



City of Ryde

# A Direction For Arts Development In The City Of Ryde: Draft Framework

Complete Version

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Table of Contents	Page
Executive summary	2
Introduction	4
Arts initiatives in the region	7
The Arts Development Framework	10
Theme One – Greater access to the arts	10
Suggested actions	14
Theme Two – Telling Ryde’s stories	16
Suggested actions	20
Theme Three – Growing creative industries	21
Suggested actions	24
Theme Four – Partnerships for a vital City	25
Suggested actions	26
Acknowledgements	28
References	29

# Executive summary

In the City of Ryde we want opportunities for people to come together and engage in community life. We want safe public spaces that reflect community identity and create a sense of place. We want to further cross cultural understandings for a harmonious community. We want opportunities for creative and talented people, young and old, to contribute to economic growth and employment. We want festivals, exhibits and cultural product that promote an attractive, robust and vibrant cultural life.

These are not the only qualities desirable for the City of Ryde, but they are amongst those which create that all important vitality crucial to community wellbeing.

And one largely under-utilised resource that can assist the City of Ryde to achieve these desirable qualities is the arts.

Broadly defined the arts include:

- Performing and visual arts, music, crafts, design, fashion;
- Media, film, television, video, multi-media, broadcasting;
- Artifacts, literature, writing and publishing;
- Creative enterprises/industries;
- Facilities used for artistic expression;
- Festivals and attractions;
- Individuals, groups and organisations working or involved in the arts.

To form the basis for an approach to use the arts to achieve these qualities, research was undertaken through the City of Ryde Arts Review (2006) to identify issues, strengths and weaknesses, and other opportunities. The Review included public consultations and forums, surveys of individual local artists, community organisations and local business,

sessions with local stakeholders including Macquarie University and Meadowbank TAFE, and also City of Ryde staff.

Research into arts activities undertaken by other local governments in the region was also part of the Review.

To respond to the findings of the Review a Draft Framework was created to support the development of arts in the City of Ryde from 2007 – 2012. The Framework is built around four interrelated themes aimed at addressing the major issues identified in the Review. The themes are:

- Greater access to the arts;
- Telling Ryde's stories;
- Growing creative industries;
- Partnerships for a vital City.

*Greater access to the arts* is about everyone in the City of Ryde having opportunities to benefit from the personal growth, social connections and increased vitality and wellbeing that result from participation in the arts. It is about our older people accessing suitable recreation and social activities, giving young people stepping stones for artistic development, and providing creative people opportunities to develop skills and showcase talents. This theme recognises cities with the most vibrant arts and cultural life have as their basis a strong culture of community participation in the arts.

New infrastructure for use by communities and artists, attracting arts service providers to the City and improving network and communication channels are recommended to create greater access to the arts.

*Telling Ryde's stories* is about celebrating the City's unique identity through the

arts, encouraging community cohesion, creating local pride and promoting an image of the area as an attractive place to live, work, visit or invest.

These benefits are achieved through incorporating public art in public domain upgrades, in new developments, parks and other public areas to create a sense of place and community ownership. Performances and exhibitions by local artists and communities can display the City's diversity and provide a sense of local identity. Supporting communities to tell their own stories through the arts builds community capacity and wellbeing.

*Growing creative industries* is about making the most of what arts and creative activities can contribute to the City's economy. The theme promotes capitalising on synergies between information and communication technology clusters in Macquarie Park and the emerging digital design sector. Growing creative industries will promote training and employment opportunities for locals and the development of local creative product.

*Partnerships for a vital City* is about identifying and pursuing opportunities to deliver arts-related projects with a variety of stakeholders from the public and private sectors. The focus of this theme is to create mutually beneficial partnerships

that enable the City of Ryde to deliver a range of initiatives to achieve its arts development objectives. This theme underpins the Framework and will be crucial to support participation and attract resources and funding.

The Draft Framework provides Council with information and a recommended direction for arts development for the City of Ryde.

This Draft Framework provides information and suggested actions for arts development for the City of Ryde.

It is proposed that the community supported and Council approved Arts Development Framework would be the basis for a strategic arts plan for the City of Ryde. The City of Ryde arts plan 2007 - 2012 would contain the vision, objectives, strategies and actions, as well as highlighting priorities, and performance indicators. Actions in the arts plan would be reported in the Management Plan, and linked with a number of other City of Ryde planning documents.

The strategic arts plan would be developed with input from Councillors and an arts advisory panel made up of local industry experts, in addition to further community input resulting from the 42 day public exhibition period.

# Introduction

*Ryde has never been a cultured community in the sense that a majority, nor even a reasonable-sized minority, of its residents has been so appreciative of art, music, drama or literature that there have been general, concerted moves to have such amenities supplied for the benefit and pleasure of all who live in the Area (M.C.I LEVY, 1947).*

The central theme of this quote, written in 1947 by local alderman Levy, is that due to lack of demand no “concerted moves” have been made to provide opportunities for appreciation of the arts. As a result, according to the quote, local people have missed out on the “benefit and pleasure” the arts can give to “all who live in the area”.

Much has changed in the City of Ryde since 1947. Communities enjoy a range of arts activities including the Ryde Eisteddfod, Battle of the Bands, Cinema in the Park, harmony Day, a range of other festivals and the Ryde Arts Show. The new Top Ryde shopping plaza development will incorporate public art that celebrates local communities and adds a sense of vitality to the area. The schools in the City of Ryde enjoy a strong reputation for their music contributions and abilities.

While the situation in the City of Ryde may have changed, the quote still provides an interesting starting point to examine what benefits and pleasures may be expected and result from a City that does make “concerted moves” to develop the arts.

The City of Ryde has a vision for a dynamic City with an improved quality of life for its citizens and which engages

communities through cultural and social activities. We promote business growth and encourage employment opportunities for local people. We provide programs and work with others to build social capital and support festivals, community celebrations and commemorative days and weeks such as Australia Day, Granny Smith Festival, NAIDOC Week and Chinese New Year.

The City of Ryde is eager to strengthen the capability of the area and communities for a sustainable future. We are keen to build awareness of cultural values and our own identity, and to contribute to a richly diverse and open City. We value community identity and are committed to fostering a living and working environment that is appealing for people to live, work, visit and invest.

These healthy city indicators are attributes many local governments strive to achieve. The products and services they deliver like urban design, environmental, social and recreation planning, open space and facility development are aimed at achieving the type of places that support healthy communities and great places to live, visit and invest.

In the same way these products and services help local governments serve communities, so too can the arts play a role in delivering healthy city outcomes.

Arts products and activities are the life blood of city vitality. Cities built on a strong tradition of the arts are recognised for their attractive, robust, and vibrant cultural life. They have environments defined by interesting spaces, festivals, performances and public art that create an atmosphere of excitement and discovery.

Local engagement and participation in these cities is strong, where citizens benefit not only from the creative experience of doing and being around art, but from people taking an active part in their own development and community life.

Local engagement and participation in these cities is strong, where citizens benefit not only from the creative experience of doing and being around art, but from people taking an active part in their own development and community life.

Through the arts these cities provide opportunities for self-expression, creativity and imagination, essential to personal growth, self-confidence, health and wellbeing. They bring people together, creating social networks, cooperation and social cohesion. They provide a setting for the exchange, tolerance and respect of diverse values and cultures.

