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ACKNOWLEDGEMENT OF COUNTRY

Waverley Council acknowledges the Bidjigal and Gadigal people who traditionally occupied the Sydney Coast and we pay our respects to Elders past, present and future.

Council would like to acknowledge all the Aboriginal and Torres Strait Islander Elders, community members, and service providers who support our work in reconciliation.



OUR COMMUNITY VISION

Waverley: connecting the city
and the sea.

A welcoming and cohesive community that
celebrates and enhances our spectacular
coastline, vibrant places, and rich cultural
heritage.





MESSAGE FROM THE MAYOR

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Mayor of Waverley Council
Paula Masselos



INTRODUCTION

The Waverley Local Government Area (LGA) is on the land of the Gadigal (Cadi-gal) people and the Bidjigal (Biddigal) people, representing the oldest continuous living culture in the world.

Waverley Council recognises the central role that culture plays in shaping and defining our community. The Waverley Cultural Plan (the Cultural Plan) has been developed to guide Council's future planning for cultural infrastructure, events, programs and partnerships.

The Cultural Plan sets the long term vision for culture in the Waverley Local Government Area (Waverley) and provides a roadmap for Council, the community and partners to work together towards an exciting and engaging arts and cultural life for our area. Comprising 9km², Waverley is located in the heart of Sydney's Eastern Suburbs, about 7 kilometres east of the Sydney CBD. Along with our neighbours, Randwick and Woollahra council areas, Waverley takes in some of Sydney's most beautiful coastline, including the iconic Bondi Beach, and comprises a regional commercial and transport hub at Bondi Junction. Waverley has a population of around 74,000, making it one of the most densely populated LGAs in New South Wales.

The starting point for this Cultural Plan is our Community Strategic Plan 2018-2029 (CSP), which outlines the following community vision for the future of Waverley:

“Waverley: connecting the city and the sea. A welcoming and cohesive community that celebrates and enhances our spectacular coastline, vibrant places and rich cultural heritage.”

The CSP identifies 'Arts and Culture' as a key theme to achieve this community vision, with the objective for Waverley to be “a community enriched by opportunities to celebrate and participate in art and culture” by 2029.

From the CSP process we understand that Waverley's Library service is highly valued for its programs and for providing community connections. In addition, as articulated via the CSP, Council will:

- encourage Indigenous arts and culture and incorporate it into the landscape
- provide spaces for the performing arts
- encourage arts and cultural activities, including cross-cultural activities.

The CSP includes a focus on facilitating opportunities that recognise Waverley's unique place in the Australian contemporary cultural landscape and in preserving and interpreting the unique cultural heritage of Waverley.

The community told us during consultation for the CSP that it is important to support arts and culture in Waverley.

Throughout our consultation with the community on the Cultural Plan, a number of themes emerged, which are expressed in this Plan as four key values.





THE 4 KEY VALUES

1

Ambition

A culturally ambitious approach that reflects our unique place in the Australian cultural landscape and imagination.

2

Collaboration

Cultural outcomes driven by strong partnerships between and within Council, the community, and the creative sector.

3

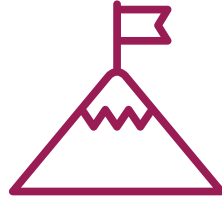
Sustainable

Strategic leadership and resourcing that recognises the value of culture to Waverley and empowers our community and creative sector.

4

Evaluation

Continually reviewing how we deliver on the goals of this Plan and the impact that they have is critical to ensure that we provide our community and visitors with opportunities to experience a vibrant arts and cultural life.



OUR FIVE KEY GOALS

Guided by these key values, this Cultural Plan outlines a road map to achieve five interconnected goals that articulate the desired long-term future for arts and culture in Waverley, each supported by associated objectives and actions.

This strategic framework will drive the future work of Council, its partners and the wider Waverley community.

Goal 1

Our diverse and ongoing stories are shared and celebrated

Waverley's cultural landscape is underpinned by the diverse stories of our unique people and places. Opportunities for locals and visitors to learn, share and celebrate in our ongoing stories will foster a stronger sense of place and community inclusion and connection.

Goal 4

Showcasing and supporting our creative sector and community

Waverley is home to many creative and engaged individuals, groups, organisations and businesses. Showcasing and supporting this creative sector to thrive, collaborate and kickstart their initiatives will drive local cultural outcomes.

Goal 2

We have a vibrant network of spaces and places for cultural participation, production and experience

Waverley has a range of spaces and places that facilitate our cultural landscape, including community facilities, public places, beaches and parks. A dedicated network of spaces and places that is fit-for-purpose and accessible will support local cultural participation, production and presentation, and foster community connections.

Goal 5

Developing strong partnerships to facilitate growth for our cultural and creative sector

We will be a leading Council that puts our shared values at the heart of decision-making and underpins strong and productive cultural partnerships – locally, regionally, nationally and internationally. We want to develop cross-sector collaboration and increase awareness about the value of the arts and culture.

Goal 3

Cultural participation is flourishing and inclusive

Cultural participation has a range of benefits for individual and community wellbeing. Supporting diverse and inclusive opportunities that respond to the needs and interests of our community will allow cultural participation to flourish.



The objectives and actions that will be delivered throughout the duration of this Plan are detailed in section 5.



CONTEXT

2.1 How the Cultural Plan was developed

Cultural planning at the local government level is about identifying and leveraging a community's cultural resources, strengthening the management of those resources, and integrating them with the rest of Council's planning activities. Community engagement and endorsement is key to the success of cultural planning.

The Waverley Cultural Plan borrows from the Cultural Development Network Planning Framework (the Framework). This Framework recommends a planning process that is integrated with the rest of Council's planning activities. It is underpinned by the following six key principles informed by leading practices in public policy (outlined below).

- Based on values
- Directed towards goals
- Focused on outcomes
- Informed by evidence
- Underpinned by a theory of change
- Respondent to evaluation

Crucially, the Framework prioritises evidence-based planning that is responsive to evaluation and has measurable outcomes.

The methodology used to inform the development of the Cultural Plan includes:

- Analysis of the community profile of the Waverley LGA and implications for cultural planning
- Auditing and mapping existing cultural assets
- Strategic context analysis and review of State, regional and local cultural planning policies and strategies
- Community and stakeholder engagement
- Analysis of local and international best practice case studies and trends.

The Cultural Plan has been informed by community consultation and research.

2.2 Defining culture in Waverley

The definition of culture has long been debated and is used in a variety of ways. This Plan adopts a broad definition of culture that aligns with the NSW Government's planning for a creative Sydney and considers:

- Our sense of place, our values, our diversity, and our identity, and our digital and place-based communities
- The material products of creative and cultural processes including organic, formal, and informal processes
- Our engagement with, and participation in, creative and cultural process.

Culture is the way we live our lives – our knowledge, beliefs, behaviours, traditions, heritage and social character. It is about our ability to 'tell our story' – an essential and defining human characteristic.

Culture also encompasses the material ways in which we communicate our ideas and beliefs. This might include visual arts,

craft and design, theatre, dance, music, writing, media and digital arts, community art and cultural development.

Culture in Waverley is experienced in a range of places including via our cultural facilities, on the street, in parks, and even at the beach. Our surf culture and history are appreciated by the local community as well as visitors alike.

The way that we make decisions is informed by our sense of place and values, generated through creative, collaborative and cultural processes, and impacting the way that Waverley is governed.

Through the CSP process, the Waverley community identified arts and culture as an area of high priority. Highlighted was the importance of Council's continued support and provision of cultural facilities, programs and events and to be a "community enriched by opportunities to celebrate in art and culture."

"[Culture] is that complex whole which includes knowledge, beliefs, arts, morals, laws, customs, and any other capabilities and habits acquired by [a person] as a member of society."

– Edward B. Tyler

2.3 The value of arts, culture and creative industries in Waverley

Beyond intrinsic value, arts and culture have a range of social, economic and health benefits for individuals and communities. In Waverley there is a recognition of the importance of planning for and investing in culture and creativity to bring our community together, activate public space and drive local economies and cultural tourism.

