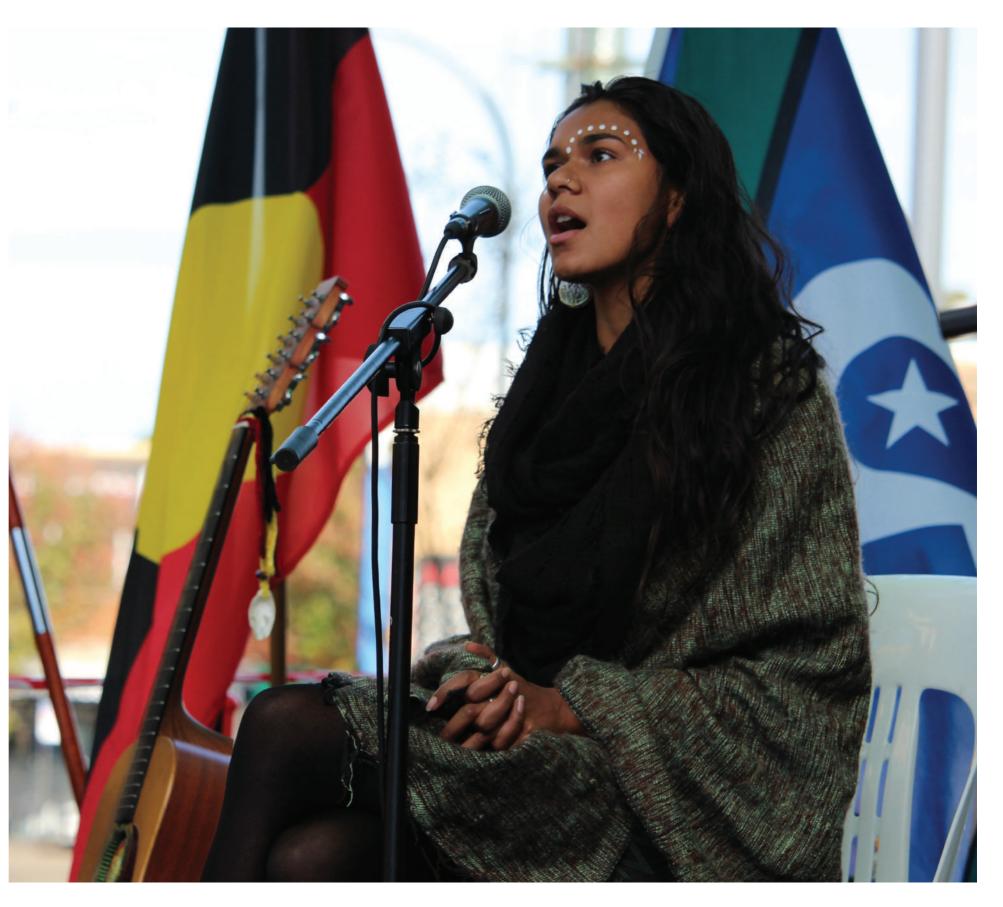CITY OF RYDE
**CREATIVITY STRATEGY
2019-2024**

# ACKNOWLEDGEMENT OF COUNTRY

City of Ryde Council would like to acknowledge the Wallumedegal who are the Traditional Custodians of this Land.

Council would also like to pay respect to the Elders both past and present of the Darug Nation and extend that respect to all other Aboriginal and Torres Strait Islander people.



Ena Illume at NAIDOC Week 2019. Photo: Katherine O'Chee

# MESSAGE FROM THE MAYOR



I am delighted to present the City of Ryde Creativity Strategy 2019-2024.

This is an exciting time for creative and cultural development in the City of Ryde as we celebrate the immense diversity across our community and the many opportunities that this brings. This is Council's first Creativity Strategy and presents a new five-year vision for arts and creativity in the City of Ryde.

Creativity means many things to many people, but it touches us all. It is part of our everyday lives. It encompasses diverse avenues of expression across the arts, music, architecture and design, technology and innovation, history, language, food, education, religion and much more. It is central to how we share our stories and express who we are as an individual and as a community.

Creative and cultural industries are the tenth largest employer in the City of Ryde and are the eighth largest generator of value added (an indicator of business productivity). Council understands the economic value that the arts can bring, as well as being one of the most effective tools for supporting the most vulnerable in our community, promoting social connections and achievements.

Throughout the development of this strategy, we have spoken with many creative people from a variety of disciplines, including artists, musicians, dancers, sculptors, film-makers, composers, authors, performers, comedians, graphic designers and creative festival organisers. Overall, we received input from local residents, service providers, faith leaders, schools and businesses.

A strong message from our community is how much of an appetite people have in the City of Ryde to engage in the arts.

This strategy will guide Council's initiatives in creativity. It will support individual artists, community members, cultural groups and organisations to express themselves and connect with each other through the arts. It will also guide the way Council invests in the capacity of our creative community, providing opportunities for them to learn new skills, develop and share artistic work.

I hope we have reflected your views and opinions within this document, which will help to make the City of Ryde the best it can be.

Clr Jerome Laxale - City of Ryde Mayor

# EXECUTIVE SUMMARY


Karaoke Plaza. Photo: 321 Photography.

More than 1,100 people contributed to developing the City of Ryde Creativity Strategy. It outlines a shared vision and strategic roadmap for Council, community and partners to support, build and empower arts and creativity in our City over the next five years.

This Strategy is for everyone that lives, works, learns and visits our City. It responds to a strong appetite within our community for more opportunities for creative participation and engagement, and for the arts to have a stronger presence in our local communities and neighbourhoods.

This Strategy places partnerships at the heart of achieving a sustainable creative ecosystem in our City. Only by working collaboratively with our community, the creative sector and other key stakeholders will we be able to deliver on the needs and aspirations of our diverse community.

The vision, strategic directions and objectives presented in this Strategy were informed by extensive community and stakeholder engagement and best practice research.
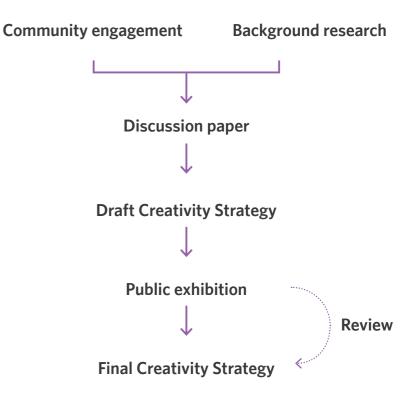
The Creativity Strategy supports the delivery of our City's 2028 Community Strategic Plan, and links to other Council strategies that recognise that creativity, culture and innovation are crucial for community wellbeing, empowerment, cohesion and identity.

This Strategy is structured in three parts. The background provides the evidence base to inform the Creativity Strategy. The Strategy outlines a vision for creativity in our City and the strategic directions and objectives to achieve this. The Appendices include additional demographic information about the City of Ryde community.

## PROJECT PROCESS

Community engagement     Background research

Discussion paper

Draft Creativity Strategy

Public exhibition

Review

Final Creativity Strategy


Community consultation for Creativity Strategy and Social Plan

## OUR VISION FOR CREATIVITY

Creativity is part of everyday life in the City of Ryde. It is central to how we share our stories, connect with each other and celebrate our City. We express creativity through music, dance, theatre, visual arts and crafts, writing, media arts, film, food and more. Our creative sector is supported, connected and empowered.

## FIVE STRATEGIC DIRECTIONS AND OBJECTIVES TO ACHIEVE THIS VISION

| STRATEGIC DIRECTION 1: DISTINCTIVE AND DIVERSE IDENTITIES | STRATEGIC DIRECTION 2: PARTICIPATION AND OPPORTUNITIES | STRATEGIC DIRECTION 3: CONNECTION AND COMMUNICATION | STRATEGIC DIRECTION 4: DEVELOPING OUR CREATIVE SECTOR | STRATEGIC DIRECTION 5: SPACES AND PLACES |
|---|---|---|---|---|
| Objective 1.1 The City of Ryde is proud of our diverse people and places, and celebrates their stories. | Objective 2.1 Creative participation is affordable and accessible for people of all ages, cultures, genders and abilities. | Objective 3.1 Creativity fosters a sense of connection, community cohesion and belonging in our City. | Objective 4.1 Our community is empowered and supported to kickstart their creative ideas and initiatives. | Objective 5.1 Our City has accessible spaces that enable creative production, participation and presentation. |
| Objective 1.2 Art, culture and creativity enable cross-cultural connection and exchange. | Objective 2.2 Festivals, events and creative programs bring our community together. | Objective 3.2 Our creative community builds strength through connection and collaboration. | Objective 4.2 Our creative community is skilled and sustainable. | Objective 5.2 The City of Ryde's public spaces are activated through art and creativity. |
| Objective 1.3 The City of Ryde has a strong identity, expressed through creativity. | Objective 2.3 Local creatives are supported and showcased in the City of Ryde. | Objective 3.3 People in the City of Ryde are well informed about local arts, cultural and creative activities. | Objective 4.3 Partnerships foster opportunities for our creative sector. | Objective 5.3 Strategic partnerships increase opportunities to access creative spaces and places. |

# BACKGROUND

Crank Zappa Jellyfish

# 1. INTRODUCTION AND DEFINITIONS



ShoreShocked 2017

The City of Ryde Council (Council) recognises the important role that creativity, culture and the arts play in supporting a strong sense of community and place in our City. Creativity is fundamental to telling our stories and expressing our individual and collective identities. The benefits of creative participation are far reaching and have been linked to positive outcomes for health and wellbeing, education, resilient economies and liveable cities.