Local creative talents and skills are grown and sharpened through participation in the arts for their own sake, toward the pursuit of excellence or employment. New creative talents are attracted to a city with a strong arts scene. Arts products and services contribute to the growth of the economy.

In recognition of these attributes and a response to a number of factors including the 2005 community visioning process, the City of Ryde is exploring opportunities to determine how best the arts can contribute to realising the vision for the City.

In early 2006 an Arts Review was commenced, the first step in the arts development process. The role of the Arts Review was to:

- Reveal existing arts resources in Ryde;
- Reveal gaps in provision and highlight necessary steps towards improvement;

- Provide opportunities for community input and goal setting;
- Assist to establish a vision, clear goals and measurable objectives, future targets and how City of Ryde and communities will go about achieving targets;
- Assist in the development of key performance indicators;
- Provide a starting point for arts and cultural policies and strategies.

In the Review the arts were broadly defined as:

- Performing and visual arts, music, crafts, design, fashion;
- Media, film, television, video, multi-media, broadcasting;
- Artifacts, literature, writing and publishing;
- Creative enterprises/industries;
- Facilities used for artistic expression;
- Festivals and attractions;
- Individuals, groups and organisations working or involved in the arts.

The City of Ryde Arts Review included public consultations through four community forums on 1 May, 3 (morning) May, 3 (evening) May and 3 (evening) August 2006 that combined attracted approximately 80 people, 500 surveys of individual local artists, community organisations and local business (170 returned), sessions with local stakeholders including Macquarie University and Meadowbank TAFE, and also City of Ryde staff. Research into arts activities undertaken by other local governments in the region was also part of the Review.

The Review is now complete and in general the results show the arts have a relatively low profile in the City of Ryde. But contrary to the 1947 quote, the Review revealed people in the City of Ryde are

appreciative of the arts, and do support concerted moves to have such amenities supplied for the benefit and pleasure of all who live in the area.

Arts activities like the popular Ryde Eisteddfod were mentioned, with its impressive 5000 annual competitors, the classes and workshops run at Willandra Art Gallery, the Ryde Arts Society Annual Art Awards, and the range of arts activities run by the schools in the area were all highlighted as making positive contributions.

But consensus from the Review was a need for more opportunities for community participation in the arts and opportunities for the untapped potential of the City's arts practitioners and rising talent. Furthermore, there is great enthusiasm among local artists and communities for the arts to play an even greater role in boosting quality of life in the City by providing fun, education, personal, community and economic development.

If the arts are to play more of a role in boosting quality of life in the City of Ryde, then just like other Council operations deliberate intervention and purposeful planning is required.

The Draft Framework provides a structure under which arts development activities can be implemented to achieve community needs and aspirations. The Framework responds to the current situation, or where the City is currently at in terms of arts development, and provides initiatives to move toward meeting community aspirations.

Included as part of the Framework are a number of suggested actions that respond to needs and aspirations identified through the Review. It should be noted these are suggested actions only. The intention of the suggested actions is to provide examples of the type of projects and programs that could be part of advancing arts development in the City of Ryde.

This Draft Arts Development Framework is put forward as a starting point for a strategic arts plan for the City of Ryde. The City of Ryde arts plan 2007 - 2012 would contain the vision, objectives, strategies and actions, as well as highlighting priorities, and performance indicators. Actions in the arts plan would be reported in the Council's Management Plan annually. Actions in the arts plan would also be linked with a number of other City of Ryde planning documents, for example a strategy to develop local arts product that contributes to the City's economy would link to an economic development plan, or initiatives to improve the amenity of local parks through public art may be part of a park's plan of management.

It is anticipated the strategic arts plan for the City of Ryde would be developed with the assistance and advice of a panel of arts industry experts drawn from local communities, businesses and organisations. The development of the strategic arts plan would also provide further opportunities for general community input.

A number of case studies on a variety of projects are included throughout the Framework to provide examples on the role the arts can play in community and City development.

## Arts initiatives in the region

There are many strong arts initiatives in Ryde. The best known is the long running Ryde Eisteddfod. The Eisteddfod is an annual cultural event for the benefit of students of the performing arts, whatever their age or ability, and for the entertainment of audiences in the area. Operating since around 1989, the Eisteddfod has grown from a small event of about two hundred competitors, to its present size involving over five thousand competitors annually. Singers, dancers, actors and musicians come from as far as Wollongong, Gosford and Newcastle to participate. Many Ryde Eisteddfod scholarship winners have gone on to positions in the Australian opera, overseas ballet companies, and international study scholarships.

Willandra Art Gallery offers a number of classes and workshops annually, as well as exhibitions. The activities are well frequented and popular attractions in the City. The City of Ryde Arts Society runs the popular annual Ryde Art Awards and exhibition that is well known throughout the state.

Other local governments have also undertaken initiatives in response to community need and recognition of the importance of expressing and maintaining local culture. These initiatives have also been supported by significant policy and legislative initiatives, such as the Department of Local Government's Social and Community Planning and Reporting

Guidelines, amendments to the Local Government Act in 2002, and the Second Cultural Accord 2002 - 2005 between the Arts NSW and the Local Government Association of NSW and Shires Association of NSW.

Willoughby Council have developed concept designs for a new Civic Place, featuring a new concert hall, theatre, exhibition hall and space, rehearsal space and public library. Other well established arts facilities in Willoughby include the Parks Arts and Recreation Centre and the Zenith Theatre. Willoughby also runs a public art program. There are a number of Council funded arts positions, and a number of public and private service organisations providing arts activities from Council infrastructure.

Parramatta City Council recently launched its 'Arts Facilities and Cultural Places Framework'. The Framework identifies the development of additional arts infrastructure to complement the Riverside Theatre, Heritage Centre and artists' studios. The Council also has an established public art program.

The following table provides information that shows initiatives and investment in arts development by Parramatta and Willoughby Councils. Parramatta and Willoughby Councils have been highlighted for their arts initiatives in a regional capacity.

	Willoughby	Parramatta
<b>Population</b>	58,319 Density: 25.86 person p.ha.	151,860 (ABS 2005 estimate) Density: 24.89 p. ha
<b>Rates &amp; Annual Charges (as per Annual Report 04-05)</b>	\$34,134 M	\$58,209 M

