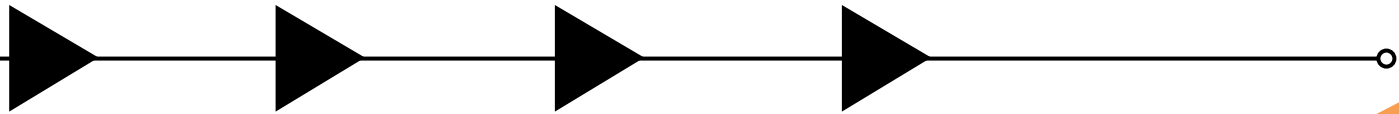
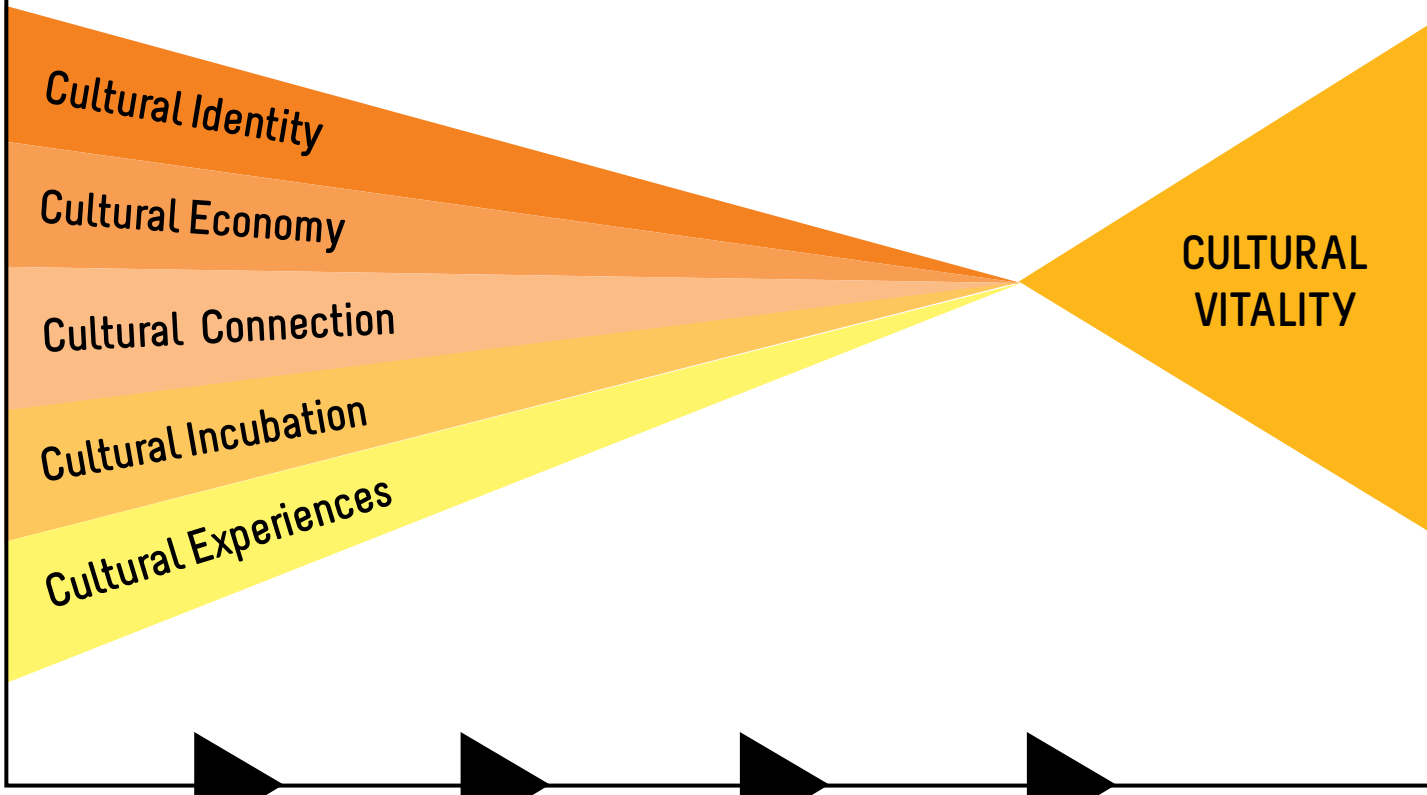


CITY OF ADELAIDE

CULTURAL ROADMAP 2017-2023

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SHOWCASE

ENABLE

CONNECT

THRIVE

People will be drawn here to live, study, work and play...