We believe in the creative potential of the City of Ryde. We are already home to creative people, groups, businesses and institutions. We have unique spaces, places and neighbourhoods that can support a strong local cultural ecosystem.

Creativity will be an essential part of how we support our community as the City of Ryde grows and changes over the next five years. The City of Ryde Creativity Strategy 2019–2024 (the Strategy) outlines a shared vision and strategic roadmap for this support.

The Strategy is for everyone that lives, works, learns and visits our City. It was developed through extensive consultation with our community, including local artists and creatives, and responds to the characteristics, values and aspirations of our diverse people and places.

The Background provides an overview of background research completed to inform the development of the Strategy.

**The Creativity Strategy vision is:**

Creativity is part of everyday life in the City of Ryde. It is central to how we share our stories, connect with each other and celebrate our City. We express creativity through music, dance, theatre, visual arts and crafts, writing, media arts, film, food and more. Our creative sector is supported, connected and empowered.

**Our five strategic directions to achieve this vision are:**

**STRATEGIC DIRECTION 1:**
**DISTINCTIVE AND DIVERSE IDENTITIES**

**STRATEGIC DIRECTION 2:**
**PARTICIPATION AND OPPORTUNITIES**

**STRATEGIC DIRECTION 3:**
**CONNECTION AND COMMUNICATION**

**STRATEGIC DIRECTION 4:**
**DEVELOPING OUR CREATIVE SECTOR**

**STRATEGIC DIRECTION 5:**
**SPACES AND PLACES**

## HOW THE STRATEGY WAS DEVELOPED

Cultural planning 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 activity.

The Strategy has been developed following the Cultural Development Network Planning Framework, which prioritises integrated and evidence-based planning with outcomes that are achievable and measurable.

The Strategy was developed through extensive research and community engagement including:

- Analysis of current and forecast population characteristics
- Auditing and mapping of existing creative and cultural assets
- Analysis and mapping of creative and cultural industries
- Review of relevant cultural planning policy at the national, state, regional and local levels, and
- Community engagement with over 1,100 people, including with local residents, creatives and community groups, and with government and industry stakeholders.



SWAP Mixed Media Magic Workshop, art by Caren

## DEFINING CULTURE, THE ARTS AND CREATIVITY

### What is culture?

In this Strategy, 'culture' is defined as the ways 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.

The United Nations Educational, Scientific and Cultural Organization (UNESCO) defines culture as: "the set of distinctive spiritual, material, intellectual and emotional features of a society or a social group, that encompasses not only art and literature, but lifestyles, ways of living together, value systems, traditions and beliefs."

### What are the arts?

'The arts' is one of 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, and community art and cultural development. It may also include creative expression in public places.

### What is creativity?

Creativity is characterised by the ability to perceive the world in new ways, to find hidden patterns, to make connections between seemingly unrelated phenomena and to generate solutions.



SWAP Mixed Media Magic Workshop, art by Elliot

# 2. THE VALUE OF CULTURE AND CREATIVITY



Harmony Day Community Expo

Arts, culture and creativity have social, economic and health benefits for individuals and communities. City of Ryde recognises the importance of planning for, and investing in, culture and creativity to empower individuals, bring our community together, activate public space and stimulate the local economy.

According to research from the Australia Council for the Arts, the majority of Australians recognise that arts and culture make our lives richer and more meaningful and help us understand other people and cultures[1].

## COMMUNITY IDENTITY AND CONNECTION

Culture and creative participation is linked to an increased sense of community identity, cohesion and belonging. Creative 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 do not engage in the arts and are 20% more likely to vote as young adults[2].

## HEALTH AND WELLBEING

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

A 2013 study in Scotland found that people who participate in creative or cultural activity were 38% more likely to report good health compared to those who did not. Those who participated in dancing where 62% more likely to report good health than those who did not participate in the last twelve months[3].

## EDUCATION AND SKILLS

Participation in arts activities improves educational outcomes. A 2019 study conducted in Houston, USA, showed that primary schools who integrate arts into the curriculum achieve higher average reading and mathematics scores compared to similar schools that do not[4].

The knowledge-based economy increasingly demands workers to have skills that include creative thinking, collaboration and innovation[5].

## RESILIENT LOCAL ECONOMIES

A vibrant cultural and creative ecosystem can drive local economic prosperity and growth, including through attracting visitors, creating jobs, attracting and retaining businesses, and revitalising places[6].

Creative and cultural industries are the tenth largest employer in the City of Ryde and are the eighth largest generator of value added (an indicator of business productivity).

## LIVEABILITY

Creative initiatives can help to transform public spaces into meaningful, safe and inviting places for community connection and enjoyment.

Involving community in the creative development of public space through participatory art and design projects can enhance their sense of belonging, encouraging them to become custodians of their local environment[7].

1 Connecting Australians: Results of the National Arts Participation Survey, Australia Council for the Arts, 2016.
2 See, for example, The Arts Ripple Effect: Valuing the Arts in Communities, Arts Victoria, 2014.
3 Leadbetter, C and O'Connor, N. Healthy Attendance? The Impact of Cultural Engagement and Sports Participation

on Health and Satisfaction with Life in Scotland, Scottish Government Research, 2013.
4 Investigating Casula Effects of Arts Education Experiences, Houston Education Research Consortium, 2019.
5 Lynch R., 'Creating a Brighter Workforce with the Arts." School Administrator, vol. 65, no. 3, 2008.
6 See, for example, Measuring the Economic Benefits of Arts and Culture, Arts Council England, 2010.
7 The role of Arts and Culture in Liveability and Competitiveness, Arts Victoria, 2008.

# 3. WHAT OUR COMMUNITY TOLD US


Creativity Strategy community workshop

## OVERVIEW OF COMMUNITY ENGAGEMENT

The Creativity Strategy was developed through extensive community and stakeholder engagement with more than 1,100 people between February and May 2019. Community, creatives, industry stakeholders and government policy agencies contributed to the conversation.

Some community engagement activities were undertaken concurrently with consultation to inform Council's Social Plan 2019-2024.

### Surveys and interviews

- Online community survey (148 responses)
- Online creativity survey (102 responses)
- Telephone survey (403 responses)
- Online mapping tool (31 responses), and
- Stakeholder phone interviews (20 interviews).

### Community workshops, forums and drop-in sessions

In total, 364 people took part in workshops, including:

- Local creatives forum
- 2 x community workshops
- 2 x Council advisory committee forums
- Multicultural community workshop
- Korean community forum
- Chinese community forum
- Aboriginal Women's Gathering Group
- Faith community workshop
- Service providers workshop
- School principals forum
- International Women's Day drop-in session, and
- Venture Cafe drop-in session.

### 81 hours of face-to-face surveys

Intercept surveys in locations throughout City of Ryde including:

- Ryde Library
- Gladesville Library
- North Ryde Library
- Eastwood Library
- West Ryde Library
- West Ryde Plaza
- Top Ryde Plaza
- Macquarie Park Train Station
- Macquarie University
- Trim Place, Gladesville, and
- Eastwood Plaza on Harmony Day.

### Discussion paper

The discussion paper gave the community an opportunity to provide feedback on key findings from workshops, surveys and interviews. It was circulated to community workshop participants and students at Ryde Secondary College and Hunters Hill High School. In total, 49 responses were received.

## CONVERSATIONS ABOUT CREATIVITY

Council engaged in conversations with over 1,100 people, including independent creatives, community groups, arts and cultural peak bodies, education institutions, government stakeholders, businesses and the broader community.

### Our diversity is a strength and there is opportunity for cross-cultural creative exchange.

Our community is culturally rich and diverse. Our community told us this is part of what makes our City an exciting and vibrant place to live. They want this diversity to be celebrated in our local arts offering and want more opportunities for cross-cultural creative exchange.

### Spaces and places to create and share allow creativity to flourish.

Our community said that a limited number of creative spaces for producing and showcasing work is a key challenge for our City.

They had ideas for new multipurpose spaces, repurposing existing spaces and making creativity more visible in our streets, parks, town centres as well as along the riverfront.

### Our community wants more opportunities to engage in creativity.

There is a strong appetite for more arts and creative activities in our City, including equitable and inclusive opportunities to participate for people of all ages, genders, abilities, incomes and cultural backgrounds.

### Communication and promotion of what is already happening is important.

Community members told us there is room to improve promotion of existing creative programs and events, including via Council's website and social media. Local creatives and groups want support to develop their marketing and communications skills.

