

THE CITY OF GREATER GEELONG

OUR VISION WITH RESPECT
FOR THE PAST, AND PASSION
FOR THE FUTURE, GEELONG IS A
CITY OF BOUNDLESS CREATIVITY,
FUELLED BY A THRIVING ARTS
AND CULTURAL COMMUNITY.

THE CITY OF GREATER GEELONG

ARTS AND CULTURAL STRATEGY OVERVIEW

2021-2025

CITY OF GREATER GEELONG

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OVERVIEW 2021-2025

OBJECTIVES

STRATEGIES

KEY INITIATIVES

OUTCOMES



Cultivate the strength, diversity, and vitality of our City's arts and cultural ecosystem.

1. Invest in our artists, arts and cultural organisations, and creative enterprises.
2. Invest in our arts and cultural collections, venues, and infrastructure.

Launch a major annual live music program and establish Live Music Precincts in the CBD and regional districts as beacons for local and visiting artists and audiences.

Invest in professional development, artist residencies, cross-sector networking, capacity-building for artists and creative enterprises, and initiate an Arts and Culture Reference Group to advise on sector challenges and opportunities, including the employment and retention of local creative talent.

Continue to deliver competitive one-off project funding and annual operational funding for local artists and arts organisations to augment Council's ambitions for a vibrant arts and cultural ecosystem which supports local and municipal-wide creative endeavour.

Complete the business case and plans for the redevelopment of the National Wool Museum and Potato Shed Multi-Arts complex, and secure the resources required to modernise and enhance these iconic regional facilities.

Support Geelong Gallery through its business case to provide an expanded, vibrant cultural learning and social space that connects visitors to the unique heritage of the historic City Hall building.

Collaborate and support Geelong Regional Library Corporation to realise their new Library Plan, including expanded opportunities for artists and creative enterprises through the establishment of collaborative workspaces, including residencies, skills development, and training.

Geelong's creative community thrives, making it a great place for artists and creative entrepreneurs to work, learn, collaborate and grow.



Engage the whole community in our City's cultural life.

3. Consult Wadawurrung Traditional Owners and the Aboriginal and Torres Strait Islander community at all stages of relevant cultural planning.
4. Enable and enhance our community's access to, and engagement with, our City's cultural life.

Formally engage a First Nations People's Arts Advisor to guide and support Council's arts and cultural policies, processes, and programs.

Collaborate with Wadawurrung Traditional Owners to conserve, digitise and interpret artworks and artefacts of regional importance from across Council's arts and heritage collections, and expand these collections through the commissioning and acquisition of new works and objects.

In consultation with Wadawurrung Traditional Owners, support the development of Wadawurrung arts and cultural tourism experiences, to cultivate a wider appreciation for, and understanding of, our region's First Nations People's history, heritage, and stories, and to promote an enduring respect for Wadawurrung Culture and Country.

Work with our City's major cultural organisations to facilitate and enhance collaborative programming and marketing, with a particular focus on night-time activation and attracting new audiences.

Continue to tell the stories of our region through a suite of digital, interactive apps, and commission new digital assets created by, with, and for, the community.

Continue to deliver a diverse and dynamic public art program across the municipality, and develop a business case for future public art works in support of Geelong's international designation as a UNESCO City of Design.

Support diverse communities of Geelong to inform a lively program of festivals and events reflecting our cultures across the municipality.

Geelong's First Nations People's and diverse communities actively participate in our City's arts and cultural life, making it a great place to live.



Celebrate our City's distinct, diverse, and evolving cultures.

5. Showcase and promote our City's arts and cultural strengths.
6. Build upon our City's signature arts and cultural programs, festivals and events.

Launch Arts Geelong as a digital mechanism for showcasing and promoting our city's rich, diverse, and evolving arts and cultural landscape, including information and stories on Wadawurrung culture, social history, heritage, regional artists, events, public art, live music scene, pop-up creative enterprises, cultural tourism attractions, exclusive offers for residents, and more.

Continue a partnership with Tourism Greater Geelong and Bellarine to broker strategic partnerships between local arts producers and businesses to leverage more opportunities for local and visiting artists and audiences, encourage events organisers to promote a seasonal calendar of arts and cultural experiences through Australian Tourism Data Warehouse, and enhance cultural tourism across the region.

Continue to present an annual program of live and virtual arts, design and heritage exhibitions, education programs, and live performance for all ages at the National Wool Museum and Potato Shed.

Continue to support major events and programs such as NAIDOC Week, Design Week, White Night, among others, and identify new opportunities to partner with non-arts venues (e.g., shopping centres) and events (e.g., sporting gatherings), to present arts and cultural programs to the wider public.

Maximise the community's access to Council's arts and heritage collections and optimise the care of these 12,000+ valuable objects, artworks, and artefacts.

Geelong is widely recognised as a clever, creative and culturally vibrant City, making it a great destination for visitors.