CITY OF ADELAIDE

FROM THE LORD MAYOR



Adelaide is a unique city with an internationally recognised reputation for a thriving cultural sector. Council is committed to working with the community to build on

our City's many strengths to ensure Adelaide is a welcoming and dynamic city full of rich and diverse experiences.

Culture is fundamental to this vision. Culture is how we express who we are, as individuals, as members of a group and as a community. Culture is the very essence of our City, it is what we value and celebrate, and what makes us unique.

Adelaide is globally recognised for our cultural environment. In December 2015 the City of Adelaide was designated as a UNESCO City of Music, The Economist Intelligence Unit has ranked our city the world's fifth most liveable city five years running, and Adelaide is considered as a must-visit destination by the likes of Lonely Planet and Vogue US. Adelaide is also a city with remarkable built heritage while also balancing a reputation for creativity, for seeing the future differently, taking risks, and making the new happen.

Our rich cultural landscape is filled with a wide range of culture makers people who make culture happen by creating, supporting, coordinating, curating, presenting and collecting. Local aboriginal Kaurna culture is visible and strong throughout the city, and our community is further enriched by traditions from across the globe.

Our community is also home to a diverse range of world-class creative arts and creative industries, from music, festivals, collections, film, visual and performing arts, to digital media and the games industry. Our vibrant arts and culture community is internationally recognised for its unique style and key role in the education, training and development of future leaders across all cultural areas.

The City of Adelaide Cultural Strategy 2017-2023 is the result of extensive consultation and in-depth conversations with the cultural sector and wider community. The stories we have heard confirm Adelaide's unique and vibrant cultural character and are testament to the ingenuity, optimism and extraordinary talent of the people who make culture happen in this city.

It is Council's responsibility and privilege to work collaboratively with the cultural sector to build on these strengths. This Cultural Strategy outlines how we will focus on these strengths and use our resources to showcase Adelaide's unique cultural identity, enable cultural enterprise, foster productive cultural connections and support cultural incubation. Working together, we will infuse cultural diversity, creativity and the arts into the everyday experience of the City.

Our culture is ingrained in our past and central to our future. I look forward to working with you to reinforce and grow Adelaide's international reputation as a global cultural city.

Martin Haese
Lord Mayor

CULTURE: A LENS THAT INFORMS EVERYTHING WE DO

This Cultural Strategy acknowledges positive shifts in how Council will contribute to the cultural vitality of the City. The Cultural Lens reflects the shared aspirations of our community and it will be the central mechanism through which we will work to maximise the cultural life of the City.

WHAT WILL BE DIFFERENT IN OUR APPROACH

Culture around the edges	→	Culture as a lens that informs everything we do
Quiet achiever	→	Internationally celebrated
Council as a regulator	→	Easier to do business with
Culture in silos	→	Connected through culture
Culture makers feel they must leave to flourish	→	Culture makers come, stay and thrive
Cultural season	→	City of year-round diverse cultural experiences

HOW WE WILL MEASURE SUCCESS

As well as capturing the number of people creating and actively participating in cultural activities, City of Adelaide will develop a measurement tool for capturing cultural vitality. This tool, which is currently being trialled, will include measures of cultural outcomes identified through a national collaboration which includes capital city councils, the Australian Local Government Association and the Australia Council for the Arts. These include:

Creative expression stimulated:
the degree to which the activity stimulates creative expression among participants and enables them to create work on their own

Aesthetic enrichment experienced:
the degree to which the activity offers participants an aesthetic experience that results in a feeling

of having participated in something special and beyond the everyday

New knowledge, ideas and insights gained:
the degree to which the activity is a catalyst for the generation and sharing of different perspectives, new knowledge, ideas and insights

Cultural diversity appreciated:
the degree to which the activity increases appreciation of different forms of cultural expression

Connection to shared heritage experienced:
the degree to which the activity creates a sense of connection or belonging to a shared past, present and future.

SHARED CULTURAL ASPIRATIONS

The City of Adelaide Cultural Strategy 2017-2023 celebrates the strengths, dynamism and optimism of Adelaide's cultural landscape. A thriving creative cultural city is an essential driver of social and economic development. People will be drawn here to live, study, work and play.