### Creativity can help build a stronger sense of identity and place for the City of Ryde.
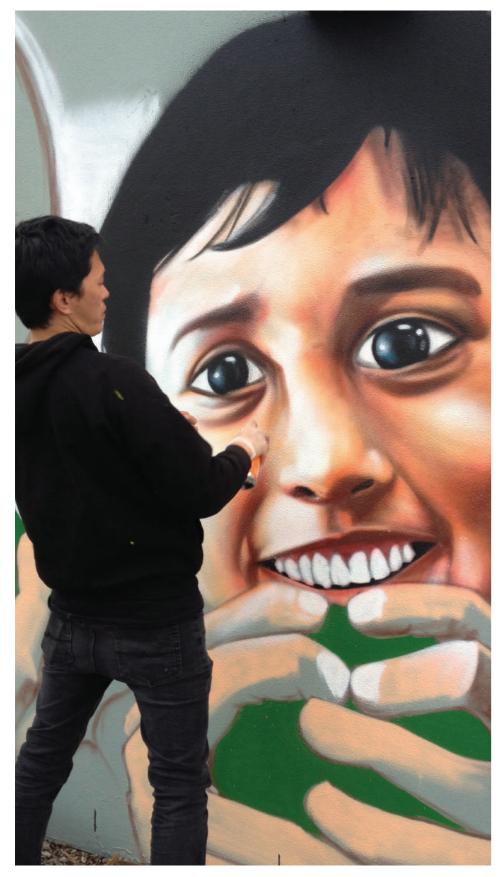
Our community told us they want the City of Ryde to have a clear identity and be known as a place where creativity thrives and is supported. They think creativity can build a stronger sense of identity and belonging, including in newly developed and high-density residential areas such as in Macquarie Park and Meadowbank.

### We have an untapped creative community.

Our community recognises the contribution of creative people, groups and organisations to the vibrancy of our City, and wants to attract and support them to live, work and learn here as the cost of living rises across Sydney.

Creatives highlighted a need for increased connection and networking to foster collaboration, as well as affordable spaces and places to produce and showcase their work.

### Creativity brings people together.

Our community told us that creative activities help bring people together through shared experiences. They think these connections will be important as our population continues to grow and change, and we live in denser urban environments. Intergenerational and cross-cultural connections were a priority, as were opportunities to connect to our newly arrived and transient populations.

### We have a significant heritage story.

Our cultural and built heritage is seen as an important part of our City's identity and story. In particular, community members highlighted the need for ongoing awareness and visibility of Aboriginal culture and people.

# THE VALUE OF CREATIVITY TO OUR COMMUNITY

## Our community recognises the positive impacts of arts and culture

As shown in Figure 1, the majority of online survey respondents recognise and value the positive impacts that arts and culture have on our daily lives and in our communities. Almost all residents thought that arts and culture stimulate our minds and allow us to express ourselves.

## Our community wants more opportunities to participate in arts and culture

Just 41% of telephone survey respondents agree that they have enough opportunities to participate in arts and cultural activities in the City of Ryde. This is low compared to the Micromex Research Metro Benchmark of 47% (based on responses to the same question in other Australian metropolitan communities), indicating a desire for more opportunities for creative participation.

## Opportunities to support our creative community

The majority of creative practiners and groups that participated in the online arts and culture survey indicated a desire for more places to make arts and culture (67%) and gallery space (63%) as well as support with marketing and communication (57%) and grant writing (52%).

**Our community agrees that arts and culture have an impact on ...**

Stimulating our minds

Our ability to express ourselves

Our ability to think creatively and develop new ideas

Child development

Our understanding of other people and cultures

Our sense of wellbeing and happiness

Helping us deal with stress, anxiety or depression

Shaping and expressing our identity

Bringing customers to local businesses

Create new employment opportunities

0%  10%  20%  30%  40%  50%  60%  70%  80%  90% 100%

Figure 1 - To what extent do you agree that arts and culture impact on the following? (N=100)
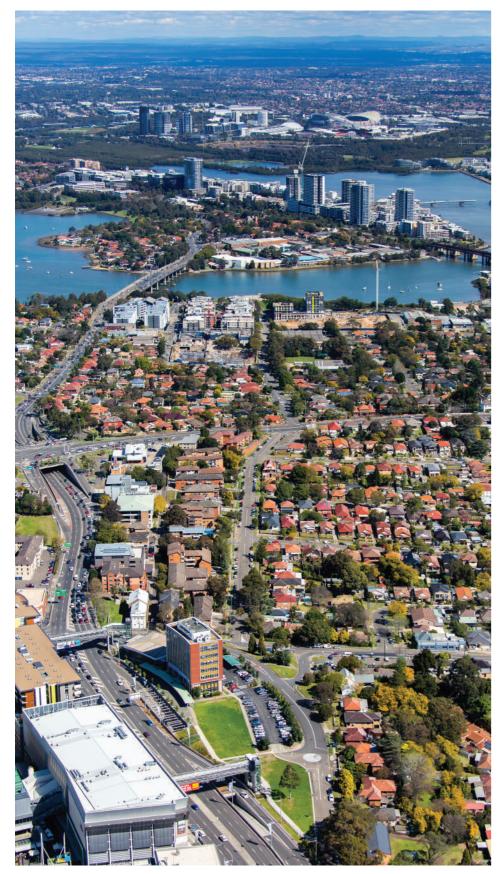
Eastwood Library mural by Heesco

# 4. STRATEGIC CONTEXT


Aerial photograph of City of Ryde

The Creativity Strategy responds to relevant national, state and regional policy settings. The Strategy will be monitored and implemented as part of Council's Integrated Planning and Reporting Framework.

## NATIONAL CONTEXT

### Australia Council for the Arts

The Australia Council for the Arts is the Australian Government's arts funding and advisory body. The Australia Council Strategic Plan 2014–2019 outlines a vision for a culturally ambitious nation that is underpinned by diversity and shaped by more than 70,000 years of ongoing Indigenous storytelling. The Plan has four goals:

- Goal 1: Australian arts are without borders
- Goal 2: Australia is known for its great art and artists
- Goal 3: The arts enrich daily life for all, and
- Goal 4: Australians cherish Aboriginal and Torres Strait Islander art and cultures.

## STATE CONTEXT

### Create NSW: Arts and Cultural Policy Framework

Create NSW is the NSW Government's arts policy and funding body. The Arts and Cultural Policy Framework 2015 is a ten-year policy framework for the arts, cultural and screen sectors.

### Create NSW: Cultural Infrastructure Plan 2025+

Create NSW's Cultural Infrastructure Plan 2025+ provides a guide for the planning and delivery of cultural infrastructure that will support a thriving and dynamic cultural sector. There are no specific directions for the City of Ryde.

The Plan highlights the value of cultural infrastructure, including:

- Creates jobs, generates exports and drives innovation in the wider economy,
- Attracts visitors to Sydney and NSW.

- Helps define Sydney as a distinctive and appealing global city where people want to live, work and invest
- Supports urban renewal and regional economic development, and
- Activates communities and neighbourhoods, improving health outcomes and facilitating learning and development.

## GREATER SYDNEY CONTEXT

### Resilient Sydney

City of Ryde Council contributed to the development of the Metropolitan Sydney Strategy for City Resilience, which sets directions to strengthen our ability to survive, adapt and thrive in the face of increasing global uncertainty and local shocks and stresses through increased collaboration and leadership.

The Strategy recognises that First Nations people's continue to show great resilience and generosity of spirit towards other peoples with whom they now share their land and waters, and highlights that a resilient future will be underpinned by acknowledging our shared past.

### Greater Sydney Commission

The Greater Sydney Region Plan: A Metropolis of 3 Cities is built on a vision where the people of Greater Sydney live within 30 minutes of their jobs, education and health facilities, services and great places.

The City of Ryde sits within the North District Plan, which includes planning priorities around (N4) "fostering healthy creative, culturally rich and socially connected communities", including by planning for multifunctional and shared spaces with opportunities for artists and makers to live, work, exhibit, sell and learn locally.

The Plan highlights that there are opportunities for greater use of public realm and vacant or underutilised commercial space for creative uses; and that "the provision of arts and creative spaces in areas experiencing significant urban renewal will further support local identity and innovation".

## CITY OF RYDE CONTEXT

**City of Ryde's 2028 Community Strategic Plan**

City of Ryde's 2028 Community Strategic Plan (CSP) is a ten-year plan that sets out the community's vision for the future and strategies to achieve it. Detailed directions and actions are outlined in the four-year Delivery Program and Operational Plan. This Creativity Strategy sits under the CSP and will help to deliver on the CSP vision of "the place to be for lifestyle and opportunity at your doorstep". The CSP includes a focus on community outcomes under seven themes. These are outlined in Figure 2.

