

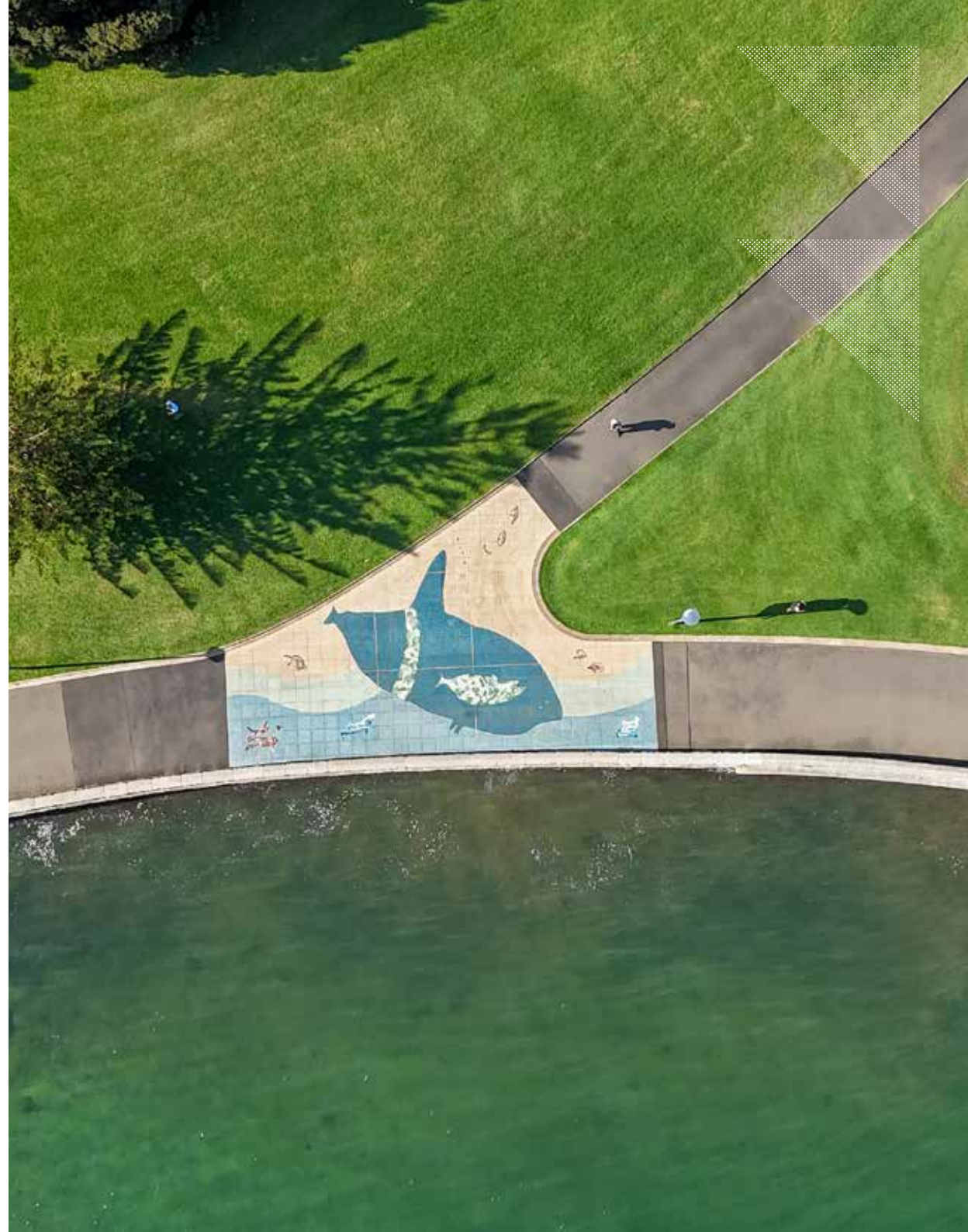
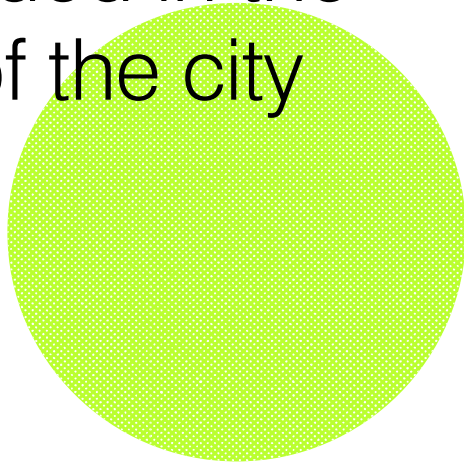
Attachment C4

Draft Cultural Strategy 2025-2035



Vision

Creativity
and culture is
embedded in the
fabric of the city



A thriving cultural life is felt in every aspect of a city, from the built form to open spaces, bold and inspiring public art, and surprises hidden in unexpected places. It is not just about how the city looks, it's about how we use it and how we feel connected to it.

