



**2021–2026**



# Kurna Acknowledgement

**We would like to acknowledge the City of Unley is part of the traditional lands for the Kurna people and we respect their spiritual relationship with their country. We acknowledge the Kurna people as the traditional custodians of the Adelaide region and that their cultural and heritage beliefs are still as important to the living Kurna people today.**



# Contents

- 2 Kaurua Acknowledgement**
- 4 Mayor's Foreword**
- 5 Introduction**
- 6 Strategic Context**
- 8 Community Profile**
- 13 Community Engagement**
- 14 Measures**
- 16 Resourcing**
- 17 Council's Role**
- 18 Guiding Principles**
- 19 Cultural Themes**
- 20 5 Year Cultural Plan**
- 32 Thank You**



# Mayor's Foreword

I am honoured to be Mayor of the City of Unley, highly regarded for its vibrancy and character. A city without arts and culture is a city missing an important part of life.

Culture includes all aspects of the arts, from supporting dedicated fine art programs, public art, festivals, music and dance. I am delighted with our public art and sculptures, not because I personally like them all, but because they enrich us and give us a sense of place.

We launched our 150th celebrations with our highly renowned Unley Symphony Orchestra. Our nationally awarded Unley Concert Band enriches Anzac Days, Christmas Carols and Australia Day celebrations. The music they share lifts the human spirit, bringing us together.

Council has a proud history of facilitating, supporting and celebrating a diverse range of activities and projects - from public art programs to community and cultural festivals, recognition of Aboriginal and Torres Strait Islander traditions, and sporting and recreational events.

This has enabled us to share stories and offer creative activities in our community centres, libraries and public spaces, while supporting the good work of recreational, cultural and faith-based groups and organisations.

For some residents, culture has entailed collating stories about their environment or local heritage, seeing neighbourhoods beautifying streets with colourful artwork which represents and celebrates cultural diversity.

Cultural development, in its many forms, encourages unheard voices to be heard in our community. People of different backgrounds are brought together to create new connections and experiences. It truly is vital to the essence, life and vibrancy of our city.

Our Cultural Plan will guide Council's work in cultural development into the future.

I strongly encourage you to read and share your thoughts on this Draft Cultural Plan.

Mayor Michael Hewitson AM

# Introduction



**Our culture is drawn from personal, interactive and universal experiences, both inherited and learned. The external expression of this is based on our individual and collective beliefs, responses, decisions and actions. This is realised in our everyday life and our aspirations for our collective future.**

The City of Unley is proud to present its Cultural Plan 2021–2026.

Council has always recognised the significant role that arts and culture plays in fulfilling the lives and identities of its community and its contribution to a vibrant and economically viable City. Council wishes to continue this commitment, have a positive impact on local culture, and present our City as an inclusive and welcoming place to live, work, play, study and linger longer.

The Cultural Plan 2021–2026 outlines Council's commitment to cultural development in our City. It provides an aspirational and logistical statement of intent to work with our community to build an environment where we can all feel that we can belong, contribute, connect and be valued as part of a positive society. The Cultural Plan 2021–2026 is critical in shaping a healthy and vital culture and community.

The purpose of this plan is to achieve a shared vision to increase our City's cultural vitality. We want our community to instigate, participate, facilitate, celebrate and enjoy a variety of opportunities and pathways to increase their wellbeing and connection to the wider community. This Cultural Plan establishes a program and delivery of cultural activities across our City underpinned by guiding principles.

This Cultural Plan is the result of the rich history of what has gone before over many years, the recent past, what we are currently doing, and where we plan to go. It is a comprehensive reflection of the contributions by our community – their opinions, ideas and aspirations for our local culture.

*The City of Villages is not just a series of events but an overriding theme that inspires us to enhance a richness in our lives and encompass the positive possibilities.*



# Strategic Context

*How can we all share this patch?*



Local government is in the best position of any layer of government to converse with the community and work closely with them to re-imagine a future. Local government has always played a critical role in representing and reflecting its local community identity. It has a close connection and understanding of its local stakeholders, and, nowhere is this more evident than when we engage in the day-to-day practice of community cultural development.

It is increasingly common for councils to have arts and cultural strategies and/or plans. Cultural planning applies a critical and constructive lens on all aspects of our strategic thinking. It helps councils to identify, review and re-imagine its existing cultural assets and services and how these and other resources can help achieve the goal of cultural vitality. This vitality is as essential to a healthy and sustainable society as social equity, environmental responsibility, and economic viability.

**The City of Unley Cultural Plan 2021–2026 acknowledges other global definitions and considerations of culture and their strategic context particularly:**

- **Local Government Act 1999**
- **The Arts and Culture Plan for South Australia 2019–2024, Government of South Australia**
- **Creative Nation, 1994, Commonwealth of Australia**
- **Universal Declaration on Cultural Diversity 2002, UNESCO**





The Cultural Plan 2021–2026 has been delivered as part of Council's commitment to the Community Plan 2033. The Cultural Plan aligns with multiple key themes, goals and objectives of the Community Plan 2033 and 4 Year Delivery Plan.

The Cultural Plan also takes into account other Council policies, strategies and plans which have informed the development of this Cultural Plan.