**City of Ryde  Strategies and Policies**

The Creativity Strategy will be considered in partnership with other relevant Council strategies, including the Social Plan, Events Strategy, Library Service Strategic Plan, Disability Inclusion Action Plan, NTE Study and Action Plan, Public Art Implementation Guide and Developers Guide, as well as the Reconciliation Action Plan that is currently being developed.

Some important considerations from these Plans include:

- An identified need for increased activation of town centres with night-time activities including cultural events
- An identified need for more creative public spaces with creative lighting and places to get together
- Public art as a medium to enhance community connection to place, particularly in new development and high-density areas
- A need for inclusive and equitable opportunities for social and creative participation for people with disability and their carers
- Libraries are increasingly important places for community connection and activity, with a range of creative activities on offer
- Events and festivals in the City of Ryde provide important opportunities for community connection and often go hand in hand with creative expression and participation, and
- An identified appetite from young people for more opportunities to participate in arts and culture activities.

### Our vibrant and liveable city
- Great places, vibrant neighbourhoods
- Collaborative development
- Sustainable design

### Our active and healthy city
- Enhanced recreational spaces
- Well-targeted services

### Our natural and sustainable city
- Sustainable planning
- Protect natural areas
- Resilient infrastructure

### Our smart and innovative city
- Business opportunity
- Strengthening business networks
- Macquarie Park

### Our connected and accessible city
- Connections to our city
- Connections within our city
- Digital connectivity

### Our diverse and inclusive city
- An engaged, connected community
- Accessible community facilities
- Celebrating culture and heritage

### Our open and progressive city
- Advocacy on key issues
- An engaged and informed community
- Well-led, financially sustainable

Figure 2 - City of Ryde Community Strategic Plan themes and outcomes

# 5. OUR CREATIVE PEOPLE AND PARTICIPATION



Granny Smith Festival Parade

## OUR ONGOING STORIES

Culture and creativity in the City of Ryde are founded on the interwoven histories and ongoing stories of our local places and our communities.

### Indigenous place, knowledge, culture and tradition

The Wallumedegal clan of the Darug people are the traditional owners of the City of Ryde area and have cared for Country here for tens of thousands of years. Aboriginal people continue to live in the area today, representing one of the oldest continuing cultures in the world. There are a number of significant Aboriginal stories and heritage sites within the City of Ryde, including the grave of Bennelong at Kissing Point Park, a key Aboriginal figure in the early colonial period. Council is currently in the process of developing a Reconciliation Action Plan.

### History of settlement and immigration

Ryde is the third oldest colonial settlement in Sydney. On the 3rd of January 1792, the first land in this area was granted to eight marines along the northern bank of the river between Sydney and Parramatta.

Throughout the twentieth century and continuing today, waves of migration have shaped our communities and neighbourhoods. The twentieth century saw British, Italian and Armenian populations establish, and today we see large emerging Chinese, Korean and Indian communities (among others) call the City of Ryde home.

## OUR COMMUNITY TODAY

This section provides a high-level LGA-wide overview of the City of Ryde's current population characteristics, with data from the ABS 2016 Census sourced via Profile.id. The differences between suburbs are shown over the page in Figure 3.

### Increasing population

In 2018, the estimated resident population of the City of Ryde was 127,446 people. Between 2011 and 2016, the total population of the Ryde local government area (LGA) increased by 12,558, or 11.6%. This was a higher rate of growth than Greater Sydney (9.8%).

### An urban and suburban area

The City of Ryde is an urban environment with relatively high population density (28.73 people per hectare in 2017 compared to 3.90 people per hectare in Greater Sydney). The suburbs with the highest population density were Top Ryde and Meadowbank - Melrose Park.

### A young area

The median age in the City of Ryde is 36, the same as Greater Sydney. Overall, the Ryde LGA age profile is quite similar to the age profile of Greater Sydney, however with a higher proportion of young workforce-aged adults (25 to 34 years) (18.2% compared to 16.1%). This was also the fastest growing age group between 2011 and 2016 with an increase of 4,305 people or 25.5%.

### High and increasing proportion of high-density housing

While the dominant dwelling type in the City of Ryde is low-density, the LGA has a very high and increasing proportion of high-density dwellings (33%) compared to Greater Sydney (23.5%).

## Varying incomes across the area

In 2016, the median weekly household income of residents in the City of Ryde was $1,781, which is slightly higher than the Greater Sydney median income of $1,745. However, there is some income inequality throughout the LGA.

## Aboriginal and Torres Strait Islander residents

The City of Ryde is home to 430 Aboriginal and Torres Strait Islander residents, a lower proportion (0.4%) compared to Greater Sydney (1.5%).

## Culturally rich, with diverse cultures and languages

The City of Ryde continues to be increasingly culturally diverse, with 47% of the population born overseas. Of those who were born overseas, 27% arrived in Australia between 2011 and 2016.

Overall, 48% of the population of the City of Ryde population spoke a non-English language at home, a much higher proportion compared to 36% for Greater Sydney. The main non-English languages spoken at home were Mandarin (13%), Cantonese (7%), Korean (5%) and Italian (2%).

## Highly educated population, with areas with high proportions of students

The proportion of people with a tertiary qualification in the City of Ryde is significantly higher than Greater Sydney (39% compared to 28%). In 2016, 10% of the LGA's population were attending a university compared to 6% in Greater Sydney.

## A high proportion of volunteers

In 2016, 19% of the City of Ryde population reported performing voluntary work, which is high compared to 17% for Greater Sydney.

## Disability and carers

In the City of Ryde, a similar proportion of people reported needing assistance with core activities as in Greater Sydney (4.6% compared to 4.9%).

## CITY OF RYDE: COMMUNITY PROFILE MAP

The percentages indicated are the averages across Ryde. Icons represent areas where the demographic is higher than the Ryde average.



Figure 3 - City of Ryde population characteristics by suburbs, as defined by Profile.id

### COMMUNITY PROFILE MAP LEGEND

- More than 10.1% of population aged over 70 years old
- More than 4.6% of population need assistance due to disability
- More than 16.3% of population aged 12 to 24 years old
- More than 11.9% of the population studying at University or TAFE
- More than 26.7% of overseas born population has recently arrived to Australia
- More than 47.9% of population speaks a language other than English at home
- More than 34.5% of households are households with children
- More than 22.3% of households are lone person households
- More than 33.2% of dwellings are high density
- More than 29.2% of households are high income households (>$2,500 a week)
- More than 15.5% of households are low income households (<$650 a week)
- More than 11.4% of households don't have a car

## CREATIVE AND CULTURAL WORKERS AND INDUSTRIES

An analysis of the City of Ryde's creative and cultural workers and industries undertaken by Profile .id, the population experts, in 2019 shows that this sector adds significant value to our LGA.

In 2017/18, cultural and creative industries supported 4,400 jobs and generated $750 million in value added in the City of Ryde*.

If cultural and creative industries was a 'sector,' it would be the tenth largest employer in the City of Ryde, but the eighth largest generator of value added. Cultural and creative industries as a whole are under-represented in the City of Ryde compared to Greater Sydney.

However, the share of value added generated by the sector is much larger than its share of jobs, suggesting the City has a higher share of more productive industries.
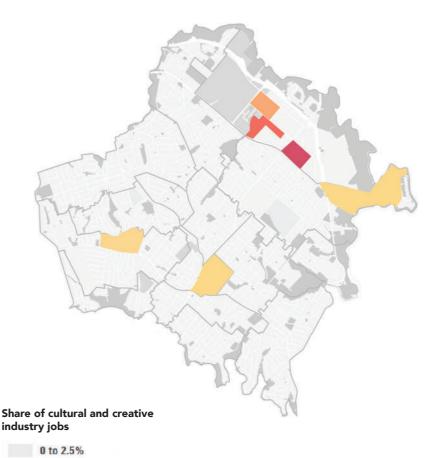
In contrast to industries, the share of local jobs in cultural and creative occupations is slightly higher than the Greater Sydney average. This suggests there are more 'embedded creatives' working in diverse industries.

Cable broadcasting is by far the largest cultural and creative industry in the City of Ryde, supporting almost 1,200 jobs in 2017/18, over three times the next largest industry. Most of these jobs are within Macquarie Park and are connected to Foxtel's headquarters which are located there.

Graphic designers are the largest cultural and creative occupation by job numbers in the City of Ryde, but are actually under-represented when compared to Greater Sydney. The most over-represented occupations are connected to television/broadcasting (program directors, technical writers, multimedia designers).

*Value added by Industry is an indicator of business productivity. It shows how productive each industry sector is at increasing the value of its inputs. It is a more refined measure of the productivity of an industry sector than output (total gross revenue), as some industries have high levels of output but require large amounts of input expenditure to achieve that.

Most cultural and creative industry jobs are located in Macquarie Park (66%), with other employment hubs being Ryde, West Ryde and North Ryde (>2.5% of all cultural and creative industry jobs).

**Share of cultural and creative industry jobs**

- 0 to 2.5%
- 2.5 to 5%
- 5 to 10%
- 10 to 20%
- More than 20%

Figure 4 - Share of cultural and creative industries jobs by suburb

## STRONG ARTS AND CULTURAL PARTICIPATION

The City of Ryde community has strong levels of attendance and participation in arts and cultural activities.