For Sydney to tell its story to the world, the city centre must reflect who we are and what we value. Our culture needs to be woven through all our public spaces, and the functions of the city must enable and enrich our daily cultural life.



Retain

We'll retain the fine grain character of our local area through creative urban design. We'll support street art projects, busking, human-scale experiences and public art.



Rebuild

We'll work to restore Gadigal place names across our local area and to reclaim space for human interaction. We'll increase open space, pedestrianised lanes and green corridors in the city centre, and bring these spaces to life with public art.



Reimagine

We'll facilitate culture in unexpected places and spontaneous experiences that surprise and delight. We'll continue to create temporary art programs in laneways and public squares to infuse culture with the daily experience. Urban design will encourage culture with plug and play infrastructure, such as more spaces designed for street performance and similar community gatherings.

Proposed actions

- Continue to restore **Gadigal place names** by naming and dual naming across the local area through research, community consultation and collaborative projects to acknowledge Gadigal culture and language in places of significance.
- Explore opportunities for **temporary public art programs** to test new ideas in public spaces and provide opportunities for emerging artists.
- Explore opportunities for **plug and play performance infrastructure** in public spaces.
- Work with the property sector and suitable creative industries to develop a pilot project to put **underused commercial property to creative use**. Research the benefits of co-locating creative operators in commercial spaces and the scalability of the approach.



Vision

Creativity and
great experiences
fuel the vitality of
the city



Sydney is a great experience city with unmatched natural beauty, an exceptional climate year-round, vibrant street life and a busy 24-hour economy.

For our city to maintain its vitality, there needs to be a rich layer of culture woven through the 24-hour experience, bringing depth and personal connection to life in a global city.



Retain

We'll support appropriate planning and regulatory reform that makes it easier and cost effective to produce events and programming in a broad range of businesses and spaces. We'll advocate for straightforward and fair management of the amenity impacts of cultural vibrancy with reasonable conflict resolution. We'll provide hands-on support to assist the creative sector through planning processes for venues and events. We'll continue to produce our own annual program of free public events that inspire and engage our diverse communities.



Rebuild

We'll provide long-term certainty for key organisations and local festivals by offering 5+ year contracts for major events and creative tenants. This security will empower organisations to plan for sustained growth and meaningfully connect with local communities to provide broader cultural and economic impact. We'll help increase attendance at diverse cultural offerings.



Reimagine

We'll work with government partners and local stakeholders to evolve the visitor economy in Sydney and deepen the visitor experience by putting culture at the forefront of the tourism offer. At a local level, in small businesses and our own venues, we'll support programs and events that keep our nightlife cultural and inclusive.

Proposed actions

- Trial a **planning guidance service** to assist with navigation of approvals processes for venues and events.
- Continue working on a **fair and straightforward model for managing entertainment sound**, supported by venue design guidance.
- Advocate for **exempt development and simplified approval paths for small scale cultural activities and pop-up events**.
- Review the terms for multi-year festival and event funding to offer **5-year terms**.
- Install **light-touch performance infrastructure in suitable libraries and community venues** to create new bookable performance spaces for the community.
- Explore opportunities to safely use **temporary street closures for neighbourhood-focused community, cultural and business activities**. Work with the NSW Government on processes to streamline and simplify approvals and minimise management costs.
- Collaborate with key stakeholders to identify gaps in services and offerings and develop a plan to **evolve the visitor experience**.



Vision

There is equitable access to education and learning opportunities. Everyone can participate in a creative practice



Our research found that maintaining a creative practice directly correlates with higher levels of personal wellbeing, and learning creative skills builds social bonds and a sense of belonging.