#### **Council Strategies and Plans**

- Active Ageing Strategy
- Community Land Management Plan
- Disability Access and Inclusion Plan
- Economic Development Strategy
- Environmental Sustainability Strategy

- Food Security Strategy
- Living Active – Sport and Recreation Plan
- Living Young Plan
- Living Well Plan
- The Living City – Open Space Strategy
- Walking and Cycling Plan

#### **Council Policies**

- Community Engagement & Consultation
- Community Grants & Sponsorships
- Hire of Community Centres & Town Hall Fee Discount
- Public Arts
- Volunteer Management







# Community Profile

**Located on the traditional lands of the Kurna people, and approximately 1.5 kilometres directly south of Adelaide's CBD, the City of Unley is rich in history, character and atmosphere.**

Our City has continued to grow to nearly 38,000 residents,<sup>1</sup> and Unley's population is expected to increase by approximately 7,000 people by 2040. Individuals and families from many different walks of life, countries, faiths and social backgrounds continue to enjoy Unley as their place to live, work, study, visit and play.

While we acknowledge that the profile of our community is constantly changing, information from our 2018 Community Profile contained critical data and feedback to guide our priorities in the Cultural Plan for the next five years. Information in the Community Profile was primarily based on the Australian Bureau of Statistics (ABS) Census data, which was released in 2016.

*We need to break down some of the myths about who is Unley. It's not exclusivity – it's inclusivity.*



1. Census 2016, Australian Bureau of Statistics (ABS)



# Our Place

The City of Unley region covers **14.4sqkm**, which is mostly residential area



**37** parks & open spaces



Our residents rate physical activity as one of the most important aspects of their health and wellbeing, and highly value our extensive network of **cycling and walking paths**<sup>2</sup>

Over **14,500** people travel to Unley to work each day



**710,000** visitations to Council's community facilities per year based on 2018/19 data

**250+** faith-based, artistic, cultural, sporting and recreational community groups and organisations call Unley home

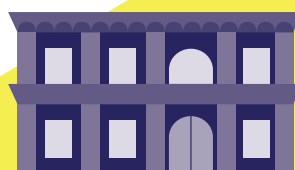
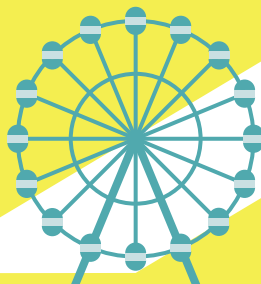


**22** community based organisations lease **9** Council-owned facilities



Infinite cultural experiences throughout Council facilities, Adelaide Showgrounds, theatres, cinema, galleries, halls, etc.

INFINITE CULTURAL EXPERIENCES



# Our People



Total Population:  
**37,721**



**161** residents identify as Aboriginal or Torres Strait Islander



**31.3%** of residents are currently attending an educational institution



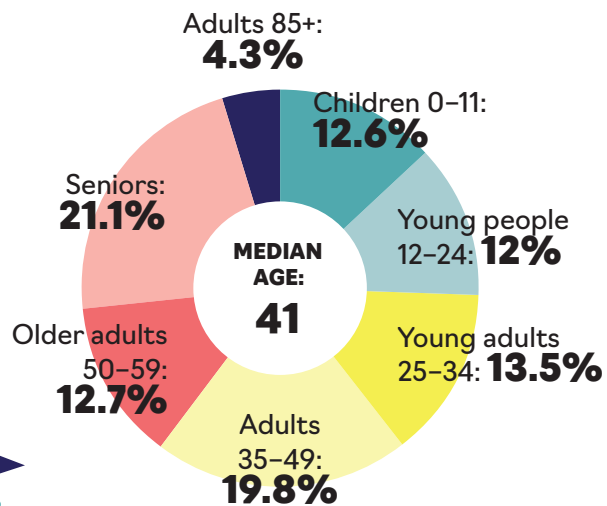
**25.5%** of people aged 15 years and over are actively volunteering



## Social considerations:

- 3.5% of residents report having a profound or severe disability
- 17% of residents earn less than \$650 per week, and 18% of people receive government support as a main source of income
- 10% of residents reported high or very high level of psychological distress

## Demographics:



## Cultural Diversity:

- **21.4%** of residents were born overseas
- **27%** of migrants living in our City arrived in Australia between 2011 and 2016, and a further **13.7%** arrived between 2006 and 2010.
- **19%** of households speak a language other than English

A significant proportion of our migrant population comes from the UK, China, India, Greece and Italy.

# Our Economy



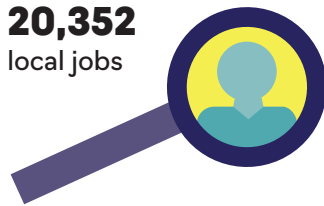
Gross Regional Product is estimated at **\$2.9 billion**



## Five unique Precincts

and other significant business hubs such as George, Duthy and Leah Streets, East Avenue and Greenhill Road

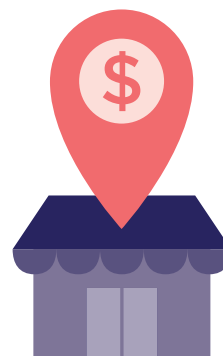
**20,352**  
local jobs



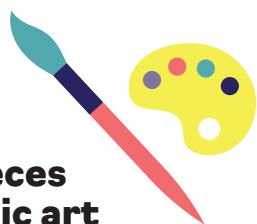
**19%** of people both live and work in our City