The Cultural Strategy enables flexibility and provides opportunity for new and exciting projects to be explored and developed in collaboration with the community and the cultural sector.

Consultation identified five shared cultural aspirations. The City of Adelaide commits to supporting these aspirations through enacting the Cultural Strategies.

1 Adelaide's **CULTURAL IDENTITY** is unique and our creative reputation is renowned

2 Adelaide's **CULTURAL ECONOMY** is robust, sustainable and easy to navigate

3 Adelaide has an engaged, collaborative, knowledgeable and **CONNECTED CULTURAL COMMUNITY**

4 Adelaide is recognised as a **CULTURAL INCUBATOR** where people, enterprises and audiences flourish

5 Adelaide is renowned for its authentic, vibrant and diverse **CULTURAL EXPERIENCES**



CITY OF ADELAIDE CULTURAL STRATEGIES

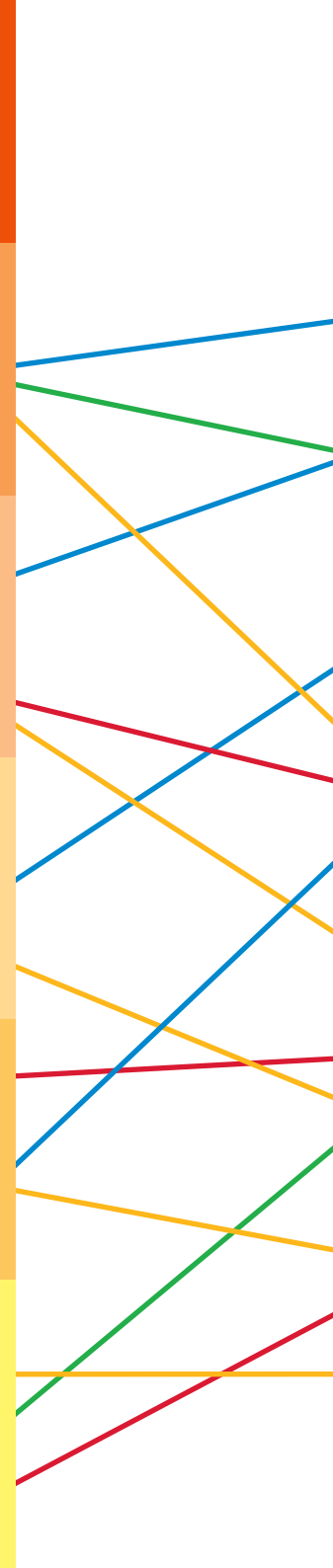
CELEBRATE and **BUILD ON** Adelaide's designation as a **UNESCO** Creative City
DEVELOP and **STRENGTHEN** partnerships and build Adelaide's creative cultural reputation
SHOWCASE our unique heritage, multicultural diversity and creative culture
PROMOTE cultural activities and cultural enterprise
ACTIVATE our built heritage and **EMPHASISE** our green character

ENABLE cultural enterprises to thrive through streamlined processes and case management of cultural activities
FACILITATE a creative community co-working space
ENCOURAGE private investment in the cultural sector
PROMOTE cultural activities and cultural enterprise

DEVELOP strategic partnerships to build on strengths and pursue bold new opportunities
CONNECT culture makers and audiences with creative cultural activities, places and spaces
CREATE opportunities that enhance Adelaide's reputation as a cultural meeting and market place
FACILITATE productive cultural connections

ENABLE new, emerging and developing cultural practitioners, businesses and incubators to thrive
CREATE OPPORTUNITIES for emerging and developing cultural practitioners to be seen and heard
FACILITATE broad cultural engagement and audience development

FOSTER a culturally diverse and vibrant city where people want to live, study, work and play
MAXIMISE creative culture in the public realm through policy, regulation and incentives
ENABLE a diversity of creative and multicultural events and initiatives through targeted funding and support
COLLABORATE with cultural sector and businesses to fill the City with cultural events and experiences all year round
ENCOURAGE activation of private and Council-owned buildings, spaces and new developments with cultural activity



ADDING VALUE TO THE CITY OF ADELAIDE 2016-2020 STRATEGIC PLAN



SMART

A smart city with a globally connected and opportunity rich economy

GREEN

One of the world's first carbon neutral cities and an international leader in environmental change

