



Arts and Culture Strategy 2022 - 2026

Year 1 Action Plan



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Priorities and initiatives:

- 1. Our Aboriginal and Torres Strait Islander arts and cultures are at the heart of Yarra**
 - a. We will increase our Aboriginal and Torres Strait Islander cultural competence
 - b. We will raise the prominence of Aboriginal and Torres Strait Islander arts in Yarra
- 2. Artists are essential to a thriving Yarra**
 - a. We will safeguard our artists' future
- 3. Our arts and culture shape Yarra's places and spaces**
- 4. We celebrate and support our creative and diverse community**
 - a. We will ensure that all of Yarra benefits from our arts and culture
- 5. Our arts contribute to an ecologically sustainable future**
 - a. Our arts and culture will present us with alternative futures
 - b. Our arts and culture will advance Yarra's sustainability goals

Cover image: Otis Hope Carey, Giirrwaa, 2021. Street mural commissioned as part of the Rose Street shared zone works. Streetbond and Dulux Roadmaster line-marking paint on bitumen. 209m x 6.2m.

Initiative	Action	What will this look like?	Year 1 - 2022
<p>We will increase our Aboriginal and Torres Strait Islander cultural competence</p>	<p>1. Develop resources and create opportunities for artists/organisations to increase their cultural competence.</p>	<ul style="list-style-type: none"> • Creative producers will have access to resources, such as protocols for working with Yarra’s Aboriginal artists and practices. • Creative producers will have new opportunities to develop competence, such as tours of significant Yarra sites, storytelling and introductory events. 	<p>1. Provide Aboriginal cultural heritage walks in Fitzroy for Annual Grant recipients. (New)</p>
<p>We will raise the prominence of Aboriginal and Torres Strait Islander arts in Yarra.</p>	<p>2. Implement a plan for Aboriginal and Torres Strait Islander representatives to contribute to Yarra’s strategic decisions and investment.</p>	<ul style="list-style-type: none"> • Aboriginal and Torres Strait Islander arts and culture expertise will be employed into the Council’s Arts and Culture team, represented on the Yarra Arts Advisory Committee, and/or contracted to provide advice on art procurement. 	<p>2. Up to two Aboriginal and Torres Strait Islander members to be recruited to the Yarra Arts Advisory Committee. (New)</p>
	<p>3. Create opportunities to increase the prominence of Aboriginal arts in all artforms.</p>	<ul style="list-style-type: none"> • Yarra will be home to a significant new Aboriginal arts and culture initiative, such as a dedicated festival or significant public art commission. 	<p>3. Present a program that celebrates Aboriginal and Torres Strait Islander arts, culture and community</p> <ol style="list-style-type: none"> a) Smith Street Dreaming (Ongoing) b) Reconciliation Week (Ongoing) c) Sorry Day (Ongoing) d) Aboriginal and Torres Strait Islander arts festival (New) <p>4. Ongoing projection site in Peel Street Park by Aboriginal and Torres Strait Islander Artists. (Ongoing)</p> <p>5. Commission new Edinburgh Gardens Plinth artwork by Aboriginal and Torres Strait Islander Artist. (New)</p> <p>6. Complete integrated artwork by Reko Rennie for Otter Street Collingwood (New)</p> <p>7. Expand the documentation and celebration of the history of Yarra, that includes</p>

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			<p>Aboriginal and Torres Strait Islander peoples:</p> <p>a) Second stage of review of policies for public art, monuments, plaques, place names as part of Black Lives Matter actions. (New)</p> <p>b) Investigate the creation of a tribute to Archie Roach and Ruby Hunter. (New)</p>
We will safeguard our artists' future.	<p>4. Create opportunities for coordination and collaboration with the Victorian and Australian governments to advance our arts and culture priorities.</p>	<ul style="list-style-type: none"> • Council will partner with State Government on initiatives that advance the interests of Yarra's creative producers, such as on Creative Neighbourhoods Partnership and Pilots program with Creative Victoria to improve rental affordability for creative producers. • Council will advocate to the State Government to: <ul style="list-style-type: none"> - adopt State-wide definitions of 'affordable workspace' and 'Creative Neighbourhoods'. - Formally recognise Collingwood and Cremorne as State significant 'Creative Neighbourhoods'. - provide further planning guidance and best practice models for the delivery of affordable workspaces for arts and creative industries. - identify and repurpose vacant or underutilised publicly owned buildings for affordable workspace hubs. 	<p>8. Year 1 Creative Neighbourhoods Partnerships Pilot program activating 12-16 Peel Street for creative purposes. (New)</p> <p>9. State Government funded Outdoor Activation Program – create opportunities for supporting creative sector. (New)</p> <p>10. Partner with Music Victoria, inner city councils to undertake a Live Music Census. (New)</p>
	<p>5. Assist artists to develop new skills, build connections and increase innovations through a community of practice that gives them</p>	<ul style="list-style-type: none"> • Council will regularly host events that bring Yarra's artists, communities and generations together, provide skills- and resource-sharing opportunities, and build 	<p>11. Council will host a series of events that bring Yarra's artists, communities and generations together, provide skills- and resource-sharing opportunities, and build</p>