**6,022**  
local businesses



# Our Investment in Culture



## 140 pieces of public art

commissioned over the past 20 years, with an estimated total value of \$900,000



More than **40 community events** staged each year



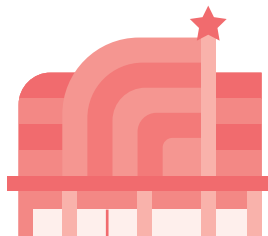
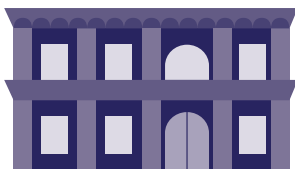
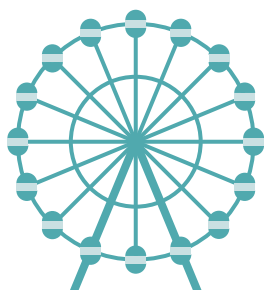
Promotion of over **600 exhibitions** in SALA in Unley over 15 years

Almost **\$1 million** investment annually to local and Council events, community and cultural activities, and Council's grants programs

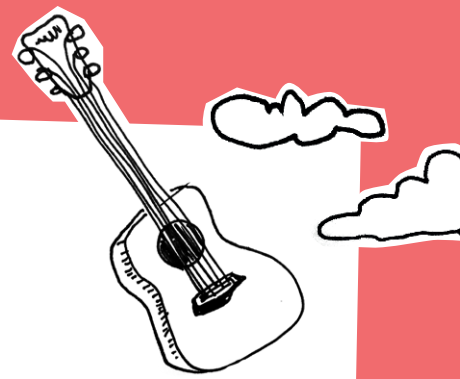


**7,875 programs** run across the community centres and libraries in 2018/19 financial year (Note: based on pre-COVID-19 data)

Over **\$2.6 million** in services provided by libraries, community centres, Swim Centre and Unley Museum



# Community Engagement



Council is committed to an open and inclusive approach to engaging the community on its views on a range of issues. We have a robust and well-implemented Community Engagement and Consultation Policy and toolkit to guide our engagement approach.

Participation in the development of the Cultural Plan sought to encourage individuals, and representatives of groups and organisations, to express their ideas and aspirations to Council. It was a very deliberate step to motivate more active citizenship within our community, which is also reflected in our Cultural Plan. This also gave us an opportunity to consider how Council could develop more successful and sustainable partnerships and links, which would strengthen and support the implementation of the Cultural Plan further.

Over 200 people contributed to the plan's development. Our draft Plan emerged through 3 phases:

1. An internal review of the 2014 Cultural Services audit and key arts and culture activities in recent years.
2. Nine innovative and interactive face-to-face workshops – facilitated in partnership with performances of 'Invisible Cities' by the Bureau of Worthiness – were conducted with community members, representatives of the local and wider arts industry, Elected Members and staff from across the Council's services.

3. Three open community sessions and online and hardcopy surveys.

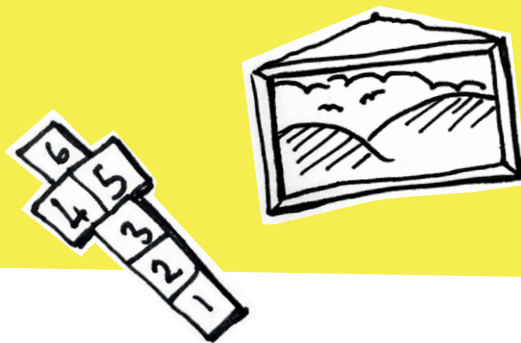
The engagement process revealed five main themes that our community wanted prioritised in this plan:

- **The Culture of Us** – addressing a range of needs amongst our diverse demographics;
- **The Culture of Place** – ensuring spaces have a focus on collective community accessibility and usage;
- **The Culture of Creativity** – increasing opportunities for individuals and communities to express themselves artistically and culturally;
- **The Culture of Knowledge** – sharing resources for more informed and enriched experiences; and
- **The Culture of the Future** – investing in both our young people and critical thinking to build resilient and socially sustainable communities.

Our engagement with the community will continue throughout the life of this plan.

*We must always be engaging locals in relevant issues within the community.*





# Measures

**Ongoing measurement plays a critical function in:**

- **Monitoring progress against the achievement of objectives**
- **Providing indicators of performance**
- **Monitoring community satisfaction**
- **Enabling us to refine our activities, projects, programs and events to inform future planning and apply a co-design approach.**

Council will measure the cultural vitality of our Council's facilities, activities, events, projects and programs by collecting data from our community based on the levels of provision, participation and perception. We will measure and report on the levels of cultural impact of the actions within this plan through the collection of quantitative and qualitative data.<sup>3</sup>

Indicators of success and measurement tools are outlined opposite.

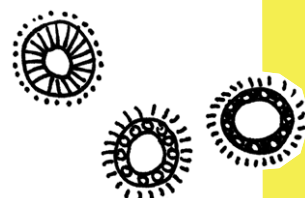
In addition to the measurements of the impact of the Cultural Plan, individual activities, events, programs, projects and Council grant recipients will be evaluated using evaluation forms combined with narrative documentation tools.