	Willoughby	Parramatta
<b>Arts and Cultural Operations budget.</b> These figures only include salaries, overheads and program budgets. Does not include event budgets.	<b>Management Plan 2005 – 06</b> \$343,500 Arts and Cultural Services Admin \$215,500 Special Projects \$389,400 Willoughby Parks Art Centre (WPAC) \$373,200 Chatswood Mall \$426,000 Zenith Theatre  \$683,300 Civic Centre \$313,000 Willoughby Symphony and choir (WSOC) \$2,743,900 Total	<b>Combines program and operations 2005 - 2006. All figures are approximate</b> \$3.8 million: Arts Services \$30,000 Arts development \$3,830,000 Total
<b>Income arts/cultural activities</b>	<b>Management Plan 2005 - 06</b> \$37,600 Cultural Services (CS) Admin \$25,600K CS Special Projects \$197,800 WPAC \$162,500 Chatswood Mall \$366,800 Zenith Theatre \$390,000 Civic Centre \$162,100 WSOC \$1,342,400.00 Total (proposed)	\$2,500: Arts Services \$139,097: Festival and events <b>\$141, 597 (approx.)</b>
<b>Arts and Cultural Grants Received</b> (as per annual report)		\$60,000 \$52,000 \$100,000 art studios Riverside Theatres also attract grants
<b>Council Grants budget</b>	\$82,800 Arts & culture community develop grants  \$8,000 Cultural Events Grants	\$44,000 Arts & Cultural grants \$50,000 Performing arts grants \$40,000 Events grants
<b>Section 94 contributions – arts and culture</b>	\$20,000 2005 – 2006 \$900,000 + 2006	\$ 10 million over 5 to 10 years
<b>Arts and Cultural facilities</b>	\$4,935 M – Civic Place planning	\$1 B + Civic Place planning and development
<b>Arts/Cultural Staff</b>	Arts and Cultural Manager Cultural Projects Officer Performing Arts Unit Manager PAU (WSOC) Marketing Coordinator PAU (WSOC) Box Office/ WSOC Coordinator PAU (Zenith) Operations Manager PAU (Zenith) Operations Coordinator x 2 Willoughby Park Arts Centre Manager WPC Operations Coordinator	Social Outcomes Manager (arts part time only) Project Officer - Public Art Officer Project Officer – City Animation Project Officer – Parramatta stories Studio Coordinator Riverside Theatre Manager

Lane Cove Council adopted their 'Cultural Action Plan for Lane Cove' in 2004. Key actions in the Plan include the development of a multipurpose cultural facility and a public art policy. The Council has just completed a feasibility study for the development of its multipurpose arts and cultural centre.

Hornsby Shire Council created the 'Hornsby Art Gallery and Community Art Centre' in 2002. The Centre provides opportunities for local artists and touring exhibitions, but also opportunities for the general community to participate in art making. The Council has also developed a provision in their S94 Plan to levy for public art.

Hunter's Hill Council adopted their 'Cultural Plan' in 2006, winning an award at the 2006 Local Government and Shires Association Cultural Awards. Goals listed in the Plan include the development of arts and cultural facilities.

Ku-ring-gai Art Centre is one of the largest art facilities in Australia provided by local government. The Centre seeks to develop programs and cultural events in the visual arts which are accessible to all members of the community, and both adult and children's classes have students from non-English speaking backgrounds. Facilities include a fully equipped darkroom, French hydraulic presses in the print room, pottery and sculpture studio with five kilns, well-equipped studios and two exhibition galleries for hire by groups or individuals. New exhibitions go on display every month. The Centre also offers visual art, creative writing and guitar classes for adults, children and teens. It also runs school vacation programs and weekend workshops. According to

Ku-ring-gai Council's Annual Report for the year ending June 2005, the revenue earned from annual fees and charges was \$405,000. No separate expenses data for the Arts Centre is available. Ku-ring-gai Council completed their first arts and cultural plan in 2004.

The NSW State Government has also identified the importance of creative industries to the economy, with the Sydney Metropolitan Strategy singling out areas including Macquarie Corridor for creative industry development. The new State Plan for NSW released in November 2006 states a commitment to:

- Increase visits to and participation in the arts and cultural activity 10% by 2016.
- Taking into account the importance of the arts and culture in the lives of people and in developing local identity when planning new regional centres and urban consolidation.

The Commonwealth Department of Communications, Information Technology and the Arts is developing a strategy for creative industry clusters and a Visual Arts and Crafts Strategy, an investment of \$39 million dollars over four years. The purpose of the strategy is to increase the viability and vitality of Australia's contemporary visual arts sector.

This level of commitment at a local, State and Commonwealth level demonstrates the vital role and contribution the arts make to community and city building.

The City of Ryde is now in a position to build and benefit from what the arts have to offer.

# City of Ryde Arts Development Framework

## Theme One – Greater access to the arts

*Greater access to the arts is about everyone in the City of Ryde having opportunities to benefit from the personal growth, social connections and increased vitality and wellbeing that result from participation in the arts. It is about our older people accessing suitable recreation and social activities, giving young people stepping stones for artistic development, and providing creative people opportunities to develop skills and showcase talents. This theme recognises cities with the most vibrant arts and cultural life have as their basis a strong culture of community participation in the arts.*

New infrastructure for use by communities and artists, attracting arts service providers to the City and improving network and communication channels are recommended to create greater access to the arts.

The Review highlighted that the major barrier for the arts was lack of access, particularly to venues or facilities suitable for artistic expression, and for arts to develop in the City this is the major priority. This was not only true for arts professionals wanting to develop skills and produce works. Non-artists and community groups wanting to participate as a way of expression and connecting with others also expressed a need for suitable arts space.

There was consensus on the need for purpose-built arts related infrastructure to provide opportunities for arts participation, nurture and support our many talented artists, build community capacity and bring people together, and for sheer public enjoyment.

Current venues in the City adapted for arts purposes, while appreciated, were seen as largely inadequate.

Willandra House runs well frequented art courses and workshops, but there are issues including incompatibility of use, specific visual arts catered for only, limited by space and the location is difficult to navigate, made worse by lack of signage.

*“we need a regional public gallery” ...“a cultural centre with reasonable priced rental space would allow artists of all art forms to develop, perform and exhibit their work and perhaps attract and encourage sponsorships, especially for non-profit organisations” (Vision workshop August 2006).*

A number of Council owned and managed facilities have small stages. These are seen as largely inadequate, with local amateur theatre and music organisations mostly rehearsing and performing outside the area. Rental and insurance costs were also an issue.

*“...we have no rehearsal or performance venue in Ryde so we went to other suburbs asking for help ...” (Vision workshop August 2006).*

Most dedicated arts infrastructure in the City of Ryde is located within the two large education institutions, Macquarie University and Meadowbank TAFE. There are six museums within the Macquarie University campus as well as the Lighthouse Theatre and Macquarie University Art Gallery. The grounds of the University are also home to the largest outdoor sculpture park in the southern hemisphere. Meadowbank TAFE is a significant provider of visual arts training

and in recent years established the See Street Gallery.

*“The development of a physical arts hub such as a building where multiple arts/crafts organisations can share resources, meet and collaborate would be a great help...” (Vision workshop August 06).*

Some local artists have taken advantage of these facilities and enrolled in courses.

But the facilities themselves are mostly seen as inappropriate because of the academic and formal educational focus, and a sense they are not ‘open to the public’. They are still positive resources and strengths for the area, and both campuses are keen to explore options for working closely with the City of Ryde.

*“...there is a lack of galleries, live theatre, studios, everything” (Vision workshop August 2006).*

## **Case Study – Tribute to our seniors**

*Tribute to Our Seniors* is an annual photographic exhibition which records the lives and achievements of selected groups of elderly residents within the Redlands Shire, a coastal district east of Brisbane. Different photographers are commissioned each year to produce the work, which is exhibited to honour the lifetime contributions of senior citizens to the Redlands community. Each photograph has accompanying text about the individual. The exhibition takes place at selected venues in the area during Senior Citizens Week in September each year. The photographs are subsequently donated to the Shire Library as visual support for its oral history program. The project has been running since 1993.