Initiative	Action	What will this look like?	Year 1 - 2022
	access to Council networks and resources.	connections between artists and representatives from other sectors.	connections between artists and representatives from other sectors. (New) 12. Deliver City of Yarra exhibition program through town hall and library spaces. (Ongoing)
	6. Work with areas across Council to embed arts and culture priorities and objectives into their strategies and operations.	<ul style="list-style-type: none"> Council areas such as Financial Services and Planning and Development will take action to help achieve arts and culture priorities. 	13. Work with Statutory planning in supporting the delivery of public art opportunities through planning permit process. (Ongoing)
	7. Continue to provide a range of creative spaces for artistic practice that responds to the needs of the arts community, to ensure that Yarra remains an accessible home for artists.	<ul style="list-style-type: none"> Refurbish under-utilised Council-owned spaces for artist residences and creative use. Continue to negotiate with planning permit applicants for space in major developments to be leased to Council at a below-market rate for its Room to Create or other similar program. Investigate drafting a 'Yarra Planning Policy Guidance Note' which sets out Council's expectations for major development to include a % of affordable creative workspace at a minimum of 20% below market rate. 	14. Support a range of existing tenancies in Council owned buildings. (Ongoing) 15. Support Artist in Residence program through offering short term opportunities of 6mth to 1year free creative space in Council owned buildings. (Ongoing) 16. Continue 3 year partnership with the LMCF to provide subsidised artist studios at the Collingwood Yards. (Ongoing) 17. Trial a discounted use scheme for community facilities to creative practitioners. (New)
We will ensure that all of Yarra benefits from our arts and culture.	8. Determine investment in Yarra's arts and culture in response to development, population and density trends, providing opportunities for residents in all neighbourhoods to participate.	<ul style="list-style-type: none"> Allocate resources for the development of arts and culture initiatives for emerging communities, such as Yarra's African community. 	18. Deliver the Leaps & Bounds Music Festival, activating live music venues and produce a range of associated events to support the sector and provide a range of diverse opportunities for people to engage with live music. (Ongoing) 19. Deliver arts grant scheme across multiple funding opportunities – annual, multi-year, responsive. (Ongoing) 20. Facilitate greater access to the program through more targeted communication and

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			<p>support eg: arts grant writing/presentation workshops for CALD communities. (New)</p> <p>21. Facilitate the donation of new artworks to the City of Yarra Collection and support Cultural Gifts Program submissions where requested. (Ongoing)</p> <p>22. Accessible Live Music Venues project which will upskill independent live music venues (up to 500 capacity) in the City of Yarra to improve their access and inclusion practices. (New)</p>
	<p>9. Ensure the integration of Arts and Culture into Yarra's built form and public realm design.</p>	<ul style="list-style-type: none"> • Include Arts and Culture in Structure Plans and Local Area Plans or similar. • Embed, early in the process, public art into Council public realm and infrastructure projects through collaboration. • Facilitate new opportunities, through negotiations with landowners, for public art to be commissioned in the private realm. 	<p>23. Embed, early in the process, public art into Council public realm and infrastructure projects through collaboration.</p> <ul style="list-style-type: none"> a) Edinburgh Gardens Sports (New) b) Alphington Bowls Club (New) c) Chas Farquhar Centre (New) <p>24. Facilitate new opportunities, through negotiations with landowners, for public art to be commissioned in the private realm. (Ongoing)</p>
	<p>10. Review and adapt Yarra's arts and cultural grants schemes to make them equitable and improve the resilience of arts practice.</p>	<ul style="list-style-type: none"> • Yarra's arts grants scheme will: • Encourage collaboration between applicants with shared goals. • Be strengthened by processes that are accessible to all artists, regardless of age, culture and experience. • Provide funding that supports projects to succeed. • Provide assistance to artists to develop pandemic-resistant practices. 	<p>25. Review Yarra's arts grants scheme to identify ways to increase accessibility to the program and encourage collaboration between applicants with shared goals. (New)</p>

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<p>Our arts and culture will present us with alternative futures.</p>	<p>11. Cultivate arts practices that present us with ecologically sustainable futures.</p>	<ul style="list-style-type: none"> • An artist-in-residence scheme will be established, in which artists work in Council teams with frontline responsibility for issues of sustainability (such as Services Contracts and Waste Management). 	<p>26. Artist-in residence role (temporary part-time) to contribute to opportunities to accelerate climate action. (New)</p> <p>27. Provide targeted information online (eg FAQ) to support creative organisations and individuals develop sustainable practices and contribute to the circular economy. (New)</p>
<p>Our arts and culture will advance Yarra's sustainability goals.</p>	<p>12. Yarra's ecological sustainability goals will be built into its arts and culture schemes.</p>	<ul style="list-style-type: none"> • Sustainability objectives will be built into arts and culture funding criteria. • A sharing or hiring opportunity will be developed for artists that pools resources and avoids duplication, reducing cost and waste. • Arts organisations will be supported to audit and develop their own sustainability plans, drawing on Council's environmental expertise and networks. 	<p>28. Review arts grants scheme to identify opportunities to incorporate sustainability objectives. (New)</p>