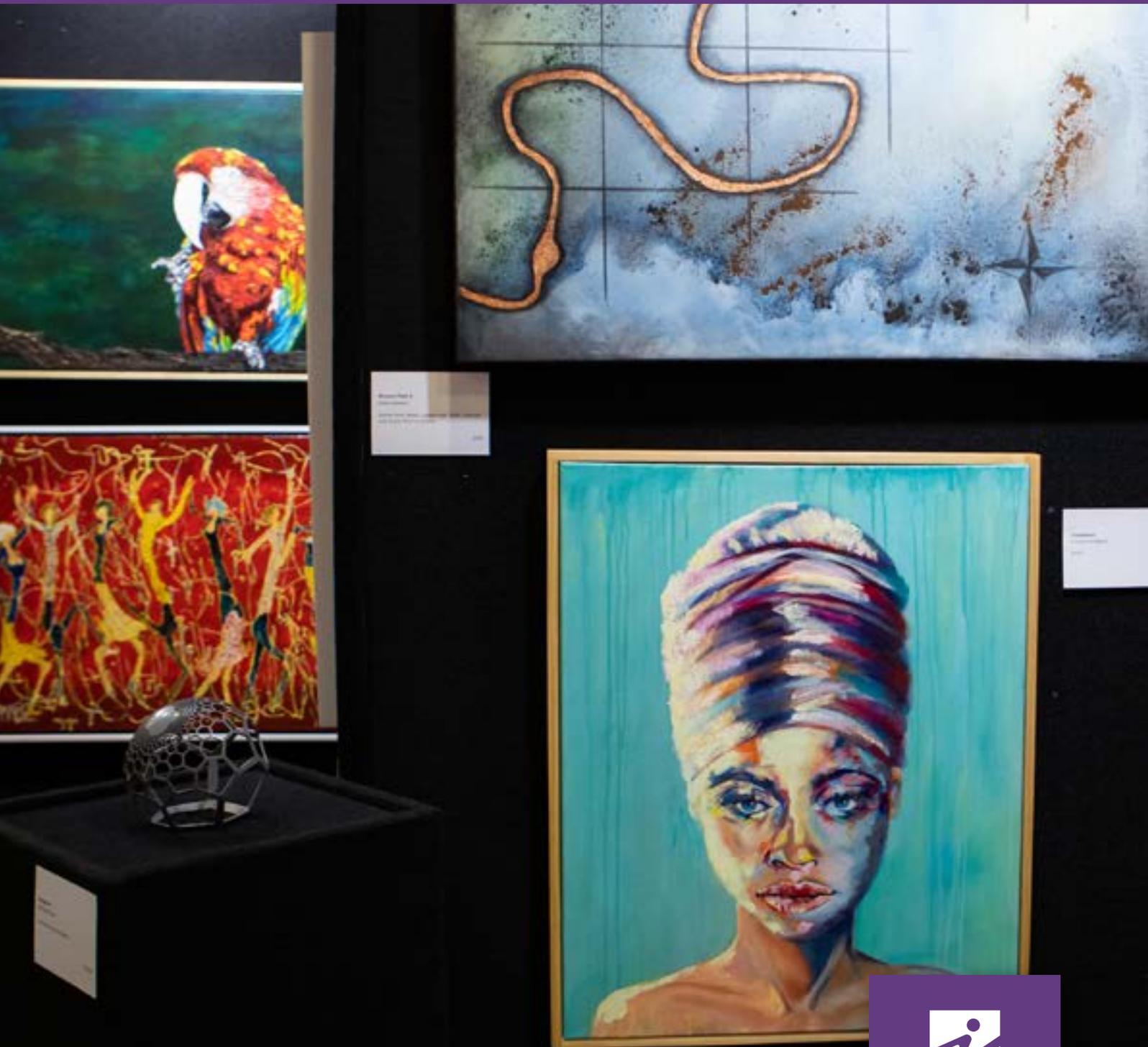


Creative Industries Action Plan

An Addendum to the Arts and Cultural Strategy



ACKNOWLEDGEMENT OF COUNTRY

Ipswich City Council respectfully acknowledges the Traditional Owners as custodians of the land and waters we share. We pay our respects to their Elders past, present and emerging, as the keepers of the traditions, customs, cultures, and stories of proud people

DEFINITIONS

In this Creative Industries Action Plan: An Addendum to the Arts and Cultural Strategy 2018-2023, **'the arts'** refers to all physical results of our creative impulse. Our various 'art forms' represent an outlet for creative expression, which is both influenced by our culture and, in turn, affects it.