The exhibition is a source of great pride for the senior citizens of the Redlands community, in particular for the individuals who have the satisfaction of seeing their lifetime contributions to the community publicly acknowledged. By involving local businesses, the project also strengthens a broader sense of community amongst residents throughout the Shire.

*Tribute to Our Seniors* is significant as an ongoing art project with both immediate and long term outcomes. The annual exhibition of work each year is a popular event and a powerful tribute to a group of local residents, celebrating lives and stories which may otherwise be unrecognised. In the longer term, the growing collection of work constitutes a valuable record of local heritage and an important cultural artefact.

The project succeeds in focusing public attention on a group of people in the community who are often marginalised and undervalued. As well, the commissioning of different photographers each year promotes ongoing creative development within the set parameters of the project.

*cited Regional Arts Australia [www.abc.net.au](http://www.abc.net.au)*

Raised in the Review, and supported by other research, were other issues that would be addressed by creating infrastructure that provided opportunities to participate in the arts.

The City of Ryde Older Person's Needs Paper Social Plan 2000 identified isolation and health as major issues facing older people. Needs, gaps and issues identified by residents included a lack of space dedicated to programs for seniors. The Social Plan recommends the City of Ryde "...enhances opportunities for older people to participate in leisure, recreational and educational activities" (p.43).

Creating arts activities for older people was viewed as a worthwhile initiative, and particularly relevant considering the number of older persons in the City (the City of Ryde has around 25% above the Sydney average people aged 75 years and over). Arts were seen as a suitable recreation activity that would address social isolation issues by encouraging older people to come together.

Also raised was the importance of nurturing the creativity, imagination and talents of young people (there was acknowledgement of the good work done for young people by the Ryde Eisteddfod, Battle of the Bands and The Core).

Young people said they needed more opportunities to develop skills, showcase work, experiment and take tuition while at school and when they complete school education. There is a high level of arts activity in Ryde schools, and the Ryde Eisteddfod provides many opportunities for young people to develop personal and artistic skills. But people felt more 'stepping stones' were required to enable on-going arts participation, skills development and creative growth in young people.

*"...we need an arts development program for students and young people so they have somewhere to continue their learning once they leave school..." (Vision workshop August 2006).*

Respondents generally expressed concern there were no youth venues or few public

programs in the arts for younger people in the City of Ryde.

The other major piece of missing infrastructure in the City was service providers, or people and networks that provide support for the arts. An increase in service provision and arts programs was seen as essential to facilitate the kind of participation in the arts that brings people together, builds community capacity and has major health and wellbeing benefits.

The Arts Review highlighted that workers specifically funded to provide arts programs existed in other local government areas. Some workers were employed by local councils and others funded through grants and/or employed by local service organisations.

It was acknowledged that the lack of infrastructure to house arts service providers was a significant barrier to attracting them to the City, and this may be a long term goal. Creating opportunities for non-local service providers to come to the City and run programs was considered as a possible short term solution.

Another common issue revealed through the Arts Review was a lack of awareness of opportunities to participate in the arts, and a lack of cohesion amongst the arts community.

To some extent this was blamed on the general lack of profile or arts activity going on in the City.

*"a joint Marketing Plan between Council [sic] and local groups would reduce costs for everyone and provide much needed publicity"...  
"we need a dedicated community arts magazine where we can advertise our classes, performances etc at low cost" (Vision workshop August 2006).*

Artists in the City requested there be opportunities for them to come together, provide and distribute information, and be made aware of opportunities for arts development.

## **Case Study: Ryde Eisteddfod**

Ryde Eisteddfod Committee Inc. is a non-profit, volunteer-run organisation devoted to producing an annual cultural event in Ryde for the benefit of students of the performing arts, whatever their age or ability, and for the entertainment of audiences in the area. The Committee relies heavily on volunteer help for the running of the Eisteddfod, and on sponsorships and donations for prizes awarded to successful competitors.

The very first Ryde Eisteddfod was called the “Ryde Challenge” and was the initiative of a committee set up by Ryde Council to commemorate the Ryde Bi-Centennial in 1989. Due to the expense of paying staff, printing, advertising, providing prizes etc the Eisteddfod was scheduled to be discontinued by Council. However, Councillor Edna Wilde was strongly in favour of continuing this performing arts festival, and asked for Council help in setting up a volunteer group to run the event.

The Council gradually phased out its organisational involvement. After the 1991 event, the present all volunteer, non profit, incorporated organisation was formally established, with Councillor Edna Wilde as the Chairman.

In 1998, Ryde Council awarded the Ryde Eisteddfod the ‘Volunteer Recognition Shield’ for outstanding work in the City. The Committee was greatly encouraged to find that their efforts were recognised. The Committee grew larger to cope with the increased work. Many local businesses, clubs and organisations donated trophies and small awards for selected sections.

Over the years the Ryde Eisteddfod has grown from a small event of about 200 competitors, to its present size involving over 5,000 competitors annually. Singers, dancers, actors and musicians come from as far as Wollongong, Gosford and Newcastle to participate. Many of our scholarship winners have gone on to positions in the Australian opera, overseas ballet companies, and international study scholarships.

“This year (2007) one of our child singers from years ago will return from starring in the opera houses of Germany to judge our local aspiring singers”, said Chairman Councillor Wilde.

The Committee is greatly encouraged by the success of these young people, but at the same time aims to improve the confidence and enjoyment of the other artists who may not choose to make a career in the performing arts. Their skills will enrich their lives in other ways.

Throughout the life of the Eisteddfod Ryde Council have continued to support the idea by providing its venues free of charge, and by giving the Committee a Cultural Grant of \$1,000 each year. In recognition of the contribution the Eisteddfod makes to the City, in 2007 Ryde Council entered an agreement with the Committee to formalise their relationship. A member of Council would be elected to its Committee, and in return, the Cultural Grant and the free use of some venues would continue. With this encouraging support, the present Committee feels able to continue.

“Tributes from schools, teachers and parents continue to arrive, so we know we are doing a worthwhile job”, Councillor Wilde said.

*cited in the Ryde Eisteddfod Official Syllabus 2007;  
and History of the Ryde Eisteddfod.*

## Suggested actions...

### **Investigate opportunities to utilise existing facilities (B grade properties within the LGA) to create a multipurpose arts space.**

The focus of these spaces could be on community participation, utilising multipurpose spaces for various activities and courses like clay work and painting. Various private tutors and community groups could provide services. The centre could also provide meeting spaces. The emphasis for these art spaces could be on flexibility and multi-use for maximum community participation.

Areas could be leased at small rents to artists as individual workshop space, providing locals with opportunities to develop works, assist emerging artists and inspire artworks based on local themes, and also attract artists to the area.

Current unused space owned by the City of Ryde or private B grade facilities like abandoned warehouses could be adapted to studio space and leased to various arts organisations and individual artists. This could be a short to medium term arrangement until a purpose-built site came on-line, or a long term permanent site.