The most recent Australia Council for the Arts Participation survey undertaken at the LGA level (2013/2014) shows that the City of Ryde had higher levels of participation in arts and/or cultural activities, including higher participation in writing, compared to averages across NSW and Australia.

In the telephone surveys, 90% of respondents indicated they had participated in some form of art or cultural activity in the twelve months prior to March 2019. The most common ways respondents had participated were seeing a movie (72%), visiting a library (61%), religious or spiritual activities (42%) and visiting an art gallery or exhibition (38%).

According to the 2018 Ryde Youth Survey, in the previous twelve months, 37% of young people in Ryde had taken part in arts/ cultural and theatre activities, while 47% had attended music events, festivals and gigs.

**The most common activities were seeing a movie (72%) and visiting a library (61%).**

**90% of online survey respondents had participated in some form of arts and cultural activity in the 12 months prior.**

# 6. OUR CREATIVE AND CULTURAL SPACES
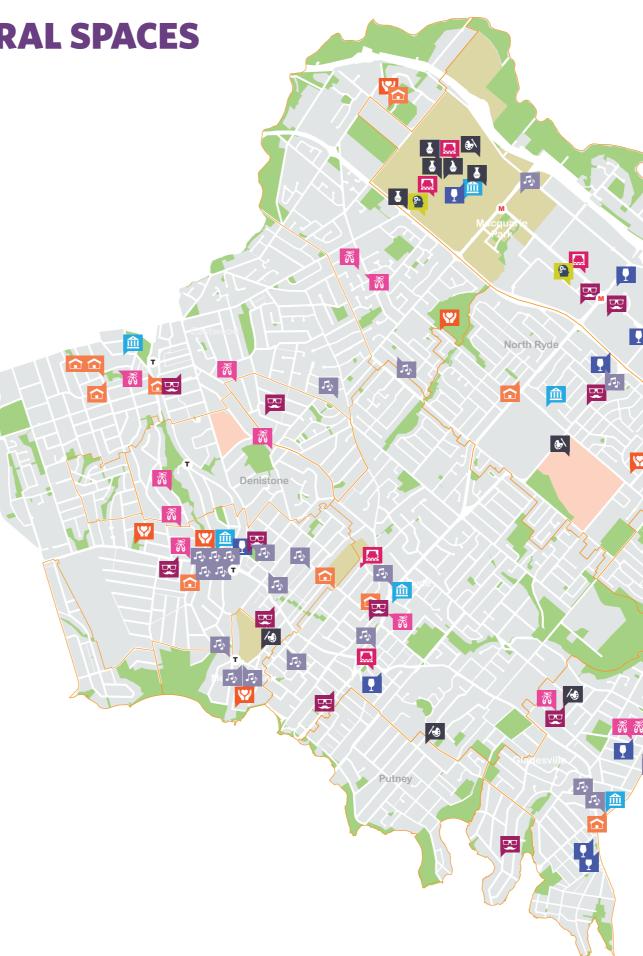
Local spaces and places to create, present and share creative work are essential for culture and creativity to flourish. The City of Ryde has a number of formal and informal creative spaces that are highly valued and utilised by the community.

**We have:**

- 6 libraries (one on Macquarie University campus), and
- 12 community centres and halls.

**As well as the following private spaces:**

- 2 cinema complexes
- 7 photography studios
- 8 museums, galleries and performance spaces on tertiary education campuses
- 9 licensed venues
- 11 art studios and galleries
- 16 dance studios and schools, and
- 24 music studios and schools.



KEY

- Incubator
- Private museum
- Private gallery
- Cinema
- Music studios/schools
- Performance
- Dance studios
- Creative studios
- Licensed venues
- Community centre
- Community hall
- Library

Figure 5 - Creative Infrastructure in the City of Ryde

## WHAT DO WE HAVE REGIONALLY?

The City of Ryde neighbours are Hornsby Shire and the Ku-ring-gai LGA in the north, Willoughby City and Hunters Hill LGAs and the Lane Cove River in the east, and the City of Parramatta in the west.

The creative and cultural needs of our community can in part be met through the provision of regional and district-level cultural infrastructure. However, there is a very limited provision of creative facilities located within neighbouring council areas.

A regional-level facility is a facility that services the arts and cultural needs of communities across a region, whereas LGA level facilities aim to service a smaller population within a Council area.

Regional-level facilities include:

- The Concourse in the Willoughby Shire (R1), and
- Riverside Theatre in City of Parramatta (R2).

LGA-level facilities include:

- Wallarobba Arts & Cultural Centre (D1)
- Ku-ring-gai Art Centre (D2)
- Lane Cove Gallery + Creative Studios (D3), and

- Primrose Park Art and Craft Centre in North Sydney (D4).



Figure 6 - Regional and local facilities surrounding the City of Ryde

# STRATEGY

**Role of Council, community and partners**

**Strategic Direction 1:**
**Distinctive and diverse identities**

**Strategic Direction 2:**
**Participation and opportunities**

**Strategic Direction 3:**
**Connection and communication**

**Strategic Direction 4:**
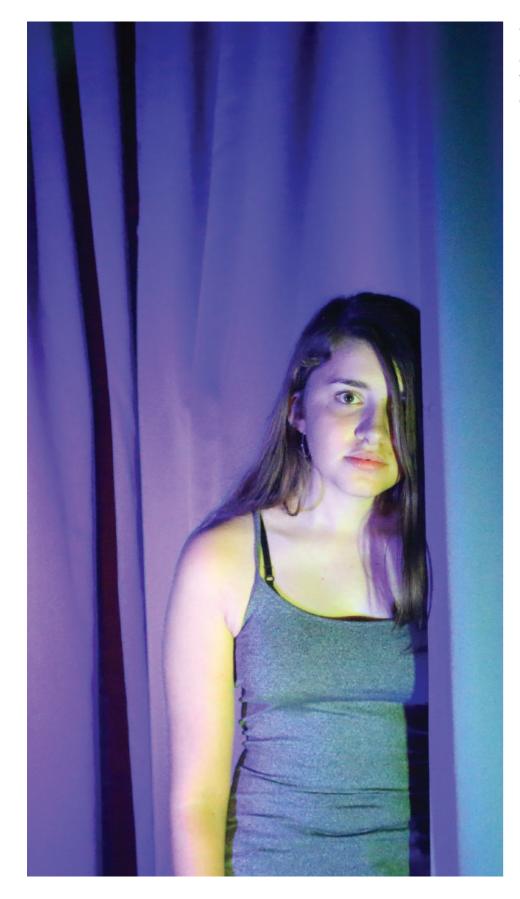**Developing our creative sector**

**Strategic Direction 5:**
**Spaces and places**

**Monitoring and measuring our progress**



Gambirra Illume at International Women's Day

# ROLE OF COUNCIL, COMMUNITY AND PARTNERS

The Creativity Strategy 2019-2024 outlines a shared vision and strategic roadmap for Council, community and partners to support, build and empower arts and creativity in our City over the next five years.

Creative outcomes in the City of Ryde are delivered both formally and informally by an ecosystem of government, arts and creative industry sector, stakeholders, businesses, creatives and residents. To be successful this Strategy needs to be delivered in partnership with a range of stakeholders.

## LEAD & ADVOCATE

**Leadership**

Aligned to the needs and aspirations of the community

**Advocacy**

Speaking up for the community's needs and aspirations

**Custodian**

Council is the custodian of local aspirations and stories

## LISTEN, PLAN & REGULATE

**Research**

To better understand and plan for creative needs

**Engagement**

Talking to the community to understand needs and aspirations

**Policy, strategy and regulation**

Responding to community's cultural and creative needs

## BUILD CONNECTIONS, PARTNERSHIPS & CAPACITY

**Connector**

Foster connections to encourage collaboration

**Partnerships**

Partnering with organisations and the community to achieve shared goals

**Capacity-building**

Unlocking capacity within the community

## DELIVER INFRASTRUCTURE, SERVICES & GRANTS

**Grants and funding**

Supporting the community through grants and support

**Service provision**

Delivering cultural and creative services and programs

**Infrastructure**

Planning and delivering places and spaces

Jasmine Inkster in Ryde Youth Theatre

Figure 7 - The role of Council

# STRATEGIC DIRECTION 1: DISTINCTIVE AND DIVERSE IDENTITIES

Creativity plays an important role in shaping and articulating our collective identity and supporting a distinct sense of place and belonging. As our population and places grow and change, creating opportunities for people to share their diverse and local stories is critical to building a strong, resilient community and a clear identity for our City.

## Objective 1.1:

**The City of Ryde is proud of our diverse people and places, and celebrates their stories.**

Culture and creativity in the City of Ryde is founded upon the interwoven histories and ongoing stories of our diverse local people and places. Opportunities to come together to share our stories and experiences will help promote community cohesion and belonging as our community grows and changes.