Research from the Australia Council for the Arts indicates that the majority of Australians recognise the positive impacts the arts have on our daily lives and in our communities, including on our health and wellbeing, on making our lives richer and more meaningful, and impacting our understanding of other people and cultures¹.

¹ Connecting Australians: Results of the National Arts Participation Survey, Australia Council for the Arts, 2016.

RESEARCH



HEALTH AND WELLBEING

Studies have found that people who participate in a creative or cultural activity are more likely to report good health compared to those who do not, and that participation in arts activities may increase cognitive abilities and may have a positive impact on specific health conditions such as dementia and depression.

A 2013 study in Scotland found that people who had participated in a creative or cultural activity were 38% more likely to report good health compared to those who did not; and for those who participated in dance, the figures rises to 62%



EDUCATION AND SKILLS

Participation in arts activities has been shown to improve educational outcomes. A 2019 study conducted in Houston (USA) showed that primary schools that integrate arts across the curriculum achieve higher average reading and mathematics scores compared to similar schools that did not.

In turn, we know that the 21st Century knowledge-based economy will increasingly require workers to have skills that are associated with artistic practices including creative thinking, self-discipline, collaboration and innovation.



COMMUNITY IDENTITY AND CONNECTION

Engagement in culture and creativity has been linked to an increased sense of community identity, cohesion and belonging, more inclusive communities and a reduction in social isolation.

Creative and cultural engagement may also increase participation in community life. A 2010 UK study found that students from low income families who engage in the arts at school are twice as likely to volunteer than those who don't engage in the arts and are 20% more likely to vote as young adults.



RESILIENT LOCAL ECONOMIES

Studies show that a vibrant cultural and creative ecosystem can help drive local economic prosperity and growth, including through attracting visitors, creating jobs, attracting and retaining businesses and revitalising places.



LIVEABILITY

Arts initiatives can transform public spaces that may have once been problematic or under-utilised into places that become meaningful and aesthetically pleasing to the communities that use them. Adopting art-based participation models can also be a powerful tool for engaging community debate on the use of public space. When a community becomes involved from the design to realisation phase of a project it can enhance their sense of belonging, encouraging them to become custodians of their social environment.

2.4 The role of Council, the community and partners

Local government is central to enabling people to participate in culture and creativity. In a climate of expanding global homogeneity, local production and participation in culture is increasingly important and councils serve an important role to deliver, fund, host, support and promote arts and culture in local communities.

Waverley Council has a proud history of supporting the cultural and creative life of its community, dating as far back as the famous deck-chair concerts held in the early 1900's. Today, Waverley Council provides a range of direct and indirect cultural and creative services, facilities and programs to the community.

While Council plays a crucial role in fostering culture and creativity, the best outcomes are achieved through collaboration and partnership with community, business, government and key industry partners.

2.5 Strategic context

- At the Federal and State government level, there is a focus on cultural infrastructure to support the production and showcasing of arts and culture; recognising, celebrating and supporting Indigenous arts and culture; supporting inclusive and diverse community participation; developing creative industries and fostering innovation; connecting to and learning from tangible and intangible cultural heritage; and creative approaches to place making activities and the night-time economy.
- Locally, the Cultural Plan aligns with other key Council plans including the CSP, the Waverley Library Strategic Plan, Public Art Master Plan, Sustainable Visitation Strategy, Reconciliation Action Plan, Disability Inclusion Action Plan, Bondi Junction Evening Culture and Entertainment Strategy, Economic Development Strategy, Creative Lighting Strategy and the Waverley Village Centres Strategy amongst others.

The Cultural Plan also responds to and provides direction for major ongoing projects from 2020 to 2025, including the Bondi Pavilion Restoration and Upgrade project, and the development of the Boot Factory Knowledge and Innovation Hub projects.







3. WHAT OUR COMMUNITY TOLD US ABOUT CULTURE IN WAVERLEY

Listening to and engaging with our community members, artists and key stakeholders was integral to the development of this Cultural Plan. From discussions with community through various engagement activities, the following key themes emerged:

Leveraging our unique place in the Australian cultural landscape and imagination to deliver creative and cultural outcomes

The Waverley LGA has a significant place in the Australian cultural landscape and imagination, and Bondi Beach has become a national symbol of Australian life and a destination experience for Australian beach and surfing culture. Our community members highlighted the opportunities that come with this reputation as it means we have “something to build on.” Another theme raised by the community is the opportunity for Waverley to continue to attract visitors from across Sydney and the world, which is an opportunity to deliver ambitious cultural and creative initiatives as well as a challenge to maintain a sense of community as pressure on our local spaces, places and services increases.

Developing an integrated and collaborative commitment to, and vision for, arts and culture in Waverley

The community wants the Cultural Plan to champion the value of arts and culture, community participation and the creative sector and to outline a clear commitment to and vision for arts and culture that is integrated across Council’s planning. Participants emphasised a need for ongoing community involvement and collaboration in decision making. They also see opportunities for increased collaboration with other councils and cultural institutions.



Our beaches and natural environment shape and inspire Waverley's cultural identity

Waverley takes in some of Sydney's most beautiful coastline, and our famous beaches, cliffs and parks play an important role in shaping our cultural identity and inspiring creativity. Our community told us that going to the beach is one of the rituals of everyday life that shapes our local culture, and that our coastline is a hotspot for creative and cultural participation and community connection with a large number of activities, events and festivals taking place here.

Recognising and learning from Aboriginal culture

The Waverley LGA has significant Aboriginal heritage sites and ongoing Aboriginal cultural presence. Our community indicated that they

would like Aboriginal culture, traditions, knowledge and stories to be acknowledged and more visible in their local area, including through events and activities, signage and interpretation, and public artworks incorporated into the landscape.

Sharing our intertwined and ongoing stories

Our community said they would like to see more opportunities to share and reflect on Waverley's unique cultural heritage and our ongoing local stories, including Aboriginal culture, beach and surf lifesaving culture, and the waves of immigration that continue to shape our culturally diverse community. The residents in the community appreciate living in a diverse community and want this diversity to be welcomed, celebrated and reflected in local cultural and creative opportunities and activities.

Desire for more opportunities to participate in arts and culture in Waverley – for all residents

There is a strong desire in our community for more opportunities to engage with arts and culture in Waverley. About half of survey respondents (51%) are of the view that there are not enough cultural and creative events and programs in Waverley. In our discussions with the community, a range of ideas to improve cultural and creative participation were suggested, including a focus on:

- inclusive and affordable opportunities for
 - children and families
 - young people
 - people with disability
- activities for working adults at night and on the weekends.

There was also a desire for more equitable distribution of activities and facilities across Waverley's suburbs and more programs in the winter season.

Supporting and empowering our creative sector and community to collaborate and drive arts and creative outcomes

Waverley is home to many established and emerging artists and creatives. Our community has highlighted the need to support creatives to live and work in the area as the cost of living across Sydney continues to rise. Ideas to do so include the provision of affordable housing and workspaces, opportunities for networking, and collaboration and programs including grants, prizes and artist residencies. It was suggested that Council-facilitated community ideas forums could explore this space.

Better promotion of what's already happening in the area

Improving promotion and marketing of existing cultural and creative facilities and activities was a theme throughout the consultation. Strategic promotion and branding via online channels was seen to be a priority to engage with young people, local community and (potential) visitors to Waverley. Signage in public spaces was also identified as a key opportunity. Suggestions included developing a website and social media presence specifically for the Bondi Pavilion as the centre is upgraded over the coming years.

Resourcing and activating cultural infrastructure

The existing community and cultural spaces in Waverley, including the much-loved Bondi Pavilion, Waverley Library and Waverley Woollahra Art School are highly valued by our community. The importance of these spaces in supporting local talent, creative participation and social connections was a consistent discussion point throughout the community engagement.

Our community identified the opportunity for existing spaces to be better utilised, highlighting a need for cultural infrastructure to receive sufficient operating budget to ensure appropriate maintenance, promotion, staffing and programming. Some respondents identified venue hire requirements, processes and cost as barriers to further community use and access.