### **Conduct a scoping study to create concept designs for the development of a new cultural/arts facility.**

Identified through the Review was a need for performance space and smaller theatre, art gallery, and studio/rehearsal space. Due to its centrality and good transport links Ryde town centre is viewed as the best location. The redevelopment of the Ryde town centre was identified as being complimentary to new arts facilities. The importance of clustering arts infrastructure together to create an arts precinct is an important consideration.

The Ryde town centre location also provides opportunities for partnerships in the delivery of these facilities with the development industry.

Recent planning for Ryde Town Centre, Council's capital works program and the draft Section 94 Plan highlight opportunities to develop new cultural facilities. Further research is required to identify in more detail the exact nature of these facilities.

### **Investigate opportunities to develop a sound shell to increase opportunities for outdoor arts activities, and a scoping study to incorporate a youth arts/technology space.**

The sound shell would provide an outdoor performance space complete with change rooms and other necessary amenities. Eastwood has been identified as the most desirable location for the sound shell because of a demographic profile favouring young people and proximity to transport. There are however limited site options in Eastwood and other locations would need to be explored.

The sound shell and multimedia centre are compatible and could be developed as one complex. The multimedia centre is a working title to describe a youth facility providing access to programs in music and sound, video and screen-based art and web and graphic design. The centre would be aimed at providing stepping stones for post-curricular activities toward innovation and excellence, and also personal development.

Learning and training programs would be provided by community, private, and educational organisations. The centre could also be leased for private hire.

The feasibility of such a centre would need more thorough investigation to determine the size, types of amenities, services provided, partnership opportunities and more.

The sound shell and multimedia training centre may be developed in a staged process, with the sound shell first and the multimedia centre as a second stage.

**Develop opportunities focused on improving access to the arts and community participation.**

One focus could be on community participation in the arts promoting community well being. Projects could include creating arts activity for people less likely to participate, older people, culturally and linguistically diverse people, those with varying abilities, and opportunities for young people.

Another focus could be creating opportunities for established and up and coming artists to showcase their work, and improving opportunities for communities to gain access to exhibitions and performances.

**Attract arts service providers to the City of Ryde to increase opportunities for participation in the arts.**

There are a number of arts organisations throughout Sydney that provide arts services, and although a suitable venue would need to be found, attracting them to the City of Ryde both on a project by project basis and to eventually locate in the area is possible.

Examples of service providers that would benefit the City may be a youth theatre company to run workshops and productions with young people from a theatre facility. A variety of other service providers could also run arts workshops and tuition from a youth arts/technology space or the multipurpose arts space.

**Form the City of Ryde Arts Advisory Panel to assist and advise Council on the development and implementation of arts initiatives.**

The Advisory Panel could assist and advise in the development of the strategic arts plan and have a role in the implementation of the strategies and actions listed in the plan. The Panel would be advisory and make recommendations for Council's consideration. Panel members would be drawn from a range of artistic categories (e.g. performance art, visual art, craft etc), age groups and cultural backgrounds. They would be recruited from the local community, businesses and education institutions. A request for members would be advertised through the local paper. All nominations with recommendations for selection would be reported to Council for endorsement.

The immediate role for the panel would be to assist and advise in the establishment of a vision, objectives, priorities, actions and evolving the Draft Framework into a draft strategic arts plan for the City of Ryde.

**Develop an artists' network aimed at improving and promoting arts and local artists.**

The role of the network would be to provide opportunities for professional development, networking and advocacy. While the City of Ryde may have an initial role in setting up the artists network, it is expected members would self manage and contribute to ensuring the network is operational.

## **Develop an arts webpage and artist database aimed at improving information and access to the arts and promoting local artists.**

An artist database would assist networking and also provide increase accessibility for those looking for local artists.

The database could be linked with the City of Ryde web arts page. The web arts page would also provide information on what's on in the City, programs and projects currently under way and funding opportunities for arts projects.

## **Theme Two - Telling Ryde's stories**

*Telling Ryde's stories is about celebrating the City's unique identity through the arts, encouraging community cohesion, creating local pride and promoting an image of the area as an attractive place to live, work, visit or invest.*

*These benefits are achieved through incorporating public art in major public domain upgrades, in new developments, parks and other public areas to create a sense of place and community ownership. Performances and exhibitions by local artists and communities can display the City's diversity and provide a sense of local identity. Supporting communities to tell their own stories through the arts builds community capacity and wellbeing.*

The arts play a pivotal role in reflecting and articulating community ideals, aspirations and identity. By providing opportunities to participate and engaging communities in the exploration and sharing of stories, we open a dialogue on a diverse range of cultural experiences that promotes an understanding of who we are, reflecting that sense of identity back to the community and the rest of the world.

Throughout consultation during the Review there was general agreement the City's identity is not well articulated and this was detrimental to its image. They thought not enough was made of its special qualities, of which there were many. People revealed they are deeply attached to the elements that make the City of Ryde a special place, but believed more needed to be made of its features and opportunities created to tell Ryde's stories. Respondents participating in the Review felt the arts could play a major role in the telling of our stories, and lifting and promoting the City's identity.

*"... the municipality is divided by roads".... "It's a place you drive through, not to" (Vision workshop August 2006).*

Ryde's position as the third oldest established area in Sydney, the Parramatta River, and the natural environment were cited as special features and material for artistic exploration.

As well as lifting our profile and telling Ryde's stories to the outside world, respondents were also interested in the arts as a way of creating greater understanding of the different histories, values and customs between people in the community.

Some respondents felt a sense of disconnection or not belonging, and a perception rapid change is impacting negatively on individual and community wellbeing from loss of histories and stories that shaped or defined the area.

Also identified was the changing nature of the area in terms of its ethnic mix and the need to create opportunities for cultural exchange through the arts to promote tolerance, develop understanding about other people and maintain an inclusive and tolerant City.

There was interest in developing a greater appreciation of Indigenous history. Respondents were also keen to ensure physical and social connectivity between local people and their neighbourhoods,

and that new development in commercial and suburban settings incorporates public art and other cultural gestures to share Ryde's stories.

## **Case Study - Meeting Places, Local Stories and Hopes for the Future**

When people walk through the reserve on Kelsey Road in the City of Salisbury, they are stepping through visions for the future designed and constructed by Salisbury North residents. The Meeting Places, Local Stories and Hopes for the Future community arts project depicts community pride, and expresses positive memories and hopes, in a reserve that is both community meeting place and informal gathering area.

The Story Stone Wall incorporates more than 100 bricks designed and made by residents. The designs incorporate images depicting each person's story about the area, the past or what they see for the future. A professional artist, Bridgette Minuzzo, led art workshops in which school students, young people and other community members made the pavers.

The project is but one part of the Salisbury North Urban Renewal Project – in which the community contributes to decision-making and consultation processes for all arts projects – and is the result of work by the Salisbury North Community Arts Working Party in partnership with Salisbury High School.

Extensive consultation undertaken in Salisbury North identified that the community wanted practical artworks, such as seats, paths and signage, not abstract works of art. They wanted works that reflected positive aspects of local history and projected the community's hopes and aspirations for the future. They wanted works made out of natural materials such as wood and stone.

Members of the Salisbury North Community Arts Working Party worked together to plan the Meeting Places, Local Stories and Hopes for the Future artwork. They developed the brief for the project, participated in all the key decisions, and made parts of the artworks.