In our city, where people tend to live in smaller homes, it can be difficult to find space for creativity, and there are cost barriers for some. That's why we need to ensure there are creative centres, arts spaces and art classes that everyone in our communities can access.



Retain

Maker spaces, writers' rooms and artist studios in our libraries and community centres will facilitate open-access community participation in creative practice. We'll support circular economies that share and repurpose resources, retain design skills, technical crafts and the materials they use.



Rebuild

We'll provide access to our civic collections to stimulate creativity and generate new artworks. The knowledge of our historians, producers and event managers will assist community members in their creative research. We'll continue to fund new creative projects that tell the stories of Sydney.



Reimagine

We'll support the community to be active contributors to Sydney's cultural life. Community curators will be invited to co-design our cultural programs and we'll mentor and assist community projects to be produced.

Proposed actions

- Explore opportunities to provide more **maker spaces** and open-access creative workshop space within appropriate City venues. Complement these spaces with **skills exchange programs**.
- Support **research residencies** for the development of new literature, artworks, performances and events. Explore ways that residents can access our archives, collections and staff expertise, such as our historians, producers and event managers to assist with creative content development.
- Develop a **community curators** program to support members of the community to devise and present creative programs in our community spaces.



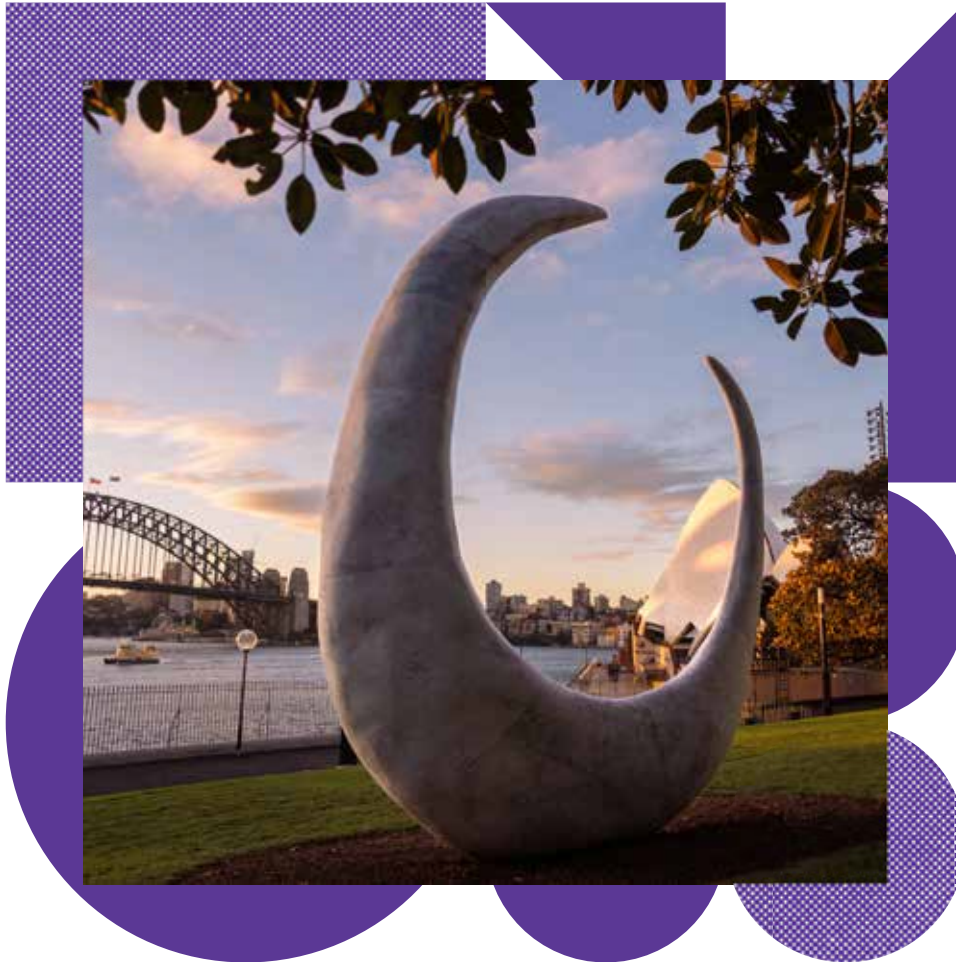
CREATIVE EMPLOYMENT AREAS AND CULTURAL QUARTERS





We know the creative industries benefit from locating near their peers and supply chains. This is how a city evolves to feature clusters of creative economies and local precincts with a distinct cultural flavour. *In Sustainable Sydney 2030-2050: Continuing the Vision* we proposed a precinct-based approach to preserve and grow cultural space and local creative economies. To help guide this work, we have identified key creative employment areas and cultural quarters.