'The arts' encompasses all branches, including performing arts, visual arts, screen, digital arts, literary arts, arts festivals, design, architecture, experimental and emerging art.

The **'creative economy'** is a broader term that refers to the economic impact of creative industries through production, employment, productivity, innovation, entrepreneurship, and related indirect effects. Aspects of the 'creative economy' exist within all sectors and industries within our traditional economy.

The **'creative economy'** encourages people to be their authentic selves. Purposeful and strategic investment in 'creative economies' directly and intentionally strengthens communities, upskills industries, creates a collective identity for places, and transforms economic capabilities.



FOREWORD

Ipswich is entering an exciting new chapter in its development and we want arts and culture to be at the heart of our vibrant, active, sustainable and productive city.

The Ipswich creative economy has reached a new phase recognising the important tangible and intangible contribution of Ipswich creators to our community.

Our vision for the city is for the arts community to feel supported and I made a commitment to bolster the Ipswich creative economy.

This addendum is a key part of that vision, that reflects the change in direction, with input from our diverse and creative arts community and key stakeholders.

We want to explore what council and creators can do collaboratively to strengthen the arts community and creative economy.

The framework is in place with the Arts and Cultural Strategy 2018-2023 which encompasses all branches of arts including performing arts, visual arts, screen and digital arts, literary arts and cultural heritage collections.

The strategy recognises Ipswich's existing strengths and assets, as well as opportunities for further development.

The Creative Industries Action Plan guides us through investment in developing capacity, creating opportunities and growing our local creative economy while acknowledging the need for adaptation.

We are providing a clear framework for Ipswich's creative economy with a strong strategic focus including options for funding and future direction that is led by the community.

The arts and cultural scene in Ipswich contribute to a strong sense of community identity as well as providing social benefits for residents, improving liveability and engaging the whole of our city.

Art and culture have transformative qualities and we value innovation and different perspectives and are looking for fresh ideas and emerging opportunities to build economic growth.

As we recover and regroup moving through the coronavirus pandemic, we look to our creatives to tell a uniquely Ipswich story drawing from our unique past, exciting present and inspired by our future.

Mayor Teresa Harding

STATEMENT

Arts and culture not only visibly transform our cities and develop our economy; they contribute to social cohesion, deliver mental health benefits, enhancing civic pride and make us more innovative.

Articulating the Creative Industries Action Plan recognises the aspirations of local creatives in developing sustainable careers based here in Ipswich.

This plan looks to support the development of a creative economy allowing aspiring creatives in the city to succeed and sets out how to recognise and support artistic creativity to develop quality outcomes for the city.

We asked our creative community – what are the priorities for local creators and how can we collaborate to support your success?

The result is this Creative Industries Action Plan which acknowledges that these aspirations can be supported through capacity building, upskilling, opportunity creation and networking to empower Ipswich creatives to earn a living at home or propel themselves beyond our city.

Aside from enriching our lives, the arts also contribute to our regional identity and economy through cultural tourism, stimulating the local economy and the development of regionally significant events.

A thriving creative sector is crucial to Ipswich's future.

Arts and culture are at the core of the distinctive identity of the world's most energising, surprising and memorable places.

The Creative Industries Action Plan was developed after community consultation and details our goals and actions for supporting our creatives.

We are excited to be able to collaborate with our creative community, build cultural capacity, deliver opportunities and celebrate emerging and creative talent.

Councillor Andrew Fechner

Chair of the Community, Culture, Arts and Sport Committee

INTRODUCTION

Art is Powerful

Our lives are touched daily by art and culture, from the architecture that frames our streets to the visuals in paintings, posters, and flyers. Arts and culture are present on the drama, comedy, and anything else between our screens and stages. Art moves in us when our bodies dance and when we wake and dress. Art is present in all the moments within a day that music surrounds us, in our homes, cars, buses, workplaces, cafes, nightclubs and much more. As creators, consumers, and participants, we are intrinsically connected to the arts and are active participants in the creative economy.

From a number's perspective, the arts generate jobs, cultural tourism, and economic impact. Less quantifiable,

but equally valuable: art helps create community identity and vibrancy. Building upon the Arts and Cultural Strategy 2018-2023, this Creative Industries Action Plan describes a continued commitment to realise the personal, artistic, and intrinsic benefits of art and culture and the capacity for the arts via the creative economy to achieve broader impacts.