*Cultural interpretation must appeal to different users so that a single definition of culture is not broadcast and accepted as valid.*



3. It should be noted, that this evaluation methodology outlined, is based on the Cultural Impact Framework developed by five South Australian councils (City of Unley, the Barossa Council, City of Holdfast Bay, City of Marion, and City of Norwood Payneham & St Peters), together with Arts SA and the Local Government Association of South Australia.

TARGET	BASELINE DATA	MEASUREMENT TOOL
<b>Maintain and improve visitor numbers to Council's community and cultural facilities.</b>	710,000 <sup>4</sup> per annum	Annual Community and Cultural Centres visitation numbers
<b>At least maintain Council and Council-supported community events staged each year.</b>	40 community events <sup>4</sup> per annum	Annual Council events and community events grants
<b>75% rating as good or very good in community perception of the quality of Council's community and cultural facilities by 2025.</b>	69% rated as good or very good <sup>5</sup>	Cultural Indicators Survey (a cultural impact perception survey to be undertaken every two years, with data gathered and compared based on surveys undertaken in 2014 and 2019)
<b>75% rating as good or very good in community perception on the range and quality of Council's cultural services and activities by 2025.</b>	Range: 65% rated as good or very good  Quality: 67% rated as good or very good <sup>5</sup>	
<b>75% rating as good or very good in community perception of the cultural vitality by 2025 based on levels of creativity, connectedness, values, sustainability and engagement.</b>	Creativity: 65% agreed or strongly agreed  Connectedness: 73% agreed or strongly agreed  Values: 66% agreed or strongly agreed  Sustainability: 55% agreed or strongly agreed  Engagement: 63% agreed or strongly agreed <sup>6</sup>	
<b>75% rating as good or very good in community perception of the overall quality of Council's delivery of the Cultural Plan by 2025.</b>	67% rated as good or very good <sup>5</sup>	



4. 2018/19 City of Unley data

5. Data gathered as part of the Cultural Indicators Survey 2014

6. Data gathered as part of the Cultural Plan survey 2019





# Resourcing

**It should be noted that, to achieve all the planning, implementation, and delivery of this plan, some goals will be short-term and easily achieved while others will be more complex to have a longer-term impact.**

Some of these projects may involve establishing pilot programs to identify a project's objectives and merit, and then evaluate, refine and hopefully develop these initiatives into sustainable programs.

Any financial requirements for implementing the Cultural Plan will be sought through the Council's annual budget process, with external funding to also be pursued. Every opportunity will be taken to leverage funding to increase the value of creative initiatives.

There is also acknowledgement that we need collective action to achieve cultural impact. Discussion, collaborations, partnerships and external funding will play a critical role in the success of this Cultural Plan. Many of these alliances have been formed both locally and more widely over many years while some are still in their infancy or unknown.

By making such connections, the sum of the whole will be much greater than us working individually in the same cultural spaces. This is a key principle of community cultural development.

The Cultural Plan also acknowledges that Council supports the cultural activities that others implement in the community. Council recognises that its various grant schemes provide valuable investment and support in maximising the activities, events and projects by faith based, artistic, cultural, sporting and recreational community groups and organisations, often undertaken with passion and care by dedicated volunteers.

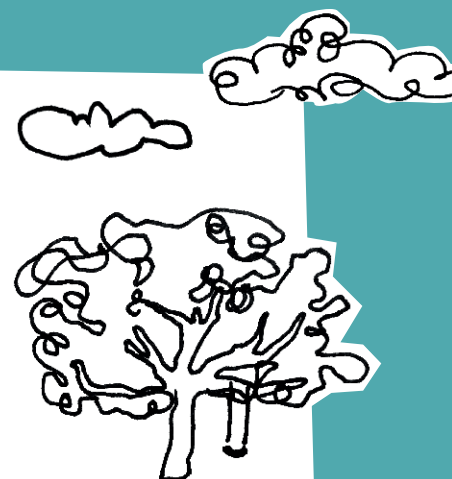
The delivery of some of the actions in this Cultural Plan will simply require the active, independent citizenship of our community. Others may require the financial and in-kind support of the Council to seed the positive actions of our community.

*Talking about culture is positive. I just believe if we all were not judgmental, conservative in beliefs and looked at each other equally, the culture in Unley would become more positive overnight!*



# Council's Role

Our engagement in developing the Cultural Plan clearly revealed that the community wanted the Council to play different roles in guiding and implementing a cultural plan. Council may play a single role or multiple roles at any one time in the specific delivery of the actions, these include:



ROLE	MEANING
<b>No role</b>	The Council is not required or chooses not to have a role in relation to a particular service or activity.
<b>Advocate</b>	Council is a thought-provoker and champion for debate of ethical, environmental, social, economic and cultural issues for the rights of a collective Unley, to agencies both within and beyond its boundaries. Council showcases its rich cultural practice and traditions in building a strong and inclusive community beyond our own boundaries.
<b>Facilitator</b> (Connector)	Council is a broker and facilitator. With its local knowledge, Council can bring together relevant and dynamic stakeholders to plan and develop the joint provision of services and infrastructure, sometimes beyond Council's immediate resources and jurisdiction.
<b>Part funder</b> (Partner)	Council is a partner with community groups, professional organisations, and/or state and national bodies that share a similar goal, allowing for a combining of resources. These partnerships build capacity for a strong, creative and resilient community.
<b>Asset Owner</b> (Enabler)	Council is the manager, host, custodian and provider of facilities, assets, infrastructure, services, programs and future enterprises. By providing spaces, producing events, and determining programs, Council creates opportunities for the growth of creative, artistic and cultural expression to be undertaken and prosper, with expenditure determined by due budget processes.
<b>Service Provider</b> (Leader)	Council is an instigator, driver, trend-maker and future forecaster. By listening to our communities and informed by good research, Council will interpret and recommend progressive and innovative options, directions and actions to best represent a cultural life for Unley. It keeps abreast of cultural changes and responds appropriately in keeping with the role of local government.