A high proportion of participants maintain that there are not enough cultural facilities and spaces in Waverley. They would like to have access to more spaces for creative production (e.g. affordable studios and rehearsal spaces), creative showcasing (e.g. gallery, performance) and for temporary pop-up spaces in vacant buildings and the public domain. The Boot Factory redevelopment was seen as an opportunity to deliver these types of spaces.

Culture and creativity in the public domain

The community would like increased activation of streets, footpaths and urban plazas to support local cultural opportunities and community connections. They would like to participate in the development of

- appealing and inviting urban design produced in collaboration with local creatives and the community
- comfortable staying places for people to sit and meet
- opportunities for busking and live music in public places
- event-ready spaces.

This was identified as a priority for Bondi Junction in particular.

Opportunities for the night time economy and live music

Participants saw opportunity to further develop Waverley's night time economy and to support live music. Ideas included providing and promoting smaller live music venues and facilities that encourage live music. This was identified as a particular opportunity for Bondi Junction and the Bondi Pavilion.

Creative participation, production and management at the Bondi Pavilion

Throughout, there was a strong emphasis on challenges and opportunities to further support community and cultural uses at Bondi Pavilion, including a need for:

- Vision and planning informed by community engagement
- Enhanced operational resourcing and staffing
- Dynamic marketing and promotion
- Improved maintenance
- Expanded programming;
- Reducing regulations and hire costs to encourage cultural and creative uses.

It's worth noting that there were varying perspectives on appropriate management models for the Pavilion.

For a more in depth understanding of community and stakeholder perspectives on Bondi Pavilion, see findings from *Community and Cultural Use Impact Assessment (2019)* and engagement reports at www.waverley.nsw.gov.au.

Supporting our unique local villages

While Bondi is known as a hotspot for cultural and creative spaces, programs and events, community engagement participants identified opportunities to enliven our other centres and suburbs through an increased creative and cultural presence, with a strong focus on further activating Bondi Junction and Charing Cross. Local businesses were identified as prospective partners that could play an important role in facilitating creative and community connections.



4. WAVERLEY'S CULTURAL LANDSCAPE

4.1. Our people and cultural participation

Waverley is home to a highly engaged and creative community, with a high proportion of cultural and creative workers and industries, and high levels of participation in and appreciation of culture and creativity.

As such, the community has indicated they would like to be more involved in the planning of our cultural programs across Waverley.

When creating this Cultural Plan, we have included leveraging the strengths and responding to the diverse needs of the unique places and people that underpin our rich cultural ecosystem. In doing so, remaining mindful that cultural planning is an on-going exercise and responds to the changing needs of the community.

Our ongoing stories

The Waverley LGA is on the land of the Gadigal (Cadi-gal) people and the Bidjigal (Biddigal) people. Waverley has a unique cultural heritage and our ongoing local stories, including Indigenous culture, beach and surf lifesaving culture and the waves of immigration continue to shape our culturally diverse community.

Through our CSP, residents indicated they want more focus on Indigenous arts and culture. Our community also told us that they appreciate living in a diverse community and want this diversity and difference to be welcomed, celebrated and reflected in local cultural and creative opportunities and activities.

Our community today

The main demographics in the Waverley LGA are working-aged adults aged 25 to 49 years, indicating a need for cultural spaces, programs and events that are available at night, and on weekends to cater to the working population.

While Waverley LGA has a lower proportion of households with children compared to Greater Sydney, in recent years there has been a significant increase of 21% in the primary school aged children (5 to 11 years) and an increase of 11% in the secondary school aged children (12 to 17 years), indicating a need for activities for children and young people that are available after school, on weekends and during school holidays.

Waverley's residents are from many different cultural backgrounds, which suggests there could be more cross-cultural activity to bring the community together.

Council's cultural facilities, programming and events need to be accessible and welcoming to support participation by people of all abilities.

With a high proportion of residents in Waverley living in medium or high density, there is a need for spaces outside the home for the community to engage with culture and participate in cultural expression.

While the average household income in the Waverley LGA is significantly higher than Greater Sydney, 11% of households are low income households earning less than \$650 a week, indicating that there is a need for cultural spaces, programs and events that are affordable to residents from a range of socio-economic levels.



WAVERLEY – OUR LOCAL GOVERNMENT AREA



OUR LOCAL GOVERNMENT AREA:

9.2km²

OUR SUBURBS:

Bondi Beach, Bondi Junction, North Bondi, Bronte, Dover Heights, Queens Park, Rose Bay, Tamarama, Vaucluse and Waverley



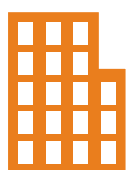
OVERSEAS BORN RESIDENTS TOP COUNTRIES:

United Kingdom, South Africa, New Zealand, Brazil and Ireland

OUR DWELLINGS AND BUSINESSES:



30,496
dwellings



34,000
registered businesses

MEDIAN AGE

35 years

- 16 per cent of our residents are 0–14 years old
- 8.9 per cent are 15–24 years old
- 33.4 per cent are 25–39 years old
- 28.7 per cent are 40–64 years old
- 12.7 per cent are more than 65 years old

OVERSEAS BORN RESIDENTS

38.4%

POPULATION



TOTAL POPULATION

72,106

PROJECTED POPULATION 2031

80,100

DENSELY POPULATED AREA

ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLE

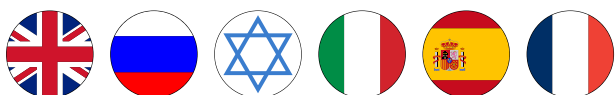
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LANGUAGES

68.8 per cent of us speak English at home while 25.7 per cent speak a language other than English

Russian is spoken by 2.2 per cent of our residents, 2.1 per cent speak Spanish, 1.9 per cent Portuguese, 1.8 per cent French and 1.7 per cent Italian



JEWISH COMMUNITY

Waverley's Jewish community of

10,076

residents makes up 15.1 percent of our total population

HOUSING

AVERAGE HOUSEHOLD SIZE



2.3
people

RENTING HOUSEHOLDS

43%

MEDIAN WEEKLY RENT

\$620

SINGLE PERSON HOUSEHOLDS

27.7%

COUPLES WITH CHILDREN

23.8%

EDUCATION

17 **NUMBER OF SCHOOLS**
(including both primary and secondary)

39.5 per cent of our residents aged over 15 years have a Bachelor or higher degree compared to 24.1 per cent for Greater Sydney

20 per cent of young people aged 15–24 years attended an educational institution including high school and/or a higher education facility, such as TAFE or university

DISABILITY

3% of the population reported needing help in their day-to day lives due to health and disability

ECONOMY



\$4.36 billion
gross regional product

More than
27,546
jobs in Waverley

MEDIAN TOTAL INCOME/WEEK

for Waverley households in 2016 was

\$2,300 compared to **\$1,683**
for Greater Sydney

HIGH EMPLOYMENT SECTORS

Retail trade, Healthcare and Social Assistance, Accommodation and Food Services, Education and Training, and Professional Scientific and Technical Services

79.9% of Waverley properties are connected to the internet

Creative participation snapshot

High levels of visitation bring both opportunities and challenges for cultural planning in Waverley. There is a need to sustainably balance the local cultural needs of residents while enhancing and leveraging Waverley's position as a cultural destination.

Creative industry snapshot

There is a high proportion of arts and recreation workers in the Waverley LGA (2.7%) compared to Greater Sydney (1.8%). There are opportunities to investigate further support for and collaboration with established and emerging creative and cultural workers and industries in Waverley.

4.2 Our cultural places, spaces and programs

Waverley takes in some of Sydney's most beautiful coastline, and our famous beaches, cliffs and parks play an important role in shaping our cultural identity and inspiring creativity.

Effective planning for culture in Waverley will mean leveraging the strengths and responding to the diverse needs of the unique places and people that underpin our rich cultural ecosystem.

4.2.1 Waverley's places, villages and neighbourhoods

Waverley is one of the most densely populated LGAs in Australia. Residents are attracted to the diversity and value it as a friendly place to live.