Stronger neighbourhoods, sustainability of the built environment, public health, economic development, and lifelong learning are all supported by a vibrant creative life.



DEVELOPMENT

This Creative Industries Action Plan builds on council's Arts and Cultural Strategy 2018-2023 and is part of a continual journey to achieve our art community's creative vision and create a positive arts and cultural future for Ipswich.

This addendum was informed by direct public engagement and recommendations from the Creators of Ipswich Report delivered by Dr Ashley P. Jones PhD, MA (Media Prod), GDip (Media Prod) and Dr Margaret Power, PhD, MA from the University of Southern Queensland.

The quantitative and qualitative analysis of data collected from the Creators of Ipswich Survey identified key themes highlighted by the report's authors. These findings were subsequently upheld and validated at the Creators of Ipswich Summit held at the Ipswich Civic Centre on 13 November 2020.

All key themes of recommendations from the report are adopted where appropriate.

The Creative Industries Action Plan is also founded on engagement with Mayor Teresa Harding and Ipswich City Council Councillors.

CREATIVE ECONOMY

The creative economy is robust. It is a driver of innovation and a catalyst for economic transformation. Meaningful and strategic investment in the creative economy enables connectivity between creativity, culture, economics, and technology, enabling potential to generate income and jobs while promoting social inclusion, cultural diversity, and human development.

Global and local examples show that economies invested in the creative economy support the stimulation of new ideas and creative thinking, encourage diversification and experimentation, foster communities of practice and create regional distinctiveness, facilitate networking, and increase social cohesion. These values contribute to creating a future local population that is dynamic, adaptable, highly skilled and connected with a stronger sense of collective identity.

Without intentional creative sector investment, our capabilities to leverage our heritage, culture, and arts as active invitations for regional tourism and relocation for creatives and their businesses will be reduced.

Without investment in the creative sector, our local communities will face the future challenge of being less adaptable, innovative, and intuitive in highly competitive employment and business environments.

The Creative Industries Action Plan acknowledges the diverse roles and levels of participation that creators play within the Ipswich creative ecosystem. Creative businesses, hobbyists, part-time practitioners, full-time practitioners, and the pathways connecting each within the creative economy.

The overarching strategy acknowledges the journey; the Creative Industries Action Plan should be reviewed, revisited, and adapted relative to future changes in the creative economy and creators of Ipswich values.



GOAL 1

Build capacity, share knowledge, and develop creative infrastructure for current and future participants of the creative community.

The community's creative abilities and skills will constantly be improving, focusing on actively developing and delivering opportunities for professional development across the creative community.

In support of professional development objectives, spaces and resources should be accessible for creative communities to encourage creation, performance, learning and collaboration across the sector.

At the heart of our creative communities are creators. These creators will be supported to deliver artistic contribution, use best practise, and develop thriving businesses. Practical support of a growing creative economy in Ipswich will enable the retention of local creatives, attract creative practitioners to the area and create sustainable career pathways for developing, emerging, established, and future creatives.

ACTIONS

- 1.1** Facilitate workshops and initiate mentorship programs for Ipswich creatives to strengthen entrepreneurial, general business and networking capacity.
- 1.2** Build an arts and creative economy resource website with capacity-building resources and assets that are accessible to all Ipswich creators.
- 1.3** Facilitate increased networking opportunities for Ipswich creative communities with each other and the greater creative sector.
- 1.4** Facilitate and build access to grant opportunities and information sessions for local, state, and federal funding opportunities.
- 1.5** Develop a strategy to provide increased access to council properties for creatives.
- 1.6** Develop and adopt a Public Art Strategy which stimulates the generation of new work in public spaces, commercial buildings and civic buildings and spaces throughout our city.

GOAL 2

Support and increase engagement with our creative community.

Our creative communities will be valued stakeholders in the partnership between council and the creative sector in Ipswich. A valued and engaged creative community is vital to delivering programs and actions to develop, support and empower. Supporting and increasing engagement enables transparency and diverse perspectives to ensure actions within the arts and creative sector are well-informed.

ACTIONS

- 2.1** Establish the Ipswich Arts Advisory Group.
- 2.2** Foster and actively support the inclusion of local content in festivals and facilities supported by council.
- 2.3** Host the Creators of Ipswich Summit annually from 2022 onwards.

GOAL 3

Support creative pathways for young people.

Our youth communities will be supported in creating avenues for creative expression and development.