# Guiding Principles



Guiding Principles have been established, as a basis for all parties associated with this Cultural Plan and guide our collective behaviour and decision-making. They will frame our approach to all exploratory discussions, developmental stages, implementation, and evaluation related to the Cultural Plan. These should also be:

## Diversity & Inclusion

- Encourage participation, contribution and interaction on an ongoing basis with a focus on connecting people, places, histories, traditions and stories.
- Recognise, value and embrace individuals and communities from all geographical, social, economic and cultural backgrounds.
- Address issues of access for all levels of ability, cultural background, language, etc.

## Respect & Acceptance

- Be open and sensitive to different individual and community interpretations of identity.
- Value our culture, demographics, assets, heritage, traditions and natural environment.
- Protect and respect places of cultural significance to the Aboriginal community.
- Apply a collective behaviour of care, compassion, kindness, empathy and sharing.

## Relevance & Adaptability

- Recognise and support cultural development as a fundamental component in the life and growth of the community.
- Recognise that society is constantly evolving, requiring responses that reflect shifting, and often contested, opinions within our community.
- Consider a broad range of options and opportunities as pathways to address issues for continuous learning and improvement.
- Boost community resilience through the collective ability to adapt, respond to, withstand and recover from adversity and change.

## Enterprise & Creativity

- Develop opportunities for artists and creatives to be heard, contribute, and have a positive impact on our City.
- Utilise the experience within our community, and expertise beyond our City, to inform good decision-making and learning.
- Initiate conversations that entertain, question, provoke and introduce new ideas.
- Encourage creativity, curiosity, risk-taking, prototyping, accepting challenges, and a sense of fun and purpose.

# Cultural Themes & Objectives

## The Culture of Us

- Build understanding and respect for Aboriginal and Torres Strait Islander culture.
- Encourage and support programs which reflect and bring people together from different cultural backgrounds.
- Provide voices for different demographics with an inclusivity lens on specific programs.
- Honour and preserve local heritage and traditions.

## The Culture of Place

- Instil and nurture a sustained culture of neighbourliness.
- Invest in public arts as a medium to invigorate public spaces.

## The Culture of Creativity

- Provide ongoing opportunities for individuals and groups for artistic development and creative expression.
- Host and support events and festivals.
- Support local businesses with a creative focus.

## The Culture of Knowledge

- Activate Council facilities as spaces of skill-sharing, learning and shared experience.
- Promote Council facilities as venues for arts performances, exhibitions and participatory activities.
- Showcase Council-supported arts programs in other community and commercial spaces.

## The Culture of the Future

- Generate opportunities for young people to shape decisions and identify solutions for the future.
- Accommodate access to, and use of, changing technology across Council services for the community.
- Cultivate ongoing community conversations to explore global trends.

**NB: As a general guide, the “Key Actions – Now” of the Cultural Plan will be implemented from 2021–23 and the “Key Actions – Future” will be implemented 2024–2026.**



# The 5 Year Cultural Plan



## The Culture of Us

**Council has strived, over recent years, to make connections with people from different demographics represented in our community.**

We are building relationships with various peak bodies to ensure the objective of cultural harmony extends into meaningful multicultural representations in the community, while at the same time, respecting long-standing beliefs, customs and traditions.

We formally acknowledge the Kaurna people as the traditional custodians of the land and we will continue to come together in music, dance, film, poetry, exhibitions, presentations, weaving, ceremonies, workshops and murals to share our commitment to walk down the path of reconciliation.

Council will ensure cultural groups within the community are engaged and represented positively in our programming. We will build upon the events, activities, debates, and interactive performances we currently support. These activities continue to be a platform for critical conversations on inclusion and acceptance.

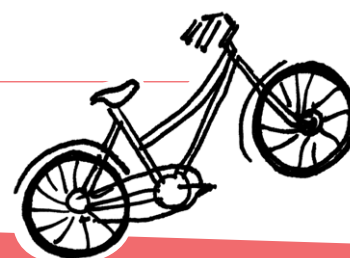
Various social issues were highlighted during the Cultural Plan's engagement process. Council will work in partnership with the appropriate agencies to facilitate further conversations, explore solutions, and determine our role in practice.

The history of our City, the heritage of its physical environment, and its people are much-valued qualities that enhance our community and respecting this is a vital feature of our cultural fabric.