Harbour

Hugging our city's spectacular foreshore, the Harbour precinct is home to the country's major cultural institutions including the Sydney Opera House, Art Gallery of NSW, Museum of Contemporary Art, Walsh Bay Arts Precinct and Barangaroo. This precinct:

- celebrates our national identity and creative excellence
- reveals First Nations histories and cultures
- supports destination and cultural tourism
- generates local employment in the arts and major events sectors.

Public domain priorities include delivery of the Eora Journey Recognition in the Public Domain program including Yananurala – Walking on Country and making more space for people and trees.

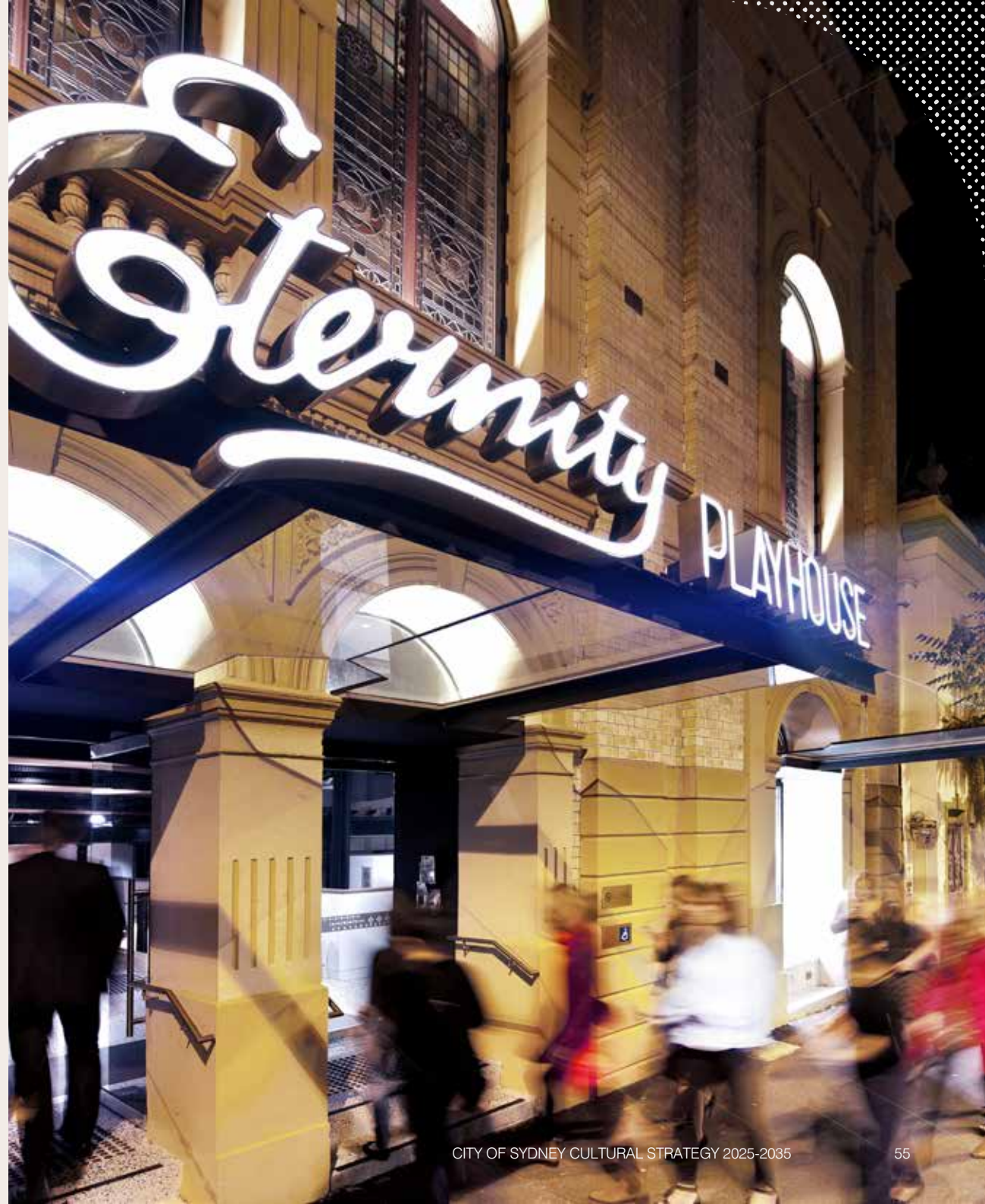


City East

Capturing the performance venues of Kings Cross, the small theatres and galleries of Darlinghurst and Woollahooloo, the art schools and nightlife of Oxford Street, City East is the home of authentic, small-scale, uniquely Sydney culture. This precinct:

- supports training and employment pathways for new and emerging creatives
- champions new work by local artists
- strengthens the small-to-medium and independent sector through secure, affordable access to production and presentation spaces.