Investing in pathways and opportunities for creative expression explicitly developed for young people ensures that young people feel listened to, connected, and engaged. Outside of the social, civic and employment benefits, the building of diverse opportunities for young emerging and developing creators supports local talent, links to career pathways, and cross-generational perspectives.

ACTIONS

- 3.1** Initiate youth focused programs and arts mentoring programs specifically for young people.
- 3.2** Facilitate increased opportunities for young creatives to connect with the greater arts community.
- 3.3** Facilitate access to infrastructure to support artistic expression for youth and young people.

GOAL 4

Embrace and celebrate our cultural heritage and diversity.

The cultures and histories of our area are a source of pride for our residents.

Cultural heritage is fundamental in creating a 'sense of place' for our community. Ipswich is rich in cultural heritage from our traditional owners to the new cultures that the migrants of yesterday and today carry with them.

ACTIONS

- 4.1** Welcome the culture and art of migrant communities and provide opportunities to share our cultures and histories.
- 4.2** Maintain our commitment to high-quality heritage preservation and encourage the adaptive reuse of buildings.
- 4.3** Feature and enhance knowledge of and engagement with our built heritage through effective signage and interpretation.

GOAL 5

Recognition, respect, and support of First Nations creators.

First Nations creators of Ipswich are valued and supported creative sector members.

Recognition and pride in local Indigenous heritage. Empowerment of current and future First Nations creators and understanding of their crucial role in building a strong and vibrant community where all people are respected. Through active recognition, respect and support of First Nations creators, their contribution can be further fostered, showcased, and celebrated.

ACTIONS

- 5.1** Celebrate and highlight the art of First Nations creators in civic buildings and public spaces.
- 5.2** Ensure council owned creative economy assets, and activities are culturally safe and welcoming places for First Nations peoples and their families, children, young people, and elders.
- 5.3** Increased engagement with First Nations creators.
- 5.4** Development of capacity building specific to First Nations creators.

CREATIVE INDUSTRIES ACTION PLAN: TIMEFRAME

1.	Building capacity, sharing knowledge, and development of creative infrastructure for current and future participants of creative community	2021	2022	2023
1.1	Facilitate workshops and initiate mentorship programs for Ipswich creatives to strengthen entrepreneurial, general business and networking capacity	✓	✓	✓
1.2	Build an arts and creative economy resource website with capacity-building resources and assets that are accessible to all Ipswich creators	✓	✓	✓
1.3	Facilitate increased networking opportunities for Ipswich creative communities with each other and the greater creative sector	✓	✓	✓
1.4	Facilitate and build access to grant opportunities and information sessions for local, state, and federal funding opportunities	✓	✓	✓
1.5	Develop a strategy to provide increased access to council properties for creatives			✓
1.6	Develop and adopt a Public Art Strategy which stimulates the generation of new work in public spaces, commercial buildings and civic buildings and spaces throughout our city			✓

2.	Supporting and increasing engagement with our creative community	2021	2022	2023
2.1	Establish the Ipswich Arts Advisory Group	✓	✓	✓
2.2	Foster and actively support the inclusion of local content in festivals and facilities supported by council	✓	✓	✓
2.3	Host the Creators of Ipswich Summit annually from 2022 onwards		✓	✓

3.	Support of creative pathways for young people	2021	2022	2023
3.1	Initiate youth focused programs and arts mentoring programs specifically for young people		✓	✓
3.2	Facilitate increased opportunities for young creatives to connect with the greater arts community	✓	✓	✓
3.3	Facilitate access to infrastructure to support artistic expression for youth and young people	✓	✓	✓

4.	Embracing and celebrating our cultural heritage and diversity	2021	2022	2023
4.1	Welcome the culture and art of migrant communities and provide opportunities to share our cultures and histories	✓	✓	✓
4.2	Maintain our commitment to high quality heritage preservation and encourage the adaptive reuse of buildings	✓	✓	✓
4.3	Feature and enhance knowledge of and engagement with our built heritage through effective signage and interpretation			✓

5.	Recognition, respect, and support of First Nations creators	2021	2022	2023
5.1	Celebrate and highlight the art of First Nations creators in civic buildings and public spaces	✓	✓	✓
5.2	Ensure council owned creative economy assets and activities are culturally safe and welcoming places for First Nations peoples and their families, children, young people, and elders	✓	✓	✓
5.3	Increased engagement with First Nations creators		✓	✓
5.4	Development of capacity building workshops specific to First Nations creators		✓	✓