*We must find ways to share voices of the least powerful.*



OBJECTIVE	KEY ACTIONS: NOW	KEY ACTIONS: FUTURE
<b>Build understanding and respect for Aboriginal and Torres Strait Islander culture.</b>	<p>Engage with Aboriginal and Torres Strait Islander representatives to establish key actions moving forward.</p> <p>Strengthen our connections with Aboriginal and Torres Strait Islander representatives to develop our program of activities, events, exhibitions, public art and cross-cultural projects to raise awareness of Indigenous culture.</p> <p>Build cultural awareness and literacy within Council and throughout our City.</p>	<p>Undertake a cultural mapping project of our City, and amend or update existing Council strategies, plans and other relevant documents to reflect cultural learnings and to recognise and celebrate Kurna culture and language.</p> <p>Produce creative documentation of historical Aboriginal connections with our City, acknowledging First Nations peoples' place, history, impacts, knowledge and language.</p> <p>Negotiate, produce and implement a Reconciliation Action Plan with key stakeholders over the next five years.</p>
<b>Encourage and support programs which reflect and bring people together from different cultural backgrounds.</b>	<p>Invite representatives of cultural groups to participate in a review of how and where community members currently engage in cultural programs.</p> <p>Develop, promote and support an ongoing shared calendar of local programs, activities and events.</p> <p>Re-imagine an annual program of activities associated with Harmony Day, including forums, workshops, events and cross-cultural projects, integrating these across all community and cultural centres.</p> <p>Maintain active membership of Welcoming Cities.</p>	<p>My Journey, My Unley: curate a project to produce Council-wide presentations and exhibitions of our multicultural community with images and stories contributed by local community members.</p> <p>Develop Welcome to Unley activities for new residents and businesses.</p>



## OBJECTIVE

**Provide voices for all communities with an inclusivity lens on specific programs.**

## KEY ACTIONS: NOW

Consult and collaborate, where possible, with specific experienced representatives from the local community and agencies which focus on active ageing, homelessness, social isolation, disability, mental health and LGBTIQ+ issues.

Continue to support activities and projects with particular demographic cohorts through partnerships with reference to the Active Ageing Strategy, Living Well Public Health Plan and Disability Access and Inclusion Plan.

Support initiatives for inclusion, wellbeing, resilience and recreation across Council programs and identified community need through Council's various Community Grants schemes.

## KEY ACTIONS: FUTURE

Establish sharing projects between children, young people and older people, especially in places where older people come together.

Establish a network of agencies and community groups working in community cultural development projects in our City to identify and remedy critical social issues.

Implement arts-based projects and longitudinal studies for inclusion, wellbeing and resilience across Council programs.







## OBJECTIVE

### **Honour and preserve local heritage and traditions**

## KEY ACTIONS: NOW

Continue to develop Unley Museum services for the community to access archives, collections and diverse, high-quality exhibitions on topical issues.

Build upon the Discover Historic walking trails, and establish more historic trails based on recording local heritage and contemporary stories and fables.

Promote and celebrate significant moments in City of Unley, South Australian and Australian history.

## KEY ACTIONS: FUTURE

Conduct an audit of formal and informal traditions, and ethnic and religious ceremonies across our City, to be highlighted in existing Unley calendars.

Establish projects to capture and share the stories of older people as elders, in multimedia art forms.



# The Culture of Place

## **Connecting and re-connecting with others was one of the most vocalised comments from the engagement for this plan.**

This sentiment was combined with people's pride in the open space around where they live, work, study and play.

A strong sense of neighbourliness will continue to be nurtured through active citizenship. Under a new initiative, called Beyond the Gate, Council will support local neighbourhood events, engage our local stakeholders in decisions on their environment, and encourage people to come together and stay together with random acts of kindness or sustainable, shared projects.

A key element will be watching and learning how our community interacts with open spaces, and to use this information to continually inform and refine our co-design processes. This will establish new design elements, infrastructure, tree-planting, vegetation, and physical interactive cycling and walking trails for our community and visitors to enjoy for generations to come.

The recently implemented Involve Unley: Public Arts Strategy has strengthened the City of Unley as one of the state's leading councils in supporting and commissioning public arts. In conjunction with professional artists and our community, these successes will be built upon in the future, as opportunities are identified to use public arts for creative expression.



***Creating an environment where people feel comfortable, comfort leads to lingering, lingering leads to place shaping, place shaping flavours the area with people's interest, adds to uniqueness.***





## OBJECTIVE

## KEY ACTIONS: NOW

## KEY ACTIONS: FUTURE

**Instil and nurture a sustained culture of neighbourliness.**

Establish, develop and refine the Beyond the Gate project as a new initiative to encourage local people to come together out of their homes, businesses and other community facilities to share stories and resources and connect person to person, family to family, group by group.

Collaborate with local residents to develop a tips and resources guide for local communities to stay in touch informally.

Continue to foster creative co-design and use of local community spaces with a focus on quieter local streets and existing road closures.

Establish an online network of informal and formal walking trails based on Kaurua connections, stories, art, recreation, gardens and local heritage.

Implement adaptation of local reserves, streetscapes or other public spaces, in response to learnings from co-design practice.

Develop Happy Neighbourhood programs aimed at building skills to facilitate improved dispute resolution and neighbourliness.

**Invest in public arts as a medium to invigorate public spaces.**

Continue to identify specific sites, spaces and facilities in our City for pop up activation and permanent artistic expression.

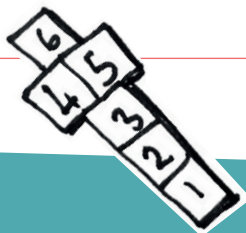
Implement a Percent for Art scheme for public artworks in all new infrastructure projects.