The project produced practical artworks that all could use - benches and paths made of familiar materials, such as a mosaic bench (a City Sites project) depicting positive images of Salisbury North, the community and its history.

*cited [www.ccd.net/projects/browse](http://www.ccd.net/projects/browse)*

An opportunity to express identity has also been raised in the City of Ryde Needs Papers:

- Young people view identity as important to the way they are portrayed in the community, and how they see themselves;
- Aboriginal people point to a weakening of culture and loss of identity as major cause of decline;
- People from culturally and linguistically diverse backgrounds viewed it as important to celebrate their own values, customs and aspirations.

Public art in public parks and spaces around the City was viewed as a way of expressing local identity and also a way of adding to the enjoyment of public spaces. Art has a vital role to play in the environment, adding to the enjoyment of places, telling local stories and creating a sense of place, and has become an integral part of many urban areas. A high quality environment is essential for good quality of life and high quality public art is necessary to create that environment, be it open space, public building, hospital or education facility.

*“...Council to commission some bold public art and display it in prominent places” (Vision workshop August 2006).*

The creation of town centres, villages, streets and public spaces reflective of local cultural values and identity is an increasingly desirable objective for local governments. Creating neighbourhoods where locals feel connected, vitality is robustly apparent, and a sense of place is clearly present has major social and economic benefits.

Public art can have a major role in achieving these and other benefits including:

- Providing opportunities to tell personal stories and explore the history of a place,
- Express and create a neighbourhood or city identity that promotes a sense of pride;
- Providing a vehicle in which communities can input into the urban renewal process;
- Creation of interesting documents in the urban environment that add to the enjoyment, character and visual quality of public places;
- Utilise local talent and provide employment;
- Create symbols that signify a confident city image.

Forum participants also felt that as the City of Ryde develops and changes it will be essential that its history is maintained, its stories told and most importantly, local communities sustain a sense of connection to this place.

Physical changes to the environment by the construction of new development are obvious. Less obvious are the intangible elements associated with the old site that are not acknowledged and eventually lost as a result of change. In some cases the intangibles- the memories, personal stories, collective histories-have important resonance to the City. The example of a new development replacing a local dance hall that was a meeting place to give support to local people during the war demonstrates how these important landmarks and the associated memories can be lost.

Incorporating public art in new developments to acknowledge the history and previous function of a site can go some way toward ensuring personal and collective memories and the identity of the City is maintained.

Public art will also benefit developments, acting as a reference point that helps in branding or positioning, evoking business confidence. It creates landmarks and defines a destination. It provides a welcoming interface that connects private and public domains encouraging pedestrian activity and animating spaces for the pleasure of residents, workers and visitors.

There was also the view that people need to be encouraged and supported to tell their own stories through the arts, particularly those communities newly established in the City. As well as contributing to the colour and diverse

identity of the City, and creating better understanding between different cultures, supporting groups to tell their own stories was seen as a way of building community capacity and a sense of pride.

While it was acknowledged the City of Ryde did have a cultural grants scheme, there was a view that it could be better directed, and funded, to encourage and support local stories and capacity building by enabling communities to manage their own projects.

Performances and exhibitions by local communities, schools and artists were viewed as a way of telling Ryde's stories. The consensus by respondents was that without key arts infrastructure and greater support for the arts in general, performances and exhibitions cannot make a significant contribution to the identity of the City.

### **Case Study – Facing Australia**

In 2003 artists Karen Donnelly, Raimond de Weerd and Tony Nott were commissioned by the Brisbane City Council to create a series of large scale portraits that investigated issues of identity within the City of Brisbane. Four diverse Brisbane suburbs were selected (Inala, St Lucia, Nudgee Beach and Sunnybank Hills) and over 800 residents from the selected suburbs were photographed in order to create eight composite portraits accompanied by large panels depicting the photographed individuals. The final work formed a suite of exhibitions that celebrated the opening of the Museum of Brisbane 2003/4. The exhibition had an attendance rate of over 100,000. Most of the participants in the Face of Brisbane, their family and friends attended the exhibition, and for most it was their first visit to a cultural venue.

*cited [www.ccd.net/projects](http://www.ccd.net/projects)*

## Suggested actions...

### **Review the City of Ryde cultural grants program, develop selection criteria and priorities to promote cultural identity through arts projects.**

Whether younger people or older people, established communities or new and emerging communities, whether historical or contemporary, everybody has stories to tell that make the City of Ryde a diverse and interesting place.

The arts provide a medium in which these stories can be told to strengthen the cultural identity of the City. Creating more opportunities to tell these stories could be facilitated through a focusing of the City of Ryde's cultural grant scheme.

For a nominated period the grants scheme could be prioritised on arts projects focusing on telling Ryde's stories and promoting local cultural identity.

### **Incorporate public art into City of Ryde capital infrastructure, parks, streetscape and urban renewal projects.**

Appropriate projects undertaken by the City of Ryde such as urban renewal projects, the development or refurbishment of community infrastructure, or the redevelopment of parks and streetscapes provide an opportunity to include public art.

Funds for public art in these projects would be collected through the City of Ryde Section 94 Developer Contributions Plan. At the planning stage for each project (i.e. community facility, park upgrade) a budget for public art would be nominated and included as part of the overall project budget.

Funds for public art may also be pooled with other funds from grant funding

agencies. Funds could also be pooled with funding already allocated for elements like seating, playgrounds, pathways, fountains, noise barriers, drains, and bridges to produce unique opportunities in design by collaboration with artists.

### **Apply for a series of grants to implement the Riverwalk Arts Strategy.**

The Ryde Riverwalk Masterplan outlines plans for a mixed-use pathway network along the City's Parramatta River boundary, extending from Wharf Road, West Ryde to Punt Road, Gladesville. The Riverwalk allows for pedestrian and cycle access with meeting and resting areas. Where possible, the Riverwalk is located along the Parramatta River shoreline, which has a wealth of memorable landmarks that reflect the distinctive character of the landscape and celebrate local history.

Incorporated into the Riverwalk Masterplan is the Riverwalk Arts Strategy which aims to celebrate the distinctive character of the landscape and local history through a series of public artworks.

### **Develop the City of Ryde public art policy and plan**

The public art policy would define the approach to public art in the City of Ryde. It would establish a vision and goals and the necessary guidelines to assist City of Ryde and other stakeholders achieve a uniformed approach to public art and positive outcomes. The policy would provide detailed information and mechanisms for funding public art, planning and design processes, approval procedures and the criteria against which City of Ryde would assess public art proposals.

The public art plan would identify opportunities for projects, including new

parks, infrastructure, streetscapes and development sites to include public art, and have an annual implementation program in line with public works and budget schedules.

The public art policy and plan will be linked with the Management Plan and other City of Ryde strategic and operational plans.

### **Develop a percentage for public art scheme for appropriate private developments.**

The percent for public art scheme would require specific new developments over a particular size or dollar amount to contribute a percentage toward public art. For the scheme to be provisions would need to be documented into the City's strategic plans, LEPs and DCPs as they came on-line.

### **Develop a performances and exhibition program.**

Performances and exhibitions by local artists and communities are a successful way of celebrating the City's stories and celebrating our identity. Opportunities to develop a performance and exhibition program will increase along side the development of arts facilities, and in general a greater focus on the arts by the City of Ryde.