Bondi Beach has long been a symbol of the Australian lifestyle and a destination for those seeking to experience our beach culture. The precinct is an important gathering point for residents and visitors and has a long history as the stage for cultural events and activities. The natural environment, coastal walks, beaches and parks, the stunning natural landscape features such as Bronte and Tamarama beaches, and cliff walks are some of our area's greatest assets.

The Bondi Pavilion, historic local surf lifesaving clubs and Waverley Cemetery are highly valued by residents and attract local and international visitors. Council's challenge is to preserve, respect and protect the heritage of its natural and built coastal environment so that it remains safe, accessible and enjoyable for everyone. There is opportunity for further celebration of these unique aspects of our local area, building

on a strong public art program which includes a significant number and variety of public artworks of both a permanent and temporary nature (such as the Bondi Sea Wall).

Our villages and neighbourhood centres create a web of individual but connected focal points for our community. Each local place has its own character, community profile and identity. This strong identification with place is meaningful to residents and provides opportunities for arts and cultural activities to celebrate their specific local character. Our largest centre, Bondi Junction, plays a significant role in the local and Sydney metropolitan economy. There is an acknowledged demand in our community for more activity and things to do in the evening. In particular, there is a demand for activities that attract families and young children, moving away from the traditional focus on alcohol-based evening culture and entertainment options. Activating a night economy is a crucial component of ensuring Bondi Junction is a safe, productive and well-loved place.



4.2.2 Waverley's cultural facilities and spaces

There are 18 separate accessible community and cultural facilities in the Waverley LGA, 10 of which are Council owned. Key cultural and creative facilities include:

- **Waverley Library:** is a bustling and lively community space that is open 67 hours per week and is highly valued by over 500,000 visitors each year. The Library has a strong reputation for providing community events and learning opportunities as well as traditional library services including the Local Studies collection, and aspires to position itself as a leading cultural and learning institution in the region.
- **Waverley Library Galleries:** occupy the inside foyer area and upstairs foyer area of Waverley Library. Call outs for submissions, which make up the majority of the gallery exhibitions, occur annually and are panel assessed. The Waverley Youth Art Prize and the Waverley Council Design and Heritage Awards are also held here.
- **Waverley Artist Studios at Waverley Woollahra School of Arts:** are offered in year-long residencies with artists delivering exhibitions, workshops, public programs and developing new contemporary art. Waverley Artist Studios are highly competitive and held in high regard. The studios are allocated through a peer review system implemented in conjunction with an Expression of Interest and Council approval.
- **Bondi Pavilion Theatre:** is a 230-seat venue, hosting a variety of theatre and music, film screenings, talks, festivals and events throughout the year. The theatre is available to the



local community and is used for Council produced events such as the Jazz at the Pav annual performance program. The theatre is used by Flickerfest International Short Film Festival, Sydney Comedy Festival, Sydney Fringe Festival, Bondi Festival, the Bondi Theatre Company, Bondi Cinema Club and Sydney Jewish Writers Festival among many others.

- **Bondi Pavilion Gallery:** has free admission for the public and hosts approximately 22 exhibitions throughout the year including Council driven projects and community exhibitions. Some recent highlights include 'We the People who live for the Beautiful' and 'Under Twenty Seven' by Ella Dreyfus. Over 41,000 people attended the gallery in the 2019 calendar year.
- **Bondi Pavilion Music Studios:** are available for regular hires, casual hires and Council produced programs. The studios support the delivery of annual music programming including Seniors Singers and the Wave Youth Music Program.
- **Bondi Pavilion Pottery Studios:** run workshops and classes throughout the year, offering more than 10 weekly classes for patrons with a disability, school children, adults and seniors.
- **Mill Hill Community Centre:** is the venue for the Waverley Community and Seniors Centre. It offers a range of programming across wellness, information and events, and arts and craft activities.
- **Bondi Beach Sea Wall:** has been in operation since the late 1970s and has featured a mix of street and contemporary art with strong social and political messages throughout the decades.
- **Boot Factory:** is a former shoemaking factory at the rear of Norman Lee Place and was completed in 1892 by William Sidaway and Son. The Boot Factory is the subject of a Development Application to allow for the creation of a knowledge and innovation hub within the existing fabric of the building and connection of the building to the adjoining Mill Hill Community Centre.

It is important to highlight that the Bondi Pavilion Restoration and Conservation Project, which is scheduled for completion in 2022, will make significant improvements to the Bondi Pavilion Theatre, Gallery, Music rehearsal and control rooms, and Pottery Studio. The project will introduce a Community Radio Station, an additional community hireable space and the Bondi Story Room as a means of highlighting and celebrating the social history of Waverley.

4.2.3 Arts and cultural programs

Through programming and events, Waverley Council aims to “build community and connection, supporting creativity and striving for excellence,” by delivering and supporting programs in the visual arts; music, theatre and performance spheres; makers and technology; talks and ideas and cross-artform programming to support community connections, learning, and creative and cultural expression. Council also supports social inclusion, through the provision of programs that encourage and support cultural participation by diverse audiences including people with disability, young people, and older people.

The School Holiday Program caters for an array of interests, and ages, providing free and paid activities. These activities are facilitated by a combination of Waverley Council specialist staff, artists, industry professionals and partner organisations. The programs are usually run from the Waverley Library, Bondi Pavilion, and the Margaret Whitlam Recreation Centre.



Bondi Pavilion Makers and Design programs are conducted at various venues in the Bondi Pavilion throughout the year and include the popular pottery program, and various other craft based workshops and learning opportunities.

Activities for older people in our community include the monthly Council produced Seniors Concerts and weekly Seniors Singers Group, which attracts 30-40 regular members to the group each week.

The Bondi Wave Youth Music Course targets younger musicians in our area. The bands graduating from these programs perform at Carols by the Sea or in a standing room only performance in the Bondi Pavilion Theatre.



4.2.4 Cultural festivals and events

ARTS

- **Sculpture by the Sea:** is the internationally renowned outdoor art exhibition located along the coastal walk between Bondi and Tamarama beach, attracting approximately half a million visitors annually.
- **Bondi Festival:** is a new family and fringe festival held in mid-July replacing the popular Bondi Feast and Bondi Winter Magic Festivals. The event is co-produced with the Bondi and Districts Chamber of Commerce as a winter destination marketing campaign. The program includes theatre, comedy, cabaret, circus, pop-up food stalls, ice rink and ferris wheel, and is projected to attract over 70,000 visitors annually to Bondi in winter.
- **Flickerfest:** is Australia's Leading Short Film Festival and is held in the Bondi Pavilion amphitheatre and theatre. It attracts around 5,000 people annually.
- **Open Air Cinema:** provides movie goers with the opportunity to experience an outdoor cinema by the beach. Annually, this event attracts approximately 17,000 people over the summer months.

COMMUNITY

- **Festival of the Winds:** is a kite flying festival that includes kite flying demonstrations, multicultural music, food and entertainment. Held on Bondi Beach, Bondi Park and Bondi Pavilion, it typically attracts up to 80,000 people.
- **Ocean Lovers Festival:** aims to increase awareness of environmental issues. The festival takes place in multiple locations in Bondi, including the Bondi Pavilion.
- **Bondi Latin American Festival:** is an opportunity to share and celebrate Latin culture. This festival is delivered by Bondi Association of Arts and Music and is supported by Council.
- **Global Table:** is held annually and is a community celebration of cultural diversity and food. Food stalls representing 12 countries and cultures sit alongside a free day-long program of dancing, music and children's activities.
- **Bondi Blitz:** is a youth music event held as a part of Youth Week in the Dolphin Court, Bondi Park. Delivered by Waverley Youth Action Services, it attracts approximately 1,000 young people.
- **International Women's Day:** delivered by Waverley Council, is an 'in conversation' event featuring prominent guests discussing their lives and careers in response to an annual theme.
- **Carols by the Sea:** is a Christmas celebration featuring performances from local community groups and professional musicians. The popular event offers an opportunity for the community to come together to sing carols.
- **Dudley Page New Years Eve:** is a ticketed family friendly event held at Dudley Page Reserve in Dover Heights. The event takes advantage of the spectacular views across Sydney Harbour and presents an entertainment program.

