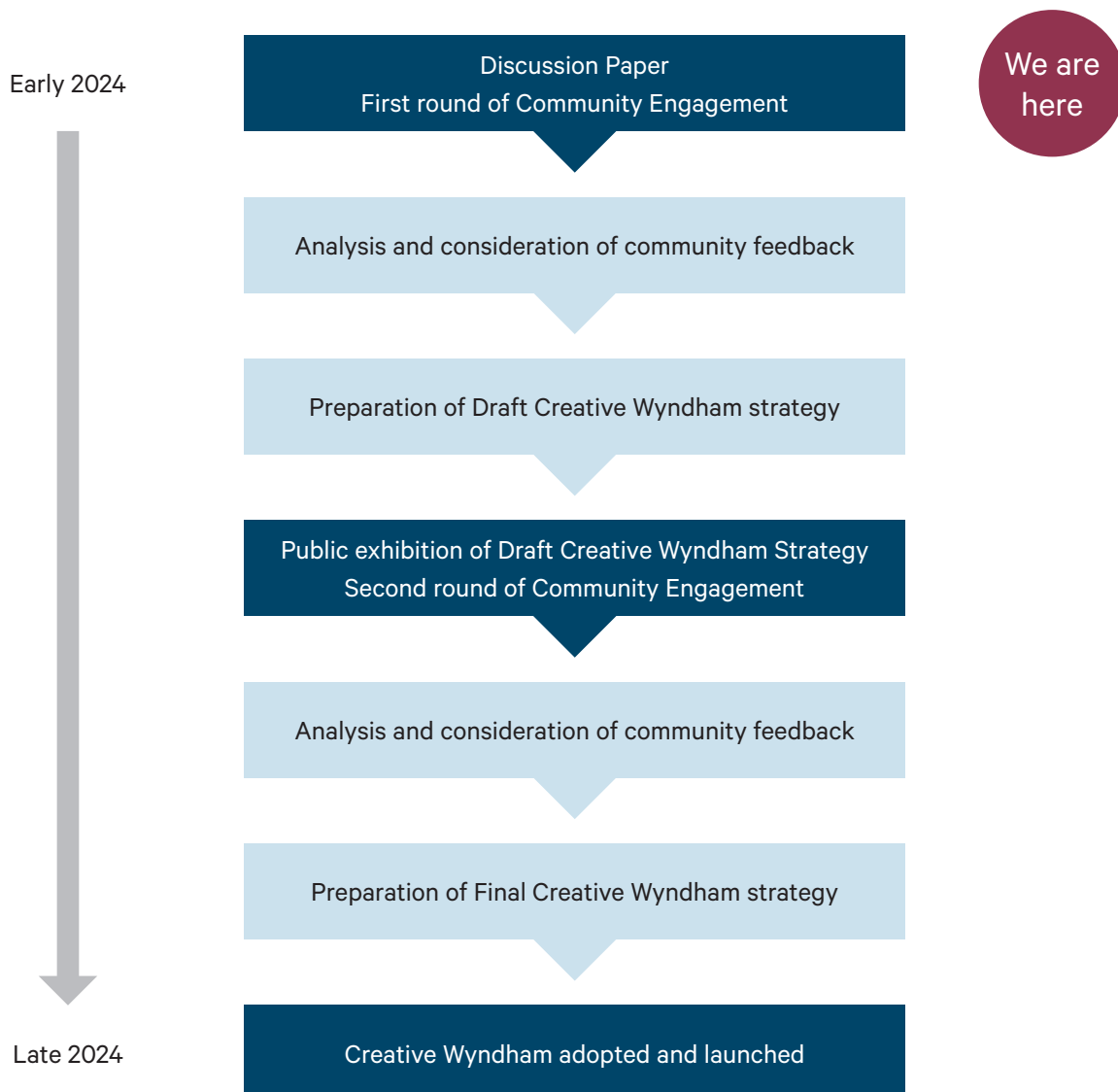


Figure 4. Overview of the Creative Wyndham strategy project timeline.



Image 5. Exhibition at The Annex, a temporary arts space for emerging local creatives that opened in 2023. Photo: Samra Clifford.