Our significant cultural heritage, including Aboriginal culture, history of settlement and immigration, continue to shape our community and identity today. Meaningful opportunities to share and reflect on this complex and layered heritage are critical as we look to shaping a shared future for our City.

In particular, our community highlighted the importance of recognising and engaging with Aboriginal cultural heritage and people, including the site of the grave of Bennelong at Kissing Point in Putney.

It is important for Council to support a range of artistic expression, reflecting the varied lives of the people that call our City home, and support communities to maintain their creative traditions.

## Objective 1.2:

**Art, culture and creativity enable cross-cultural connection and exchange.**

The City of Ryde is increasingly culturally diverse with 47% of our population born overseas and 48% speaking a language other than English at home. The wide range of cultures and creative traditions present in our City, including visual arts, theatre, dance, music and food, is part of what makes this an interesting and dynamic place to live.

Our community recognises that arts and creativity positively impact our understanding of other cultures by opening the door to shared experiences that may bridge culture and language. There is opportunity for more cross-cultural creative exchange and shared celebration, for example through public events, festivals or artistic collaborations.

## Objective 1.3:

**The City of Ryde has a strong identity, expressed through creativity.**

There are opportunities to harness creativity to foster a stronger sense of identity for, and pride in, the City of Ryde. This includes recognising and celebrating our varied and distinctive town centres and neighbourhoods.

Art is an expressive medium. It can present complex ideas, layered meanings and multiple perspectives. As such, creative interpretation and documentation of our City offers an opportunity to record our stories and places in new, exciting and meaningful ways.

# STRATEGIC DIRECTION 2:  PARTICIPATION AND OPPORTUNITIES

Arts and creative participation have a range of social, health, learning and economic benefits for individuals and communities. Facilitating equitable access to creative participation and supporting our community to kickstart their own ideas and initiatives will bolster a sustainable, creative ecosystem for the City of Ryde.

## Objective 2.1:

**Creative participation is affordable and accessible for people of all ages, cultures, genders and abilities.**

While the majority of the City of Ryde residents participate in some form of arts or cultural activity, we know there are opportunities to increase creative participation in our City. Regardless of their cultural background, age, gender or ability, where they live or what they earn, everyone in our community has the right to a culturally fulfilling life and opportunities to participate in creative activity.

Council collaborates with community and other partners to facilitate local access to inclusive arts and creative programs. Council's creative programs are delivered by Community Services, Events, Libraries, and City Activation teams, as well as other areas of Council. Council also supports local groups to run creative initiatives through our Community Grants program.

Community engagement identified free, affordable, after-hours and weekend programming as a priority for creative access and inclusion. Programming should also suit a wide range of people including children and families, young people, workers and seniors.

## Objective 2.2:

**Festivals, events and creative programs bring our community together.**

Events and festivals play a central role in the cultural landscape in the City of Ryde. They provide opportunities for our community to come together and connect through creative expression, such as music, dance and food.

Running cultural events and festivals was the top activity that online survey respondents wanted Council to undertake to support creativity. Currently, Council collaborates with community and other partners to offer a number of events and festivals in the City of Ryde. These range in scale from major festivals, notably our signature Granny Smith Festival, to small, responsive and local celebrations.

## Objective 2.3:

**Local creatives are supported and showcased in the City of Ryde.**

The City of Ryde is home to creative people that contribute to the vibrancy of the area, including artists, musicians, performers, filmmakers, students, gallerists and designers. Council has the opportunity to work with local talent through creative events, festivals and other initiatives.

Featuring local artists in Council programs can help connect them to new and wider audiences, growing their profile. These opportunities also present a chance for local creatives to build their artistic capacity and professional skills.

**What did our community say?**

71% want Council to support arts and creativity by running arts and creative events and festivals

90% had participated in some form of art and cultural activity in the past 12 months

41% think they have enough opportunities to participate in arts and cultural activities in the City of Ryde

# STRATEGIC DIRECTION 3: CONNECTION AND COMMUNICATION

Creativity is a powerful tool for connection. Participation in arts and cultural activity can help bring people together, bonding over shared experiences and values. There is plenty of creative activity already happening in the City of Ryde; however, much of it is hidden under the surface. Effective promotion of existing creative events, activities and opportunities will support participation and build new audiences. Opportunities for our creative community to come together to network and learn from each other will build the capacity of our creative sector.

## Objective 3.1:

**Creativity fosters a sense of connection, community cohesion and belonging in our City.**

Engagement in art and creativity can be a powerful way to connect with others around shared experiences, interests and values. This is particularly important for those who experience barriers to participation, such as people with disability or new migrants and refugees.

While our community enjoys a high quality of life, there is a need to further connect our residents to improve a sense of community cohesion and belonging. This is increasingly important as the City of Ryde continues to grow and we live in increasingly high-density environments. Arts and creativity can help address social challenges that arise in a changing city.

## Objective 3.2:

**Our creative community builds strength through connection and collaboration.**

Bringing local creatives, organisations, businesses and institutions together to connect, share resources and learn from each other can propel collaboration and inspire innovation and new initiatives that benefit our City and community.

Some people in our creative community told us that they can at times feel isolated, particularly independent artists and those working from home. There is a strong desire for more opportunities to connect with other creatives and opportunities in the City of Ryde and beyond.

## Objective 3.3:

**People in the City of Ryde are well informed about local arts, cultural and creative activities.**

Supporting local creatives and organisations to develop their marketing and promotion skills and collaborate to share resources is a key opportunity to develop a more sustainable creative sector.

There are opportunities to improve promotion and marketing of local creative activities and opportunities in the City of Ryde. This will help increase awareness, grow participation and build new audiences.

Effective promotion will require a dynamic and responsive approach that changes over time and incorporates both analog and digital channels.

**What did our community say?**

87% think the arts allow them to connect with others

Creative practitioners and organisations said marketing and promotion are the main skills that will make their practice more sustainable

# STRATEGIC DIRECTION 4: DEVELOPING OUR CREATIVE SECTOR

**The City of Ryde is home to creative people, groups and businesses. To enable our creative sector to thrive, we need to build partnerships, foster collaboration and build the skills and capacity of our creative community to sustain and grow their practice and initiatives.**

## Objective 4.1:

**Our community is empowered and supported to kickstart their creative ideas and initiatives.**

The City of Ryde is home to passionate and creative people who play a vital role in our cultural and creative ecosystem. They organise events, programs, workshops, exhibitions, talks and performances that bring people together to share and enjoy arts and culture.

Supporting community to deliver their own ideas and initiatives will not only increase opportunities for participation but will build capacity and make our creative community more sustainable. Council can do this through mechanisms such as providing promotional support, community grants, venue hire and addressing regulatory barriers.

## Objective 4.2:

**Our creative community is skilled and sustainable.**

Supporting our creative community to develop artistic and business skills will help enable both individuals and groups to facilitate creative initiatives in our City. More broadly, through building the skills of our community, we can make our local creative sector more sustainable.

Community engagement identified that local creatives wanted support in developing business skills such as financial and strategic planning, marketing and promotion, grant writing and risk management. Council can also support creatives in navigating regulatory processes in order to encourage greater creative expression in our City.

## Objective 4.3:

**Partnerships foster opportunities for our creative sector.**

Identifying and fostering partnerships across the City of Ryde, Sydney and beyond can provide opportunities for our local creative sector. Potential partners include creative institutions, educational providers, organisations and government agencies.

Partnerships can create pathways for local creatives to build their skills, reach new audiences, develop professional networks and access new learning and employment opportunities.

### What did our community say?

**77% think that artists make an important contribution to our City**

**Creatives want more opportunities to network and collaborate**

# STRATEGIC DIRECTION 5: SPACES AND PLACES

Local spaces and places to create, present and share creative work are essential for culture and creativity to flourish. The City of Ryde has a number of formal and informal creative spaces that are highly valued and utilised by the community, including libraries, public spaces, parks and the riverfront.

## Objective 5.1:

**Our City has accessible spaces that enable creative production, participation and presentation.**

A strong creative community needs spaces that are affordable, accessible and flexible to make and present their work. These include studios, rehearsal rooms, performance spaces and galleries.

The limited number of spaces and places to engage with creativity in the City of Ryde was identified as a key challenge by our community. Identifying opportunities to upgrade and improve utilisation of our existing spaces and to create new multipurpose cultural infrastructure will be a key priority moving forward.

Temporary spaces, including use of vacant spaces and shopfronts for creative uses, were identified as a trend and opportunity for our town centres.

## Objective 5.2:

**The City of Ryde's public spaces are activated through art and creativity.**

As we live in increasingly dense urban environments in the City of Ryde, our experience of the public domain is becoming more important than ever to our sense of wellbeing and local connection.

There are opportunities for Council, community and other partners to further activate our public realm through creative programming and events. Public realm includes our green spaces, riverfront, streets, town centres and neighbourhoods. This creative activation will help support a sense of local character, place and identity.

Public art can play a central role in forging a distinctive sense of place, particularly in newly developed and high-density residential areas. Public art should be equitably distributed across the City of Ryde.