SPORTING

- **City2Surf:** with the inaugural event held in 1970, it has developed into one of the world's largest fun runs, attracting over 80,000 people annually. Starting in the city and ending at Bondi Beach, the event has raised tens of millions of dollars for charity. Council also runs a Marquee Program for organisations to provide post run hospitality.
- **Bondi to Bronte Ocean Swim:** attracts over 2000 participants annually and is delivered by Bronte SLSC.
- **Bowla-Rama:** is an international skateboard competition at Bondi Skate Park, attracting approximately 3,500 attendees.

CIVIC

Waverley hosts a number of civic and seasonal events including:

- **The dawn service on ANZAC Day:** is held at the war memorial outside North Bondi RSL, attracting approximately 10,000 people paying their respects.
- **Citizenship Ceremonies:** Waverley Council hosts monthly citizenship ceremonies for residents who have been approved to become Australian citizens.
- **Russia Victory Day:** Is celebrated annually on 9 May to commemorate victory in WWII.

4.2.5 Grants, Partnerships, Sponsorships and Awards

Council awards a number of small grants annually to individuals, community groups and small businesses that contribute to Waverley's cultural landscape. Community and cultural grants are awarded to proposals that deliver identifiable cultural, social and recreational benefits to the Waverley community.

Council also provides community services grants to support services for the local community. In the past, these have been awarded to various cultural initiatives including the Beaches Outreach project, the Bondi Toy Library, Sculpture by the Sea, the Waverley Bondi Beach Band and the Waverley Randwick Philharmonic Society.

Each year, Council presents the following awards and prizes to community members for outstanding contributions to art and culture in Waverley.

- **Mark and Evette Moran Nib Literary Award:** established in 2002, it recognises and celebrates excellence in research, literary merit, readability and value to the community.



- **Waverley Art Prize:** established in 1985, is open to painting, drawing print and mixed media, and is delivered in partnership with Waverley Woollahra Art School
- **Waverley Youth Art Prize:** established in 1987, encourages creativity in young artists, aged from 9 to 18 years of age from within the eastern suburbs area. It is an open prize and all entrants work is displayed so they get to experience the joy of being an exhibiting artist and seeing an audience appreciate their work.



5. GOALS, OBJECTIVES AND ACTIONS

The five goals and associated objectives and actions outlined in this Cultural Plan provide a road map to guide future decision making around arts and culture in Waverley for Council, partners and the wider community. This strategic framework has been developed based on community engagement, research and other local data.

Each action outlines Council's role as well as the role of possible partners in delivery. As such, Council's role may be to 'review' relevant next steps to achieve an action, or to 'support' external partners in the delivery of an action, rather than realising the action in isolation. In addition, each action has been allocated a timeframe for delivery that gives an indication of priority.

Definitions to assist with reading section 5 of this Plan:

- **Goals:** Long term future outcomes for arts and culture in Waverley.
- **Objectives:** Measurable changes we want to see to achieve our goals. (e.g. 'Increased community connection').
- **Why is this important:** Evidence base including findings from community engagement and/or other research data.
- **Priority needs:** Key considerations to support the completion of action/s including capabilities, resources, assets and opportunities.
- **Actions:** Specific steps that will be taken in order to achieve the objectives.
- **Council's role:** Function Council will undertake to achieve an action.
- **Partnerships:** Waverley Council will need to work collaboratively with a broad range of stakeholders to the Plan.
- **Timeframe:** Timeframe within which the action/s will be completed.



GOAL 1: OUR DIVERSE AND ONGOING STORIES ARE SHARED AND CELEBRATED

Waverley's cultural landscape is underpinned by the diverse stories of our unique people and places. Opportunities for locals and visitors to learn, share and celebrate in our ongoing stories will foster a stronger sense of place and community inclusion and connection.

OBJECTIVES

- 1.1 Increased recognition, visibility, celebration and sharing of Aboriginal stories, arts, culture and language.
- 1.2 Increased opportunities for locals and visitors to engage with Waverley's diverse stories, history and heritage.
- 1.3 Increased awareness of Waverley's unique place in the Australian contemporary cultural landscape.
- 1.4 Increased opportunities for community connection through arts and culture, including cross-cultural and intergenerational experiences.

WHY IS THIS IMPORTANT?

- The Waverley LGA has significant Aboriginal heritage sites and ongoing Aboriginal cultural presence. Our community would like Aboriginal culture, traditions, knowledge and stories acknowledged and more visible, including through events and activities, signage and interpretation, and public artworks incorporated into the landscape (1.1, 1.2).
- Our community would like there to be more opportunities to share and reflect on Waverley's unique cultural heritage and our ongoing local stories, including Aboriginal culture, beach and surf lifesaving culture and the waves of immigration that continue to shape our culturally diverse community.
- Waverley's diverse community should be welcomed, celebrated and reflected through local cultural and creative opportunities and activities.
- The Waverley area has a significant place in the Australian cultural landscape and imagination, with community engagement participants highlighting Bondi Beach in particular as being an iconic symbol and destination for Australian beach and surfing culture. Community engagement participants highlighted the opportunities that come with this reputation as it means we have "something to build on." (1.3, 1.4).

PRIORITY NEEDS

- Increased local opportunities to learn from and share Aboriginal arts and culture, including working with local Aboriginal elders and community to:
 - Increase visibility of Aboriginal arts and culture in the public domain and social infrastructure, including through public art, signage and performance.
 - Increase Aboriginal language, culture and storytelling programs and activities.
- Opportunities for increased cultural and/or heritage interpretation in public domain, open space and along the coastline.
- Continued provision of and support for programs and activities with a focus on local story telling and sharing, including intergenerational and intercultural, to support strong community connections.

GOAL 1: OUR DIVERSE AND ONGOING STORIES ARE SHARED AND CELEBRATED

| Objectives / Actions | Council's role | Partnerships | Timeframe | How will we measure success? |
|---|----------------|--|-----------|---|
| Objective 1.1: Increased recognition, visibility, celebration and sharing of Aboriginal stories, arts, culture and language | | | | |
| Investigate opportunities to incorporate Aboriginal cultural heritage/ interpretation of significance into our public spaces | Implement | First Nation Local Descendants Land Council, ERLGATSIC | 2020–2021 | Options scoped in partnership with community in accordance with Reconciliation Action Plan deliverables |
| Deliver actions identified in Waverley Council Reconciliation Action Plan | Implement | Indigenous Community and stakeholders | 2020–2021 | RAP actions delivered |
| Objective 1.2: Increased opportunities for locals and visitors to engage with Waverley's diverse stories, history and heritage | | | | |
| Incorporate Bondi Story Room within Bondi Pavilion to share diverse stories of Bondi, with an opportunity to include First Nations, beach and surf history, music and ongoing waves of immigration to the area | Implement | Local community, Waverley Library Local History, Knowledge holders | 2022–2025 | Measured dwell time within exhibition meets / exceeds industry benchmarks |
| Identify opportunities to increase / improve local cultural and heritage signage in outdoor spaces to increase visitor engagement with local culture and history | Implement | Knowledge holders, Waverley Library | 2021–2025 | Completion of directions identified in Open Space and Recreation Strategy and ensuring the design of parks tells the story of place and local culture |
| Continue implementation of Public Art Master Plan, commissioning new work in the Waverley area with consideration to context including place making, artistic excellence, sustainability and local culture and heritage | Implement | Local and National Artists, Local Community | On-going | At least 1 public artwork commissioned every 2 years |
| Objective 1.3: Increased awareness of Waverley's unique place in the Australian contemporary cultural landscape | | | | |
| Ensure digital platforms are effectively utilised to build digital engagement and encourage new audiences | Review | Digital innovators and digital agencies | 2020–2025 | Investigate emerging digital tools and techniques for digital presentation and engagement on an annual basis |
| Ensure Council art and culture promotional strategies aim to increase access and participation from diverse communities | Implement | Media / Social Media / website | 2021 | Disability Inclusion Access Plan communications goals and RAP actions achieved |
| Create an awareness program that raises the profile of Waverley's cultural offering | Implement | Communications channels. Media partners, influencers | 2022–2025 | Baseline level of awareness of Cultural offering determined and improved in subsequent years |
| Objective 1.4: Increased opportunities for community connection through arts and culture, including cross-cultural and intergenerational experiences | | | | |
| Leverage identified Committees with relevant cultural agenda items to build transparency and increase participation in arts and cultural opportunities | Implement | Local Cultural Leaders | 2020–2025 | Committee members provided with relevant messaging and awareness of participation opportunities for the wider community |
| Develop engagement plans for all cultural venues that support the aim of increasing access, diversity and participation levels | Implement | Users and potential users of cultural facilities | 2023–2025 | Engagement Plans prepared for Council consideration |

GOAL 2: WE HAVE A VIBRANT NETWORK OF SPACES AND PLACES FOR CULTURAL PARTICIPATION, PRODUCTION AND EXPERIENCE

Waverley has a range of spaces and places that facilitate our cultural landscape, including community facilities, public places, beaches and parks. A dedicated network of spaces and places that is fit-for-purpose and accessible will support local cultural participation, production and presentation, and foster community connections.