## **Theme Three – Growing creative industries**

*Growing creative industries is about making the most of what arts and creative activities contribute to the City's economy. The theme promotes capitalising on synergies between information and communication technology clusters in Macquarie Park and the emerging digital design sector. Growing creative industries will promote training and employment opportunities for local people and the*

### *development of creative product.*

Creative industries are activities which have their origin in individual creativity, skill and talent and which have the potential for wealth and job creation through the generation and exploitation of intellectual property. A wide range of enterprises such as media, entertainment industries, arts and craft product, and graphic design are the products and services described as creative industries.

*“...we need to develop initiatives that will attract the arts industries and prestige” (Vision workshop August 2006).*

One of the major indicators of a thriving arts environment is the existence of creative industries. They also make a significant contribution to the economy. Recent analysis by the Australian Bureau of Statistics indicates creative industries contribute around 2.5% of Australian domestic production of goods and services to the economy and this is valued at some \$20 billion annually. Overall the creative sector is one of the fastest growing sectors of the Australian economy in terms of employment growth. For example in a recent five year period, the increase in employment in the creative industries was 20% whereas the increase in total employment in the same period was 7.4%. In the 12 months ending April 2001, 2.5 million people aged 15 years and over worked in paid and unpaid work in the selected culture and leisure activities (16.8% of the population). In NSW 4.38% of the population or 291,200 people had some paid involvement in creative industries.

The Arts Review identified a number of creative industries, and following are a number of strengths and weaknesses for the City of Ryde:

- There are 74 businesses engaged in supporting, providing tuition

and product, and making a living from music. The range of music activities is extensive, involving professional groups and individuals who make part or all their income in this field, a wide variety of quartets, trios and bands. The strong presence of music tuition and initiatives by local schools may in part be a reason for high numbers in this sector;

- While some music services like tuition are strong locally, other industry segments like performance and concerts are conducted outside the area;
- There are high numbers of graphic designers living in but working outside the City;

- There are few local sculptors, painters and other artists making an income from their work;
- Respondents suggested an Arts and Crafts Market that provides opportunities for artists to sell local products. Location suggestions were for along the Parramatta River, or making space for markets in the new Top Ryde Town Centre development.

*“We need a regular arts market that will invite co-operation between groups” (Vision workshop August 2006).*

While potential exists, currently there is little art and cultural product produced in the City.

## Case Study - Union Street Design Studio

The Union Street Design Studio Inc (USDS Inc) is a ceramics studio set up in Lismore in 1995 by a group of like-minded artists. The artists came together through the inspiration of their former teacher at the Southern Cross University. They all shared a common goal: to produce and market ceramic designed objects suitable for art galleries and retail outlets. The majority of work is stoneware and porcelain tableware.

A partnership established with the Centre for Contemporary Craft has enabled the group to develop its promotion and marketing strategies. Future plans in this area include the development of a web-site and media kit. The group now sells its products in galleries and retail outlets locally and in Brisbane, Sydney, Melbourne and Perth.

The establishment of USDS Inc has enabled the individual members to develop an artistic practice which is becoming financially viable. In the process the artists have acquired valuable business and promotional skills while continuing to grow artistically through working in a shared space. (It should be noted however that the Union Street artists still require additional avenues of employment within the arts in order to be financially viable.)

The USDS has operated as a successful business for three years. In that time it has expanded its market and now sells its artwork to galleries and retail outlets locally and in Brisbane, Sydney, Melbourne and Perth. The artists' work has also been regularly exhibited both locally, as well as in other parts of Australia and overseas.

*(cited Regional Arts Australia [www.abc.net.au](http://www.abc.net.au))*

The importance of creative industries and cultural product, as well as income generating, is in the standing or identity they often attribute to a place. The products and services created by these industries are often unique and distinctive given they are usually not mass-produced. A place with strong arts and creative industry clusters, or even particular cultural products, often becomes synonymous with the goods and services it produces.

One of the City's greatest opportunities for creative industries growth is by capitalising on the high performing information and communication technology cluster in Macquarie Park.

A scenario favoured in the Macquarie Park Structure Plan (2002) is for the Corridor to "develop as a world-class scientific, education, research and development employment area..." (p. 14), and having it succeed as "...Australia's premier knowledge-based employment area" (p.51).

The NSW Government's Sydney Metropolitan Economy and Employment Strategy (2005) lists "Innovation and skills development" as a strategic direction, emphasising the need for "... infrastructure and institutions...to ensure continued innovation and development of a knowledge economy" (p.56). Specifically the Strategy argues a need to focus on "skills formation around industry clusters and infrastructure that acts as a magnet for new economic activities" (p.56). An Innovation Strategy, soon to be released by the NSW Government will focus on the geographic locations to develop infrastructure where knowledge and innovation activity is concentrated, which includes Macquarie Park.

The convergence of information and communication technology and design disciplines is currently the focus of research and development, education and business development.

Put simply, in the change-over from analogue to digital technologies, the design disciplines have been recruited to provide innovative new services and finding new ways for people to interact with information systems. As commentators like Berry (2003) point out:

*The digitisation of production and distribution processes and the creation of digitised content and applications have become central components driving growth in advanced industrial economies like that of Australia. The coupling of ICT (in a world of technological 'convergence') and design methodologies and practices opens up further opportunities for the creation of new and more efficient value chains – i.e. new, larger, more differentiated and complex industry clusters (Berry, p.105).*

With the existing strength of the information and communication technology (ICT) cluster already located in the Park and the current advances in digital design, the City of Ryde has a unique opportunity to develop infrastructure that facilitates research and development, skills development and incubation.

While Macquarie Park is a strength and potential creative industry development opportunity for the City, the role of smaller arts-related cottage industries to make a contribution to the economy needs ground up development.

## Case Study – Bolton Technical Innovation Centre

Bolton TIC (Technical Innovation Centre) is the UK's first 'junior incubator'. It is a purpose-built academy for young inventors and budding entrepreneurs, providing access to leading-edge technologies, and to technical and business expertise. Its aim is to nurture innovation and enterprise in local young people aged 9 to 19.

Bolton TIC bridges the gap between education and industry, offering young people the opportunity to apply their learning, rather than simply focus on passing exams. Paul Abbott aims to encourage independent thinking among young people, as well as provide them with the facilities to conduct experiments that they may not be able to carry out at school.

*cited [www.nesta.org.uk](http://www.nesta.org.uk)*

## Suggested actions...

### **Investigate opportunities for the use of facilities/space for 'start up' businesses to encourage the development of cultural product.**

The creation of multipurpose arts space provides opportunities to include spaces for working artists to develop local product or small creative industry businesses.

In the short to medium term opportunities to create an art space may include the refurbishment of an existing City of Ryde facility, or use of B grade private properties within the City.

### **Investigate opportunities to compliment the ICT industry through the creation of a centre for innovation.**

A 'centre for innovation' is a working title or concept for an enterprise that capitalises on the convergence between information and communication technology, and digital design. It chiefly aims to capitalize on a growing market and takes advantage of the cluster of information and communication technology firms located in Macquarie Park.