## Objective 5.3:

**Strategic partnerships increase opportunities to access creative spaces and places.**

There are opportunities to develop collaboration and partnerships to increase access to and develop new spaces and places for creative production, participation and experience.

Building relationships with our neighbouring Councils and liaising with the state Government may lead to opportunities to address a regional gap in cultural infrastructure.

Development and transformation across our City provides opportunities to work with partners to deliver creative spaces and places. This ranges from public art commissions and street art through to the development of new creative facilities and infrastructure.

Developing partnerships with major educational and health institutions within our City is also a key opportunity to share resources with mutual benefits.

**What did our community say?**

A lack of spaces and places is the main challenge for creativity and culture in the City of Ryde

Creatives said that studio spaces for making art is the main type of cultural space that would make their practice more sustainable

People want arts and creativity to be more visible in the public domain and opportunities to participate in our parks, streets and local town centres

# MONITORING AND MEASURING OUR PROGRESS



Creativity Strategy consultation

Measuring the outcomes and implementation of this Strategy through actions and initiatives is critical to achieving our vision for creativity in the City of Ryde. Implementation of the Creativity Strategy will be through Council's existing Delivery Program and Operational Plan, and embedded in existing projects, activities and programs.

New programs and initiatives will be developed to further drive the outcomes and strategic directions of the Creativity Strategy. These programs and initiatives will be developed annually through Council's business planning and budgeting processes and will be integrated into the delivery plan.

Monitoring and evaluation will be through the Community Strategic Plan outcomes. The table over the page shows the relationships between the Outcomes and Priorities of the Community Strategic Plan and the Strategic Directions and Objectives of the Creativity Strategy.

The Creativity Strategy will be reviewed regularly and a full review, evaluation and update will occur at the completion of the five-year term.

We will monitor the progress of the Creativity Strategy through the reporting process for the Ryde 2028 Community Strategic Plan. The table below shows the relationships between the Outcomes and Priorities of the Community Strategic Plan and the Strategic Directions and Objectives of the Creativity Strategy.

| Community Strategic Plan Outcome | Community Strategic Plan Priorities | Distinctive and Diverse Communities | | | Participation and Opportunities | | | Connection and Communication | | | Developing Our Creative Sector | | | Spaces and Places | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1.1 | 1.2 | 1.3 | 2.1 | 2.2 | 2.3 | 3.1 | 3.2 | 3.3 | 4.1 | 4.2 | 4.3 | 5.1 | 5.2 | 5.3 |
| **Our Vibrant and Liveable City** | Great Places, Vibrant Neighbourhoods | ✓ | | | | ✓ | | ✓ | | | | | | ✓ | ✓ | ✓ |
| | Collaborative Development | | | ✓ | | | | | ✓ | | | | ✓ | ✓ | ✓ | ✓ |
| | Sustainable Design | | | | | | | | | | | | | ✓ | ✓ | ✓ |
| **Our Active and Healthy City** | Enhanced Recreational Spaces | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | ✓ | ✓ | ✓ |
| | Well-Targeted Services | | | | ✓ | ✓ | | | | | ✓ | | ✓ | | | |
| **Our Smart and Innovative City** | Business Opportunity and Investment | | | | | | | | | | ✓ | ✓ | ✓ | | | |
| | Strengthening Business Networks | | | | | | | | | | ✓ | ✓ | ✓ | | | |
| | Macquarie Park | | | | | | | | | | ✓ | ✓ | ✓ | | | |
| **Our Connected and Accessible City** | Digital Connectivity | | | | | | | | | | ✓ | ✓ | ✓ | | | |
| **Our iverse and Inclusive City** | An Engaged, Connected Community | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Celebrating Culture and Heritage | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Accessible Community Facilities | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| **Our Open and Progressive City** | Advocacy on Key Issues | | | | ✓ | | | | | | | | | | | ✓ |
| | An Engaged and Informed Community | | ✓ | | ✓ | | ✓ | | | | | | | | | ✓ |
| | Well-Led, Financially Sustainable | | ✓ | | | | | | | | | | | | | |

Figure 8 - Monitor progress for Creativity Strategy

# APPENDICES

**City of Ryde Community Profile**

**Participation in Arts and Culture data**

**Cultural and Creative industries data**



Public art at Kissing Point Park

# CITY OF RYDE COMMUNITY PROFILE

This section includes a suburb-level analysis of the City of Ryde's current demographic profile, based on ABS 2016 Census data sourced from Profile .id, with comparisons to Greater Sydney where relevant.

**Population change 2011 to 2016**

In 2018, the estimated resident population of the City of Ryde was 127,446.

As shown in Table 1, the total population of the Ryde LGA increased by 12,558, or 11.6% between 2011 and 2016. This was a higher rate of growth than Greater Sydney (9.8%).

While the overall population of the Ryde LGA increased by 11.6% between 2011 and 2016, population growth was uneven over the five-year period across the LGA with some suburbs experiencing higher growth. The suburbs with the highest growth between 2011 and 2016 were:

- Ryde (Top Ryde) (+2,192 people or 48%)
- Ryde (South) (+1,097 people or 44%)
- Macquarie Park (+1,963 people or 32%), and
- West Ryde (+1,568 people or 13%).

The suburbs with the highest percentage growth between 2011 and 2016 were:

- Ryde (Top Ryde) (+2,192 people or 48%)
- Ryde (South) (+1,097 people or 44%)
- Macquarie Park (+1,963 people or 32%), and
- Meadowbank - Melrose Park (+841 people, 16%).

TABLE 1 - TOTAL POPULATION (USUAL RESIDENCE POPULATION) (SOURCE: PROFILE.ID)

| Area | 2016 | 2011 | Change # | Change % |
|------|------|------|----------|----------|
| Denistone - Denistone West | 4,684 | 4,478 | 206 | 5% |
| Denistone East | 2,250 | 2,098 | 152 | 7% |
| East Ryde | 2,525 | 2,461 | 64 | 3% |
| Eastwood | 13,511 | 12,457 | 1,054 | 8% |
| Gladesville - Tennyson Point | 10,757 | 10,017 | 740 | 7% |
| Macquarie Park | 8,106 | 6,143 | 1,963 | 32% |
| Marsfield | 13,330 | 12,030 | 1,300 | 11% |
| Meadowbank - Melrose Park | 5,980 | 5,139 | 841 | 16% |
| North Ryde - Chatswood West | 11,111 | 10,889 | 222 | 2% |
| Putney | 4,039 | 3,981 | 58 | 1% |
| Ryde (Field Of Mars) | 6,516 | 6,134 | 382 | 6% |
| Ryde (Santa Rosa) | 6,109 | 5,732 | 377 | 7% |
| Ryde (South) | 7,174 | 4,999 | 2,175 | 44% |
| Ryde (Top Ryde) | 6,802 | 4,610 | 2,192 | 48% |
| West Ryde | 13,410 | 11,842 | 1,568 | 13% |
| Ryde (Total) | 26,601 | 21,475 | 5,126 | 24% |
| City of Ryde LGA (URP) | 116,302 | 103,038 | 13,264 | 13% |
| City of Ryde LGA (ERP) | 121,270 | 108,712 | 12,558 | 12% |
| Greater Sydney | 4,823,991 | 4,391,636 | 432,355 | 10% |

## City of Ryde Age Profile

Table 2 shows the age profile of the City of Ryde LGA.

The median age in the LGA is 36, the same as Greater Sydney.

Overall, the City of Ryde LGA age profile is quite similar to the age profile of Greater Sydney, however with:

- A higher proportion of young workforce-aged adults (25 to 34 years) (18.2% compared to 16.1%). This was also the fastest growing age group between 2011 and 2016 with an increase of 4,305 people or 25.5%)
- A slightly higher proportion of tertiary education and independence-aged adults (18 to 24 years) (10.7% compared to 9.6%)
- A slightly lower proportion of secondary school-aged young people (12 to 17 years) (5.5% compared to 6.9%), and
- A slightly lower proportion of primary school-aged children (5 to 11 years) (7.5% compared to 8.8%).

The suburbs with the lowest median age were:

- Macquarie Park (29 years)
- Meadowbank - Melrose Park (32 years)
- Ryde (South) (33 years)
- Ryde (Top Ryde) (33 years), and
- West Ryde (34 years).

The suburbs with the highest median age were:

- Putney (42 years)
- Denistone - Denistone West (41 years)
- East Ryde (41 years), and
- North Ryde - Chatswood West (40 years).