Public domain priorities include walkability from venue to venue especially at night, public art including street art and laneways, and expanding Taylor Square by re-imagining the interface between the national art school, surrounding institutions and the public domain.





Newtown Entertainment Precinct

The Newtown Entertainment Precinct runs from Eveleigh through Erskineville and along the border with Inner West Council. It includes the Seymour Centre, Carriageworks, PACT, and the many varied music venues along King Street. This precinct:

- provides a vibrant, inclusive, culture-led nightlife
- supports live music and performance in local venues
- provides affordable and authentic cultural experiences for local audiences.

Public domain priorities include improving public and active transport connections across the precinct while ensuring spaces for people remain safe and inviting, especially at night.





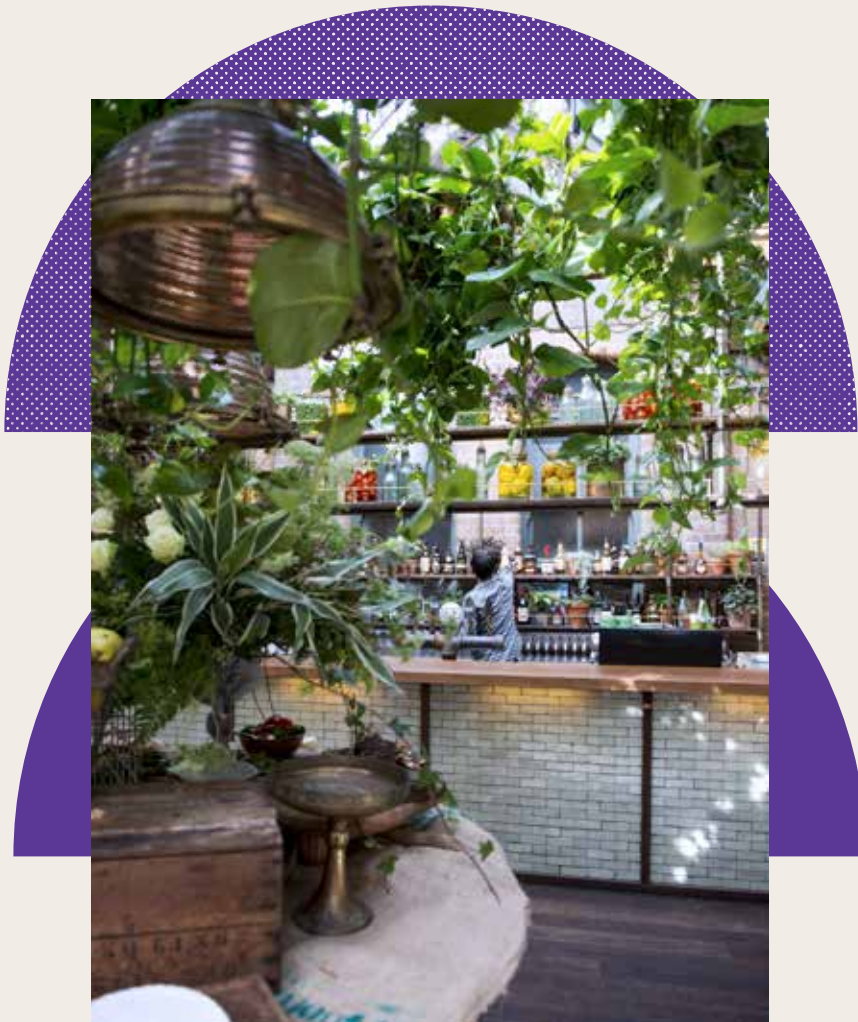
Tech, Media and Design Arc

The Tech, Media and Design Arc stretches from the Pyrmont precinct, International Convention Centre and Powerhouse Museum, through the University of Technology Sydney and University of Sydney, taking in Tech Central and Surry Hills, to the entertainment and recreation precinct of Moore Park and Disney Studios. This precinct:

- connects the innovation sector through university programs, business events and SXSW Sydney
- generates employment in the creative industries, screen, tech, gaming, fashion, architecture and design sectors
- attracts talent and investment
- builds export pathways for Sydney success stories.

Public domain priorities include integrating and improving public and active transport connections for people walking and cycling to and between institutions and increased green space.





Southern Industrial Zones

The Southern Industrial Zones of Alexandria, Waterloo, Rosebery and Green Square are essential for creative industries. These areas maintain light industrial creative production and fabrication space and logistics support. They hold some of the only remaining warehouse stock in our area and intersect with the Southern Enterprise Area identified in our Local Strategic Planning Statement. This precinct:

- supports necessary industrial space for the supply chains that service performing arts, major events and film and TV sectors.
- provides space for manufacturing creative products
- supports logistics, storage and transport
- protects affordable warehouse studio spaces for a broad range of inner-city artists.

Public domain priorities include improving public and active transport connections across the precinct and increased green space.



Oxford Street

Oxford Street is an important place for LGBTIQ+ communities. The street is an international symbol of diversity, inclusion and pride, and is essential to Sydney's identity. Our priority for this area is to:

- retain a diverse fine grain business mix that connects with LGBTIQ+ communities
- provide LGBTIQ+ community and cultural spaces
- increase public art and heritage interpretations that make visible and celebrate LGBTIQ+ histories and culture
- increase events and activities that celebrate LGBTIQ+ communities.

Public domain priorities include making more space for people while improving local and regional access to the Oxford Street bike path. We will maintain rainbow crossings using the Progress Pride design.





Redfern

All of Sydney has always been Aboriginal land. But Redfern and Waterloo in particular, play an important role in contemporary Aboriginal identity, drawing on many decades of community action. Our priority for this area is to:

- retain First Nations people's identity, self-determination and community connections
- provide Aboriginal and Torres Strait Islander community and cultural space, including delivery of 119 Redfern Street
- increase public art and heritage interpretations that recognise and connect with First Nations histories and cultures
- increase Indigenous-led enterprise and creative/cultural businesses.

Public domain priorities include delivery of the Eora Journey Recognition in the Public Domain program, improving the quality and amenity of public space and improving active transport connections and pedestrian flow throughout for people walking and cycling.



Haymarket

From colonial times onwards, Haymarket has long been associated with the experience of Chinese migrants in Australia. It has become an important place for Asian communities in Sydney. Our priority for this area is to:

- retain Asian identity and strengthen the visibility of diverse Asian cultures
- provide for Chinese and pan-Asian community and cultural space
- increase public art and heritage interpretations that celebrate Asian-Australian histories and culture
- increase events and activities that celebrate Asian cultures.

Public domain priorities include making more space for people and celebrations, creative lighting for cultural expression, and improving access and green corridors across the precinct.

Your feedback on this strategy

This draft strategy outlines our proposed approach to supporting Sydney's creative industries through current complex challenges, and sets a path toward achieving our community's vision for a thriving cultural life in Sydney.

We want to hear your feedback on what we are proposing. You can visit sydneyoursay.com.au to find out more, complete a survey or submit a written response. We will review the feedback we receive, update the strategy accordingly, and put the updated strategy to Council for approval by the end of the year.

SYDNEY'S CULTURAL LIFE CAN BE...