OBJECTIVES

- 2.1 A network of affordable, fit-for-purpose, cultural and arts facilities that support cultural participation, production and presentation.
- 2.2 Increased cultural participation through the provision of new and improved spaces.
- 2.3 Our public domain, beaches and parks are platforms for creativity and cultural expression.

WHY IS THIS IMPORTANT?

- Community engagement participants highly valued existing community and cultural spaces in Waverley, including the Bondi Pavilion, Waverley Library and Waverley Woollahra Art School. People highlighted the importance of these spaces in supporting local talent, creative participation, and social connections (2.1, 2.2).
- Community engagement participants are of the view that there is opportunity for existing spaces to be better utilised, highlighting a need for cultural infrastructure to receive sufficient operating budget to ensure appropriate maintenance, promotion, staffing and programming. Participants indicated that regulations, processes and cost are barriers to community access (2.1, 2.2).
- The majority of survey respondents indicated that there are not enough cultural facilities and spaces in Waverley. Participants expressed a desire for more spaces for creative production (e.g. affordable studios and rehearsal spaces), creative showcasing (e.g. gallery, performance) and for temporary pop-up spaces in vacant buildings and in the public domain. The Boot Factory redevelopment was identified as an opportunity to increase the amount of cultural space in Waverley (2.1, 2.2, 2.3).
- Engagement respondents highlighted opportunities for increased activation of streets, footpaths and urban plazas to support local cultural opportunities and community connections. People would like to see more appealing and inviting urban design in collaboration with local creatives and community; comfortable staying places for people to sit and meet;

opportunities for busking and live music in public places; and event-ready spaces. Bondi Junction in particular was identified as a priority location (2.3).

- There was a strong focus on challenges and opportunities to further support community and cultural uses at Bondi Pavilion, including a need for:
 - Vision and planning informed by community engagement;
 - Enhanced operational resourcing and staffing;
 - Dynamic marketing and promotion;
 - Expanded programming;
 - Improved maintenance;
 - Reduced regulations and costs to encourage cultural and creative uses (2.1, 2.2, 2.3).

PRIORITY NEEDS

- Resources, people and budget to make Bondi Pavilion the cultural hub for the area with branding, programming, marketing, and advertising.
- Explore the potential for live music to be enhanced in the local area.
- Reduce the barriers to applying to use spaces owned or managed by Waverley Council by simplifying processes.
- Consider greater opportunities for partnerships between community organisations and Council.
- Identify Council owned spaces and assets and convert those which are underutilised.

GOAL 2: WE HAVE A VIBRANT NETWORK OF SPACES AND PLACES FOR CULTURAL PARTICIPATION, PRODUCTION AND EXPERIENCE

| Objectives / Actions | Council's role | Partnerships | Timeframe | How will we measure success? |
|--|-------------------|---|--|---|
| Objective 2.1: A network of affordable, fit-for-purpose, cultural and arts facilities that support cultural participation, production and presentation | | | | |
| Review creative programs run in Council owned venues to assess demand trends, programming mix and operational models to increase opportunities for increased participation, creative learning and skill development | Review | Similar facilities | 2020–2022 | Review completed and recommendations aiming for increase in cultural use of Council owned facilities formulated |
| Review the operating/management models of all existing Council-owned cultural venues and develop a plan for increasing the scope of use for cultural purposes, where applicable. Review to consider hiring policies, insurances and liquor licencing, suitability for live music rehearsal and performance and modifications or improvements to facilities | Review | Benchmark from similar facilities, Existing and potential venue hirers and users Local creative community | 2020–2022 Bondi Pavilion 2022–2025 other facilities | Review completed and recommendations formulated |
| Implement revised grants and funding framework to facilitate local cultural and creative enterprises | Implement | Local artists and arts organisations, | 2021 | Qualitative assessment of Small Grant funded projects conducted through review of grant acquittals |
| Objective 2.2: Increased cultural participation through the provision of new and improved spaces | | | | |
| Utilise Boot Factory program to encourage production of new media artforms | Implement/Support | Local creative community | 2022–2025 | Options for Boot Factory programming developed with digital culture and new media artforms in mind |
| Investigate opportunities to utilise existing Council community assets for co-working and expanded arts activities | Implement | Local creative and business community, Waverley Library | 2021 | Opportunities identified and recommendations formulated |
| Determine an operating model for the Boot Factory and Bondi Pavilion to determine their future use | Decision | Local creative and business community Boot Factory Steering Group | 2021 | Operating model options developed and considered by Council |
| Objective 2.3: Our public domain, beaches and parks are platforms for creativity and cultural expression | | | | |
| Investigate opportunities for an activation program in Bondi Junction designed to promote creative uses of space to benefit the creative community and local economy | Implement | Local businesses Creative community | 2021–2025 | Investigation completed and program developed for consideration by Council |
| Review the current Busking Policy to support a greater variety of busking and buskers in more locations across Waverley | Review | Musicians / Local Businesses | 2020 | Review completed and recommendations formulated, and incorporated into new policy |
| Increase opportunities for street art and temporary murals on walls in partnership with the community and business, and in accord with revisions to the Waverley Public Art Policy | Implement/Support | Landlords and business owners | 2021–2025 | Public art policy reviewed, update and considered by Council |
| Provide opportunities for artists and designers to create artwork or heritage interpretations for temporary protective structures and hoardings at construction sites | Implement | Council constructions and maintenance projects | 2021–2025 | Policy and guidelines for artists and developers prepared for the consideration of the Public Art Committee and Council |
| Dedicate specific funding priorities in the Small Grants Program for activating the public realm with temporary creative initiatives that contribute to the character of neighbourhoods and support precinct vitality. | Implement | Council grants program Neighbourhoods | 2021–2025 | Options prepared for consideration by Council in 2021-22 budget |
| Create a prioritised list of culturally relevant projects which could be funded through developer contributions | Implement | Local community / Developers | 2021 | List created and considered for approval by Council |

GOAL 3: CULTURAL PARTICIPATION IS FLOURISHING AND INCLUSIVE

Cultural participation has a range of benefits for individual and community wellbeing. Supporting diverse and inclusive opportunities that respond to the needs and interests of our community will allow cultural participation to flourish.

OBJECTIVES

- 3.1 Ensure cultural participation is accessible for everyone in our community – all ages, cultures, genders, incomes and abilities
- 3.2 Encourage diverse cultural offering and experience, including day and night and out-of-season activities
- 3.3 Increased awareness of the cultural offering available and how the community can participate.

WHY IS THIS IMPORTANT?

- Across community engagement activities, a strong desire for more opportunities to engage with arts and culture in Waverley was expressed. Less than half (45%) of survey respondents think there are enough opportunities to participate in arts and culture, and the majority (51%) believe there are not enough cultural and creative events and programs in Waverley (3.1, 3.2, 3.3)
- Participants suggested a range of ideas to improve cultural participation, including a focus on inclusive and affordable opportunities for children and families, young people, people with disability and activities for working adults at night and on the weekends. There was a desire for more equitable distribution of activities and facilities across Waverley's suburbs and more programs in the winter season (3.1, 3.3)
- Empowering the community to put on their own community-led events and opportunities – and supporting local organisations to provide their experiences (3.3)

PRIORITY NEEDS

Empowering the community and creative/cultural sector to take ownership of participation in the arts is essential – this is because Council cannot run/manage/fund/curate and “own” the entirety of the responsibility for arts, culture and creativity.

