

GOAL 4: SHOWCASING AND SUPPORTING OUR CREATIVE SECTOR AND COMMUNITY

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