

### GOAL 3: CULTURAL PARTICIPATION IS FLOURISHING AND INCLUSIVE

Objectives / Actions	Council's role	Partnerships	Timeframe	How will we measure success?
<b>Objective 3.1:</b> 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
<b>Objective 3.2:</b> 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
<b>Objective 3.3:</b> 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