GOAL 3: CULTURAL PARTICIPATION IS FLOURISHING AND INCLUSIVE

| Objectives / Actions | Council's role | Partnerships | Timeframe | How will we measure success? |
|---|---------------------|---|-----------|--|
| Objective 3.1: Ensure cultural participation is accessible for everyone in our community – all ages, cultures, genders, incomes and abilities | | | | |
| Utilise digital platforms to ensure wider access to programs and activities | Implement | Local service providers | 2020–2025 | Investigate program of webstreamed events, learning experiences, performances and talks for annual delivery |
| Stipulate conditions for grants to major festivals and events to ensure they include appropriate, targeted activities and opportunities for families, children and young people, and diverse communities | Implement | Festival Producers | 2024 | All significant grant funded festivals include at least 1 activity suitable for families, children, young people or diverse communities |
| Utilise insights gained from evaluations to improve program creation, promotion and participation | Implement | All project partners | 2020–2025 | Establish and implement new evaluation framework to provide evidence base to better inform decision making |
| Objective 3.2: Encourage diverse cultural offering and experience, including day and night and out-of-season activities | | | | |
| Investigate opportunities to support the night-time economy and activation through culture and creativity, in particular at Bondi Junction and Bondi Beach in alignment with Council's Sustainable Visitation Strategy and the Bondi Junction Night Time Economy Strategy | Implement / Support | Bondi Junction and Bondi Beach residents and businesses | 2021–2022 | Goals established in Evening, Culture and Entertainment Strategy and Sustainable Visitation Strategy achieved through the Bondi Festival |
| Support new evening cultural activities that help business attract customers | Implement/ Support | Bondi Junction businesses | 2021–2025 | One activity conducted annually with review undertaken at its conclusion |
| Partner with local businesses working within the cultural sector to enhance existing festivals and events and increase audiences | Support | Existing events and festivals | 2021–2022 | Bondi Festival event used to explore model for establishing partnerships with local businesses in event delivery |
| Continue to work collaboratively with neighbouring councils including the City of Sydney, Woollahra Council and Randwick Council to promote creative and cultural offerings in the region that can draw diverse audiences for daytime and night time experiences, and align planning priorities | Collaborate | Neighbouring Councils | 2020–2025 | Minimum of 1 annual meeting with neighbouring Council Cultural Teams undertaken |
| Objective 3.3: Increased awareness of the cultural offering available and how the community can participate | | | | |
| Collaborate with State and Federal bodies including Create NSW, Australia Council for the Arts, Destination NSW and Tourism Australia to leverage the cultural offering of Waverley to an intra-state, national and international audiences | Collaborate | State and Federal Departments and agencies | 2020–2025 | Minimum of 1 collaboration explored with state and federal agencies annually |

GOAL 4: SHOWCASING AND SUPPORTING OUR CREATIVE SECTOR AND COMMUNITY

Waverley is home to many creative and engaged individuals, groups, organisations and businesses. Showcasing and supporting this creative sector to thrive, collaborate and kickstart their initiatives will drive local cultural outcomes.

OBJECTIVES

- 4.1 Support collaboration and networking between local creatives and organisations
- 4.2 Promote and showcase local artists, makers and creators
- 4.3 Harness the knowledge, skills and ideas of local creative community
- 4.4 Support our creative community to kickstart their own ideas, projects and initiatives
- 4.5 Support for young and emerging artists

WHY IS THIS IMPORTANT?

- Waverley is home to many established and emerging artists and creatives. Community engagement participants highlighted a need to support creatives (artists, writers, performers) to live and work in the area as the cost of living across Sydney continues to rise. Ideas to do so include the provision of affordable housing and workspaces; opportunities for networking and collaboration and programs including grants, prizes and artist residencies. (4.1, 4.4)
- There are many people, groups and businesses in the Waverley community with skills and great ideas to further develop our area's cultural offering. Participants identified opportunities for Council to further support community, artists and cultural groups to deliver their ideas, including through grants, capacity building, partnerships and by reviewing planning regulations and barriers to community initiatives. (4.1, 4.2, 4.4, 4.5)

PRIORITY NEEDS

- Building capacity of our creative and cultural sector to increase their skills to build sustainable businesses and environments for them to continue to create, produce, make and present.
- Creating opportunities for our creative and cultural sector to come together, to collaborate and connect.
- Support creatives and cultural practitioners, particularly emerging artists, to live and work in our area and share their creativity with the wider community.

GOAL 4: SHOWCASING AND SUPPORTING OUR CREATIVE SECTOR AND COMMUNITY

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| Objectives / Actions | Council's role | Partnerships | Timeframe | How will we measure success? |
|---|--|---|-----------|--|
| Objective 4.1: Support collaboration and networking between local creatives and organisations | | | | |
| Facilitate a networking forum that is aligned to building cultural capacity with local creatives and nearby institutions such as NIDA, UNSW Art and Design and AFTRS. | Implement/ Support / Collaborate | Local Creative Community Nearby institutions | 2021–2025 | Identified institutions invited to annual networking events |
| Host a professional development workshops for local creatives to improve their skills in seeking funding for creative and cultural activities through local, state and federal funding channels | Implement / Support | Local Creative Community | 2021–2025 | Annual professional development opportunity provided |
| Objective 4.2: Promote and showcase local artists, makers and creators | | | | |
| Devise an awareness campaign using media, advertising, signage and digital media channels | Implement | Various | 2021–2022 | Media campaign and on-going digital presence aligned to re-launch of the Bondi Pavilion and launch of the Boot Factory program developed and delivered |
| Generate positive media stories using external and internal communication channels | Implement | Media Agencies | 2020–2025 | At least 12 press releases prepared annually on significant cultural activities within the Waverley Council area |
| Investigate opportunities to enhance the use of Council's current publications and digital platforms to raise the profile of local creative practitioners | Implement | Local creative community | 2021–2025 | Options investigated to devise a social media campaign to highlight key creatives in the community |
| Objective 4.3: Harness the knowledge, skills and ideas of local creative community | | | | |
| Investigate opportunities for the local creative community to provide input into future cultural planning opportunities | Implement | Local creative community | 2020–2021 | Options for Cultural Committee, Indigenous Advisory Committee and art form or issue specific task force groups to presented to Council for consideration |
| Objective 4.4: Support our creative community to kickstart their own ideas, projects and initiatives | | | | |
| Provide a platform for local creative and cultural enterprises to gain access to audiences | Implement | Local Creatives | 2022–2025 | Boot Factory program developed to include annual cultural enterprise forum |
| Provide greater opportunities for the creative community to partner with Council to create and deliver events and activities that support their own ideas and aspirations | Implement | Local creative community | 2021–2022 | Partnership policy or guidelines developed to shape collaborative opportunities between Council and the creative community |
| Objective 4.5: Support for young and emerging artists | | | | |
| Encourage young and emerging creatives to develop skills applicable to the creative sector | Implement | Young, local creatives | 2021–2025 | Appropriate volunteering or work experience opportunities provided within Council's Community, Cultural and Events programs |
| Identify local schools that could be encouraged to participate in a community-run cultural programs | Implement | Schools | 2021–2022 | Opportunities identified and coordinated through school for students to be involved in community run-cultural programs |
| Encourage and support mentoring between established and emerging artists | Support | Emerging and Established artists | 2022–2025 | 4 mentoring activities facilitated annually |

GOAL 5: DEVELOPING STRONG PARTNERSHIPS TO FACILITATE GROWTH FOR OUR CULTURAL AND CREATIVE SECTOR

We will be a leading Council that puts our shared values at the heart of decision-making and underpins strong and productive cultural partnerships – locally, regionally, nationally and internationally. We want to develop cross-sector collaboration and increase awareness about the value of the arts and culture.