Broad Brave **Provocative** **Entrepreneurial**
Better Funded **Wilder** More Integrated
First Nations Led Sustaining **Supportive**
Joyous **Unique** Robust **Constant** Collaborative
Inspirational A Competitor **World Leading**
Community Driven **Transformative** Resonant
Nurturing **Trailblazing** Truthful **For Everyone**
Expansive **Global** Local **Thriving** All Day And
All Night **Cool** An Asia-Pacific Powerhouse
Soft Inspiring More Than One Thing **Pumping**
Accessible To All **Always In Reach** Alternatives
Stable A Diverse Haven Of Respect And
Celebration **Richer** **Capable For The People**
Fruitful Complex Affordable **Artist-Centric**
A Springboard For Global Success **Hopeful**
Bold **Ambitious** Connected To Country **Kind**
More Than We Ever Imagined

We asked the creative sector to describe what Sydney's cultural life *can be*, this is what they said



Credits

Front Cover: TBA

Page 2 - Artwork: Jagun, by Kim Healey, 2023

Page 4 - Sydney New Years Eve, 2024 (Daniel Tran/City of Sydney)

Page 6 - Green Square library, 2018 (Adam Hollingworth/City of Sydney)

Page 8 - Sydney Writers' Festival, Carriageworks, 2023, Jacquie Manning

Page 10 - PEXELS, TBA

Page 11 (L to R)

- Launch of bara, 2022 (Chris Southwood/City of Sydney)

- Australian Fashion Week, Carriageworks, 2018, Katherine Griffiths

- Fine Fellow Studio, Foley Street Creative program, (City of Sydney)

- Fintan McGee's feet, 2022 (Chris Southwood/City of Sydney)

Page 13 - Vigil, Sydney Festival, 2024, (Wendell Teodoro)

Page 14 - Destructive Steps street dance festival, Ultimo Community Centre (Katherine Griffiths/City of Sydney)

Page 22 - Street Dancers rehearsing at City of Sydney Creative Studios (Matt Lambley/City of Sydney)

Page 23 - Yabun, 2024 (Joseph Mayers/City of Sydney)

Page 24 (L to R)

- Lost Figures by Fintan McGee, 2022 (Chris Southwood/City of Sydney)

- Bathurst Street creative studios, 2022 (Matt Lambley/City of Sydney)

- Fine Fellow Studio, Foley Street Creative program, (City of Sydney)

Page 25 (L to R)

- Green Square library, 2019 (Jess Lindsay/City of Sydney)

- The Metro, (City of Sydney)

- Emily Crockford with her artwork Opera House at Night and Gabrielle Mordy, Studio A (Katherine Griffiths/City of Sydney)

Legs on the Wall. Thaw. TBA Opera House and Sydney Festival for credits?

Page 26 - Sydney Biennale Ten Thousand Suns, White Bay, 2024 (Chris Southwood/City of Sydney)

Page 27 - Wendy Murray, New Views poster project, (Katherine Griffiths/City of Sydney)

Page 29 - TBA

Page 30 - TBA

Page 31 - Sydney Lunar Festival lanterns, 2019 (Katherine Griffiths/City of Sydney)

Page 32 - Vigil, Sydney Festival, 2024 (Wendell Teodoro)

Page 36 - Launch of bara, 2022 (Chris Southwood/City of Sydney)

Page 38 - Carriageworks, Sydney - 16th May 2017. Project NEXTGEN runway show. Victoria Bliss collection (Katherine Griffiths/City of Sydney)

Page 40 - Blake Rhodes, William Street creative live work spaces, 2023, Rob Hookey

Page 42 - Dancers, Sydney Lunar Festivalw (Katherine Griffiths/City of Sydney)

Page 44 - Fine Fellow studio, Foley Street Creative Spaces program, (City of Sydney/Katherine Griffiths).

Page 46 - Wahganmuggalee, 2024, (Abril Felman/City of Sydney)

Page 48 - The Metro Theatre

Page 50 - Darling Square library 2019, (Jess Lindsay/City of Sydney)

Page 52 - Sydney - Brighton Up Bar, Darlinghurst (Jamie Williams/City of Sydney)

Page 53 - The Bearded Tit, Redfern.

Page 54 - bara, 2022 (Chris Southwood/City of Sydney)

Page 55 - Eternity Playhouse, Darlinghurst, (Josef Nalevansky/City of Sydney)

Page 56 - TBA

Page 57 - SXSW Sydney at Tumbalong Park (Paul McMillian)

Page 58 - The Grounds of Sydney, Alexandria.

Page 59 - Drag Queens at Sydney World Pride, Oxford Street, Darlinghurst.

Page 60 - Welcome to Redfern, by Reko Rennie, 2015, (Adam Hollingworth/City of Sydney)

Page 61 - Haymarket, 2023 (Katherine Griffiths/City of Sydney)