The Centre could be made up of a number

of elements including:

- A highly creative learning environment where users would discover the challenge and creative opportunity offered by digital design techniques and applications;
- Education programs that explored new ideas about the merging of information and design using advanced learning tools and software;
- A research and development arm;
- Business mentoring program;
- Incubator space for small and emerging digital design businesses to establish;
- Specialist digital design library;
- Exhibition and gallery space focusing on innovation;
- Function centre.

The centre for innovation would have the potential for partnerships with a number of stakeholders including information and communication technology businesses in Macquarie Park, Macquarie University and the State and Federal governments.

The centre for innovation would also be identified in an Economic Development Strategy for the City.

## **Develop a creative industries strategy.**

The income generation, employment creation and the standing or identity arts product often attribute to a place implies a benefit for the City of Ryde from the development of creative industries.

For the City to make the most of what the creative industries have to offer the City a creative industries strategy could be developed.

The strategy would identify a direction for growth that builds on the strengths of the area, and identify opportunities to boost and support the weaknesses.

In addition to the development of creative industries the strategy would also consider skills development that fosters creativity, innovation and talent to improve employment in the area.

A suggested action prior to the development of a strategy would be to conduct a feasibility study to clearly determine what the creative industries are in the City of Ryde, what is the current status quo in terms of the strengths and weaknesses, what industries are recommended for development and what would be the role for the City of Ryde.

## **Conduct feasibility study into the creation of an arts and crafts market.**

An arts and craft market could contribute to the local economy and add to the City's identity.

Along the foreshore of the Parramatta River, and the new Top Ryde shopping centre have been identified as potential locations for an arts and craft market.

A feasibility study would determine the supply and demand of product, and therefore whether an arts and crafts market was viable.

## **Theme Four – Partnerships for a vital City**

*Partnerships for a vital City is about identifying and pursuing opportunities to deliver arts-related projects with a variety of stakeholders from the public and private sector. The focus of this theme is to create mutually beneficial partnerships that enable the City of Ryde to deliver a range of initiatives to achieve its arts development objectives. This theme underpins the Framework and will be crucial to support participation and attract resources and funding.*

The City of Ryde is currently in partnership with a variety of groups, including Ryde Eisteddfod and Ryde Arts Society that support arts development.

There are a number of other non arts related organisations located in the City with the potential to support beneficial partnerships. Possible partnerships opportunities include:

- One of the City's strengths is the number of health service providers in the area. An arts for health program that benefited community wellbeing by encouraging interconnected social networks and opportunities for personal growth was identified by Arts Review respondents and participants from NSW health as desirable.
- Meadowbank TAFE's Gallery School and Macquarie University were identified as potential partners for projects and the provision of development and training services.
- Businesses at Macquarie Park were identified for potential partnerships in creative industry development, business mentoring and education and training. The information and communication technology firms

were particularly singled out for their potential partnership role in the development of creative industries in Macquarie Park.

- Schools in the City of Ryde run a number of arts programs as part of and beyond the curriculum, and therefore presenting opportunities for partnerships.
- The development potential for sites in Ryde provides an opportunity for partnerships with the development industry, particularly in the creation of new arts facilities. Precinct One in Ryde Town Centre and the land in Church Lane near The Parsonage

were identified as sites that could include these facilities and paid for by developers.

- State and Federal government are potential funding partners for a range of projects, including capital infrastructure. One of the major criteria for funding agreements with State and Federal governments is a well articulated arts plan.

These are identified possibilities, but there are many partnerships suitable for a range of projects that could assist the City of Ryde to deliver the Arts Development Framework.

## Case Study – Cultural Partnerships Program (CPP) Blue Mountains City Council

CCP is an innovative scheme providing funding support and endorsement to strengthen and develop cultural infrastructure in the Blue Mountains. The program seeks to encourage innovation, partnership and collaboration in arts development and to develop links with other cultural providers.

The Program is jointly funded by Blue Mountains City Council and Arts NSW through the Western Sydney Local Government Arts Incentive program, subject to funding on an annual basis. It is anticipated the Program will have \$100,000 for the 2007 Cultural Partnerships Program.

*cited bmcc.nsw.gov.au*

## Suggested actions...

### **Work with City of Ryde staff, community and government organisations to explore partnership options to implement a range of arts projects.**

The arts can be utilised for the benefit of communities through many applications. For this reason the range of potential partners is significant.

Staff at the City of Ryde like town planners, engineers, landscape architects, the recreation officer, youth officer, road safety officer, access officer and others can potentially incorporate an arts element to add

value to their operations.

Similarly, the arts can add value to the work of community and government organisations in the area. Health providers in the City are an example of an organisation that may include arts programs to increase activity levels and social interactions for people less likely to participate and those with varying abilities.

Pooling funds and expertise through partnerships could lead to superior results for local people.

### **Investigate opportunities for partnerships with governments, Macquarie University and Macquarie Park business for a centre**

### **for innovation in Macquarie Park.**

Developing a centre for innovation brings with it potential partnership opportunities with information and communication technology businesses, governments and Macquarie University.

For the City of Ryde the benefits of partnering the development of a centre would be economic development and employment through new business creation, skills development opportunities for local people, and the 'magnet' effect of the centre itself to draw other activities to Macquarie Park.

### **Develop partnerships with Macquarie University and Macquarie Park businesses to develop a public art strategy for Macquarie Park.**

Public art could have a major and positive impact on the urban environment in Macquarie Park, improving the public/private interface and adding an identity to the area.

The development of a strategy and delivery of public art would require partnerships between Council, Macquarie Park businesses and the development industry.

Macquarie University would also play a major role, particularly in the context of the large sculptural park already located on the campus.

### **Explore partnership opportunities with Macquarie University and the Sydney Gallery School (TAFE) to create arts projects that benefit the local area and community.**

While specific projects have yet to be identified, these education institutions are major stakeholders in terms of the arts.

Potential projects may include:

- Students from both campuses providing curatorial work for the City of Ryde;
- Exhibitions by students and borrowing travelling exhibitions from Macquarie University;

- Commissioning students from both campuses for public artworks;
- Extending Macquarie University's Sculpture Park through the Macquarie Park Corridor;
- Involvement by Macquarie University in the development of a Centre for Innovation.

### **Develop partnerships with the private development industry to deliver arts facilities.**

Recent planning for Ryde Town Centre, Council's capital works program and the draft Section 94 Plan highlight opportunities to develop new cultural facilities that may include a performance space, theatre, gallery and studio space. It is envisaged that these facilities would be delivered by private developers.

There may also be opportunities to partner the private development industry in temporary adaptation of B grade facilities (disused warehouse etc.) that could be used as arts spaces.

### **Develop partnerships with State and Federal government bodies**

The State and Federal governments have grant opportunities available for a variety of small and large arts projects, including public art and capital infrastructure. Grant funding is usually conditional on dollar for dollar funding. For funding from arts-focused government bodies, a strategic arts plan is recommended.

### **Develop partnerships with other local governments**

The Department of Local Government has released its position paper on sustaining local government, and an options paper for integrated planning and reporting. In the future this may lead to opportunities for regional partnerships with other local governments for the delivery of infrastructure, products and services, including in the arts.

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