OBJECTIVES

- 5.1 Foster strong and productive cultural partnerships, locally, regionally, across Sydney, nationally and internationally
- 5.2 Increase awareness of the value of the arts within Council and the broader community
- 5.3 Broker cross-sector collaboration (community, business, education and developers) to deliver cultural development initiatives.

WHY IS THIS IMPORTANT?

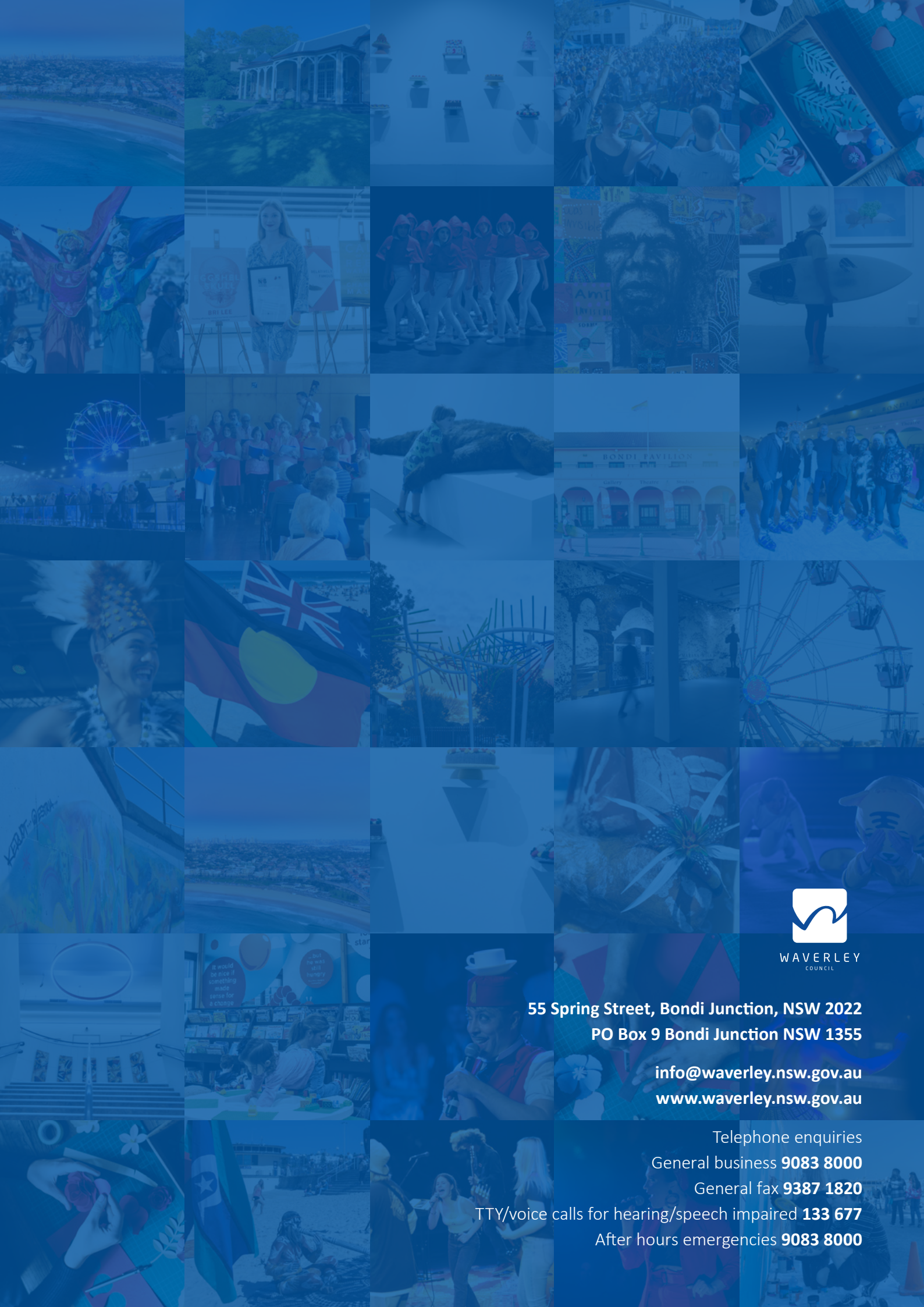
- Community engagement participants informed us that they want the Waverley Cultural Plan to recognise the value of arts and culture, community participation and the creative sector, and to outline a clear commitment to, and vision for arts and culture that is integrated across Council's planning. (5.1, 5.2, 5.3)
- Participants emphasised a need for ongoing inclusive community involvement and collaboration in decision making. They also see opportunities for increased collaboration with other councils and cultural institutions. (5.1, 5.2, 5.3)

PRIORITY NEEDS

- To provide more opportunities for our creative sector to collaborate and to build their capacity.
- To ensure that Council strengthens the management of its art and cultural resources, and integrates them with the rest of Council's planning activities.
- For Council to foster leadership within the Waverley area through partnerships.

GOAL 5: DEVELOPING STRONG PARTNERSHIPS TO FACILITATE GROWTH FOR OUR CULTURAL AND CREATIVE SECTOR

| Objectives / Actions | Council's role | Partnerships | Timeframe | How will we measure success? |
|--|----------------|---|------------|---|
| Objective 5.1 Foster strong and productive cultural partnerships, locally, regionally, across Sydney, nationally and internationally | | | | |
| Investigate the establishment of a Cultural Committee, to help inform and guide the collaborative cultural processes and projects across Council | Implement | Local Creatives | 2020–2021 | Options for Cultural Committee developed and submitted to Council for consideration |
| Continue to review best practice management of cultural partnerships, venues and programming | Review | Leading Local Government Areas Cultural Institutions | 2021–2025 | Cultural Plans and policies reviewed from 3 LGAs annually |
| Investigate opportunities for the involvement of the community in imagining, theming, promoting and delivering local cultural and creative programming, festivals and events. | Implement | Local Creatives | 2022–2025 | 2 opportunities identified annually |
| Objective 5.2 Increase awareness of the value of the arts within Council and the broader community | | | | |
| Tap into established Sydney and international networks to share cultural events and products by our local creators, makers and cultural producers and practitioners. | Implement | Cultural Sector Partnerships | 2022–2025 | Key sector practitioners across the creative sector invited to key events. |
| Ensure Council's governance is aligned to the needs and aspirations of the community and decision-making is driven by the arts and cultural values | Implement | Council | 2020–2021 | Draft terms of reference developed for Council consideration in establishment of the Cultural Committee |
| Objective 5.3 Broker cross-sector collaboration (community, business, education, developers) to deliver cultural development initiatives | | | | |
| Promote inter-agency collaboration with relevant state government departments on key cultural-sector issues, and promote complementary programs that tackle specific sector needs with the combined value of all agencies | Collaborate | State and Federal Government | 2021–2025 | Attendance and participation by Council Officers at sector based working groups, forums and discussions |
| Seek to ensure local planning controls provide support for quality, relevant and appropriate creative workspaces and presentation facilities in new developments | Advocate | Council / Developers | 2021 | Document outlining requirements for creative workspaces developed and tested against appropriate controls |
| Work within the existing planning framework to increase the participation of the creative sector in the development process (ie. through VPAs) | Advocate | Developers | 2023–2025 | At least 1 opportunity for the creative community to become engaged in considerations related to voluntary planning agreements process or developer contributions |
| Consider the engagement of local artists and communities in the design of planning policy and public places | Implement | Local artists and community | 2021 -2023 | Frameworks and options for community engagement developed and piloted |
| Advocate to NSW and Federal government stakeholders for clearer regulatory pathways for small and low-risk creative enterprise by: 1. Advocating for appropriate changes to relevant policy frameworks, such as State Environmental Planning Policies. 2. Advocating for consistent, state wide approaches to regulating the use of existing buildings by creative enterprise. | Advocate | State and Federal Government | 2021–2025 | Submissions prepared in response to Government priorities on cultural issues impacting the Waverley Local Government Area |



WAVERLEY
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