LIVEABLE

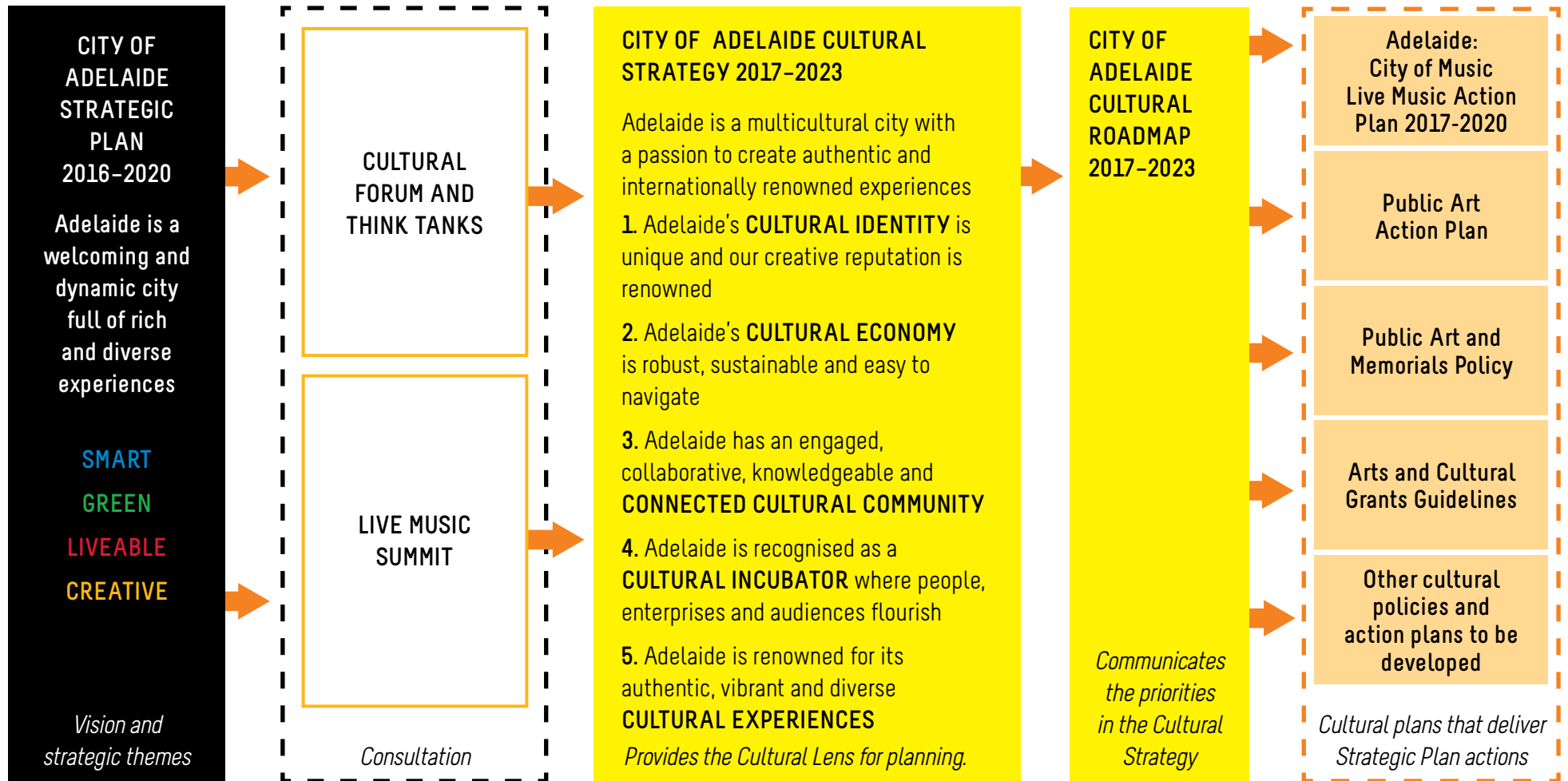
A beautiful, diverse city with an enviable lifestyle that is welcoming to people at all stages of life

CREATIVE

A multicultural city with a passion to create authentic and internationally renowned experiences



HOW CULTURE FITS IN THE CONTEXT OF COUNCIL PLANNING



CONNECT WITH US

City of Adelaide wants to work with the cultural sector and wider community to maximise the cultural vitality of the City.

We welcome conversation. If you would like to connect with the Culture Team please email culture@cityofadelaide.com.au

To find out more about our work and to engage directly with the City of Adelaide Cultural Strategy 2017-2023 visit cityofadelaide.com.au