Expand on recent successes with pocket parks, streetscapes and open space design and implementation.

Advocate for public art in new developments, non-Council spaces, connecting artists with venues.

Create further artworks for existing and future upgrades of Council facilities, infrastructure and plant stock as opportunities arise.

Initiate temporary art installations and exhibitions in identified spaces, such as pilot prototype public art sculptures by students and professional artists in the public realm.



# The Culture of Creativity

## The arts is a powerful tool for cultural expression: telling the stories that cannot be told in any other way.

Council has clearly understood the important role that arts and culture plays in our community's wellbeing, vitality and economic sustainability. Whether people want to be participants or audiences, the arts have always been valued and well-represented in our City. We shall continue to nurture our active arts environment, both for local artists and audiences within and beyond our City.

Professional development, exhibition and studio spaces, performances, arts programs, and assistance to our creative communities will continue to be supported.

Events have been the cornerstone of Council's calendar for several years with major events and curated programs. Council has consistently supported creative activities, projects and events led by local community groups through particularly the Community Events Grant scheme and Community Impact Grants.

Council acknowledges a need to broaden the popular Where Business Meets Art program, connecting businesses with artists, arts projects and events. A special focus on the creative industries will add to our well-supported economic ecology.

### OBJECTIVE

**Provide ongoing opportunities for individuals and groups for artistic development and creative expression.**

### KEY ACTIONS: NOW

Continue to engage high-quality, professional and relevant artists for Council commissioned activities, projects and programs.

Promote and support the work of local individual artists and arts organisations through exhibitions, All Connections to Unley Art Prize, artists in residencies, performances, major festivals, Community Impact Grants and subsidies.

### KEY ACTIONS: FUTURE

Support and encourage local opportunities for all art forms at a professional, amateur and community level.

Work in partnership with professional bodies to provide training and mentoring for local artists and develop a subsidised program of artists talks and workshops.

Develop a program of curated art exhibitions and themed activities across Council community facilities.



*Let's have surprises – opportunities to present something unexpected and challenge ourselves.*



## OBJECTIVE

## KEY ACTIONS: NOW

## KEY ACTIONS: FUTURE

### **Host and support events and festivals.**

Present a seasonal program of events to attract residents and visitors to our parks, main streets and Council facilities.

Work in conjunction with main street traders and local businesses to create and deliver precinct activations that provide value to both the local community and economy.

Maintain the Community Events Sponsorship scheme which supports Unley's diverse range of local festivals and events involving multicultural, special interest, sporting, social, educational, recreational, artistic, spiritual and faith-based groups.

Continue to align Council events with major partners in the festivals and arts sector and explore new partnerships with future state-wide initiatives.

Evaluate the impact of local neighbourhood events to consider a major Council-wide initiative based on the City of Villages concept, to acknowledge, celebrate and promote the spirit of our City.

### **Support local businesses with a creative focus.**

Connect with the local creative industries sector with reference to Council's Economic Development Strategy and the State Government's Creative Industries Strategy.

Work with Mainstreet Precincts, individual traders and businesses to link professional artists and local community art events and initiatives with businesses for showcasing, partnerships and co-promotion.

Re-invigorate the Culture Quarter program to enable artists with exhibition, residency and studio spaces to negotiate short-term lease arrangements in empty commercial properties and Council-managed facilities.

Instigate strategies to attract innovative start-ups, and to support and recognise established start-ups.



# The Culture of Knowledge



## Council's community facilities have always been popular places for people to visit, share, learn, lead and enquire.

With more than 7,800 programs and 440,000 visitations per year to our community centres and libraries, our community hubs have delivered programs, curated activities, and services to meet the needs of our diverse and ever-changing community.

These programs will continue to support and grow the knowledge of our community and will be continually evaluated and refined as our community evolves.

We will develop programs for members of our community to increase and foster their technical, digital and creative capacity.

Our community facilities also offer themselves as spaces for creative expression for our community particularly as venues and exhibition spaces. The Town Hall, Unley Museum and the Hughes Gallery will continue to be our primary spaces to provide high quality experiences and opportunities.

Council will continue to seed, support and sponsor other local facilities to be part of a network of connected spaces offering the community and visitors a range of high quality artistic and cultural experiences to be shared with both local artists and mentors and those from beyond our City.

### OBJECTIVE

**Activate Council facilities as spaces of skill-sharing, learning and shared experience.**

### KEY ACTIONS: NOW

Maintain, evaluate and refine Council's libraries and their services as pivotal and popular portals for members of the community to engage, learn and participate in a safe and supportive environment.

Ensure our community centres continue to offer a diverse array of activities for our mixed demographic that respond to identified local needs.

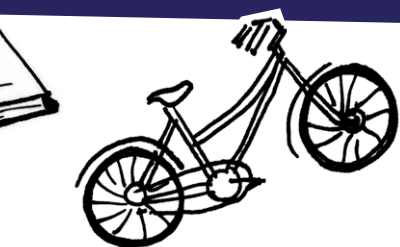
Provide an ongoing program of community education focussed on developing, sharing and extending the capacity and strengths of our community.

### KEY ACTIONS: FUTURE

Continue to challenge and evaluate how future programs and services can be adapted to access multiple learning and sharing options with a focus on new residents, disadvantaged and marginalised communities, and new migrants.

Re-invigorate the Celebrating Unley project – a series of workshops and forums for individuals and community groups on the business of running community activities, facilities and boards of management.





## OBJECTIVE

## KEY ACTIONS: NOW

## KEY ACTIONS: FUTURE

**Promote Council facilities as venues for arts performances, exhibitions and participatory activities.**

Promote Council's community facilities as having capacity to offer opportunities for artists and performance groups to hire appropriate, flexible and affordable spaces.

Continue, evaluate and refine the program of diverse innovative and artistic exhibitions at Hughes Gallery, Unley Museum, Libraries and other community centres to cater for local artists and organisations, special interest groups, and the broader arts industry.

Increase cross-promotion of arts activities across Council facilities.

Encourage further display and theming opportunities in Council libraries, community centres and the Civic Centre.

Assess Council facilities for potential upgrades to accommodate for the changing requirements of artistic, creative and cultural experiences.

Implementation of the Edmund Avenue Cottages Masterplan including delivery of Unley Museum expansion.

**Showcase Council-supported arts programs in other community and commercial spaces.**

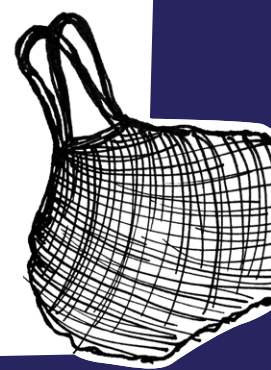
Advocate on behalf of artists and arts organisations to use traditional and non-traditional spaces as venues to broaden audience development in our City.

Partner with non-council facilities to consider opportunities during major festivals, community arts projects and schools' celebrations.

Support promotion for local producers and presenters, arts venues, and independent galleries across local businesses, Council facilities and web platforms.

Establish a network of performing arts organisations and venues for mutual promotion and potential collaborations.

*Creating a world in which our First Nations people can thrive and share their culture.*







# The Culture of the Future

**Community engagement feedback strongly emphasised the need to meaningfully involve young people in decision-making to shape the future cultural directions for our community.**

The establishment of the Living Young Reference Group is a central sounding board for discussion, development of ideas, training needs and future actions to guide the Living Young Plan. Pilot co-design projects show how we can work with young people to consider the practice and processes that need to be undertaken when making challenging decisions.

The constant advances in technology will play their part in our way of connecting and communicating with each other. Council will endeavour to provide services which reflect these changes and share this journey for increased and innovative self and collective expression.

The impact of recent global economic, environmental and health challenges have highlighted two important factors: the need to plan ahead and an ability to build resilience. The challenge for Council is to assess global issues and apply solutions at a local level. We must involve young people in these community discussions. The new Future Caretakers program provides opportunities to hear the insights of thought-leaders, and the views of young people on particular topics of interest. Other ongoing forums will assist in the critical debate for all of us on our City's changing culture in the future.



*Opportunities for young people to feel as though their culture is valued and has influence.*





## OBJECTIVE

## KEY ACTIONS: NOW

## KEY ACTIONS: FUTURE

**Generate opportunities for young people to shape decisions and identify solutions for the future.**

Support dedicated programs and events for young people to express themselves with reference to Council's Living Young Plan.

Identify new ways to encourage greater participation of young people in the planning, design and decision-making in the shaping of the City.

Expand our engagement with children and young people in the co-design of streetscapes, parks and other public spaces, with a focus on play, technology, alternative transport, and environmental sustainability.

Identify opportunities to engage, develop and showcase young artists and creatives within our City.

**Accommodate access to, and use of, changing technology across Council services for the community.**

Establish a series of workshops in digital arts and new media.

Explore the expansion of current Library services Reboot programming and methodology to include training and advice in the changing world of technology working with and across all ages.

Engage innovative facilitators to explore the adaptive uses of technology outside their traditional purposes.

Increase technology infrastructure and networks at Council facilities to enhance educational opportunities.

Research opportunities for mobile technology set-ups for computer, network, filming and live streaming capabilities at Council events and activities to capture and share snapshots of our City's life.

**Cultivate ongoing community conversations to explore global trends.**

Establish the Future Caretakers initiative as a series of regular forums and talks for the broader community led by global thought-leaders and young people to share their vision for Unley in the future.

Host forums to directly address resilience, wellbeing and 'seven generation' thinking to face the challenges of global changes to society and the environment.

Use the Future Caretakers initiative as an engagement opportunity for ideation think-tanks for future consideration by Council in its planning and decision-making.

Consider the re-engagement of an Unley Thinker-in-Residence program to address critical megatrends and inform strategic directions.





# Thank You

The City of Unley Cultural Plan 2021-2026 has been shaped by many people making many thoughtful, personal, passionate, lived and considerate contributions over a period of several months. Council wishes to acknowledge them all for their time and energy. Thank you.

- Representatives from local community groups, organisations and businesses
- Representatives from key partners, funding bodies, peak organisations and experienced individual artists
- Individuals who came to the focus workshops and community sessions
- Contributors to the Cultural Plan survey
- The Elected Members of the City of Unley
- Management and staff from across all services of the City of Unley
- Bureau of Worthiness
- Flux Visual Communication
- EyeWrite Communication