TABLE 2 - AGE PROFILE (USUAL RESIDENCE POPULATION) (SOURCE: PROFILE.ID)

| Age group | 2016 | | | 2011 | | | Change |
| | Number | % | Greater Sydney % | Number | % | Greater Sydney % | 2011 to 2016 |
|---|---|---|---|---|---|---|---|
| Babies and pre-schoolers (0 to 4) | 7,118 | 6.1 | 6.4 | 6,362 | 6.2 | 6.8 | +756 |
| Primary schoolers (5 to 11) | 8,686 | 7.5 | 8.8 | 7,693 | 7.5 | 8.7 | +993 |
| Secondary schoolers (12 to 17) | 6,430 | 5.5 | 6.9 | 6,124 | 5.9 | 7.4 | +306 |
| Tertiary education and independent (18 to 24) | 12,474 | 10.7 | 9.6 | 11,436 | 11.1 | 9.5 | +1,038 |
| Young workforce (25 to 34) | 21,178 | 18.2 | 16.1 | 16,873 | 16.4 | 15.4 | +4,305 |
| Parents and homebuilders (35 to 49) | 24,445 | 21.0 | 21.1 | 22,450 | 21.8 | 21.9 | +1,995 |
| Older workers and pre-retirees (50 to 59) | 13,642 | 11.7 | 12.2 | 12,312 | 11.9 | 12.2 | +1,330 |
| Empty nesters and retirees (60 to 69) | 10,587 | 9.1 | 9.5 | 8,761 | 8.5 | 9.0 | +1,826 |
| Seniors (70 to 84) | 8,774 | 7.5 | 7.5 | 8,519 | 8.3 | 7.2 | +255 |
| Elderly aged (85 and over) | 2,972 | 2.6 | 2.0 | 2,508 | 2.4 | 1.8 | +464 |
| Total LGA (Usual Residence Population) | 116,306 | 100 | 100 | 103,038 | 100 | 100 | +13,268 |
| Total LGA (Estimated Resident Population) | 121,270 | | | 108,712 | | | +12,558 |

# PARTICIPATION IN ARTS AND CULTURE DATA
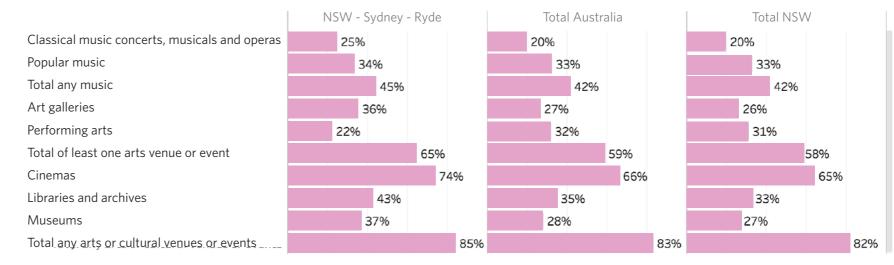
## THE NATIONAL ARTS PARTICIPATION SURVEY

The Australia Council for the Arts' National Arts Participation Survey measures Australian's engagement with the arts and captures the value of the arts to Australians through their attitudes and views about the impacts of the arts and propensity to donate time or money to the arts.
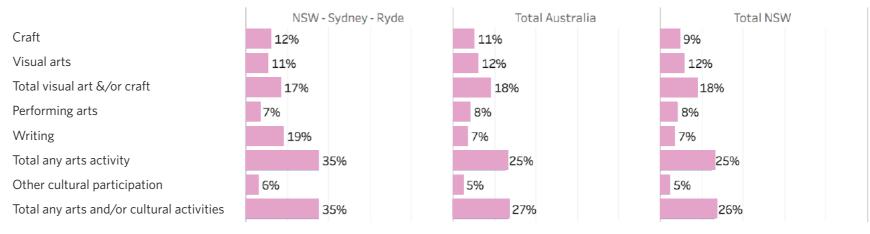
Findings from the 2016 National Arts Participation Survey indicates that 98% of Australians engage with the arts and more people recognise the positive impacts of the arts.

The most recent edition of the survey to measure participation at the LGA level was conducted in 2013. Findings show that the City of Ryde had higher levels of attendance and participation in arts and/or cultural activities, including higher participation in writing, compared to averages across NSW and Australia.

**Proportion of Australians (aged 15+) who attended arts, June 2013-July 2014**

| | NSW - Sydney - Ryde | Total Australia | Total NSW |
|---|---|---|---|
| Classical music concerts, musicals and operas | 25% | 20% | 20% |
| Popular music | 34% | 33% | 33% |
| Total any music | 45% | 42% | 42% |
| Art galleries | 36% | 27% | 26% |
| Performing arts | 22% | 32% | 31% |
| Total of least one arts venue or event | 65% | 59% | 58% |
| Cinemas | 74% | 66% | 65% |
| Libraries and archives | 43% | 35% | 33% |
| Museums | 37% | 28% | 27% |
| Total any arts or cultural venues or events | 85% | 83% | 82% |

**Proportion of Australians (aged 15+) who participated in arts, June 2013-July 2014**

| | NSW - Sydney - Ryde | Total Australia | Total NSW |
|---|---|---|---|
| Craft | 12% | 11% | 9% |
| Visual arts | 11% | 12% | 12% |
| Total visual art &/or craft | 17% | 18% | 18% |
| Performing arts | 7% | 8% | 8% |
| Writing | 19% | 7% | 7% |
| Total any arts activity | 35% | 25% | 25% |
| Other cultural participation | 6% | 5% | 5% |
| Total any arts and/or cultural activities | 35% | 27% | 26% |

Source: Australia Council for the Arts, findings from National Arts Participation Survey 2013-2014

## STRONG ARTS AND CULTURAL PARTICIPATION

Findings from a Micromex Research telephone survey with 403 participants in March 2019 indicate strong levels of arts and cultural participation in the City of Ryde.
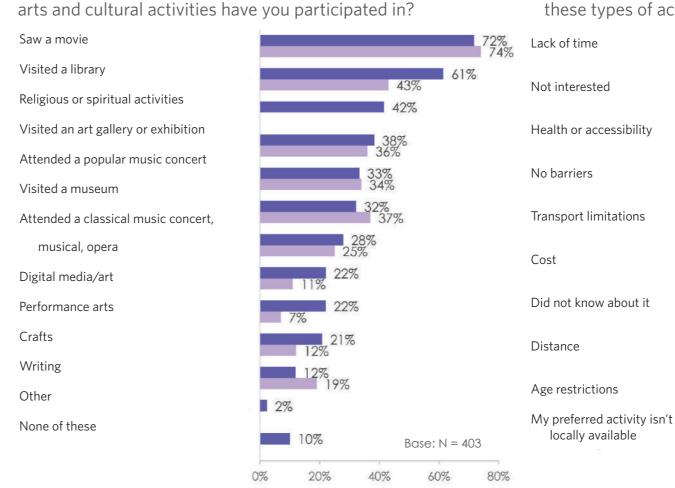
Of the telephone survey, 90% of respondents, indicated they had participated in some form of art or cultural activity in the twelve months prior to March 2019. The most common ways respondents had participated were seeing a movie (72%), visiting a library (61%), religious or spiritual activities (42%) and visiting an art gallery or exhibition (38%).

The most common barrier to respondents undertaking these types of activities more regularly were a lack of time (57%) or lack of interest (19%).
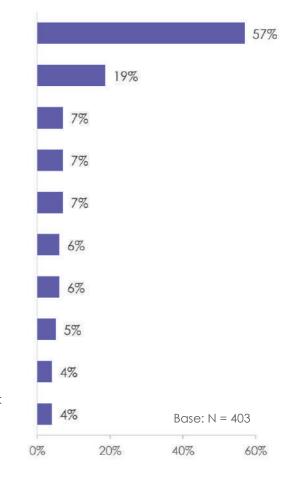
Question: In the past 12 months, which of the following arts and cultural activities have you participated in?

| Activity | Telephone survey findings | Australia Council 2013/14 |
|---|---|---|
| Saw a movie | 72% | 74% |
| Visited a library | 61% | 43% |
| Religious or spiritual activities | 42% | |
| Visited an art gallery or exhibition | 38% | 36% |
| Attended a popular music concert | 33% | 34% |
| Visited a museum | 32% | 37% |
| Attended a classical music concert, musical, opera | 28% | 25% |
| Digital media/art | 22% | 11% |
| Performance arts | 22% | 7% |
| Crafts | 21% | 12% |
| Writing | 12% | 19% |
| Other | 2% | |
| None of these | 10% | |

Base: N = 403

■ Telephone survey findings

■ Australia Council for the Arts National Participation Survey 2013/14 - City of Ryde

Question: What are the barriers to you undertaking these types of activities (more regularly)?

| Barrier | % |
|---|---|
| Lack of time | 57% |
| Not interested | 19% |
| Health or accessibility | 7% |
| No barriers | 7% |
| Transport limitations | 7% |
| Cost | 6% |
| Did not know about it | 6% |
| Distance | 5% |
| Age restrictions | 4% |
| My preferred activity isn't locally available | 4% |

Base: N = 403

# CULTURAL AND CREATIVE INDUSTRIES DATA

An analysis of the City of Ryde's creative and cultural workers and industries undertaken by .id, the population experts in 2019 shows that this sector adds significant value to our LGA.

In 2017/18, cultural and creative industries supported 4,400 jobs and generated $750 million in value added in the City of Ryde*.
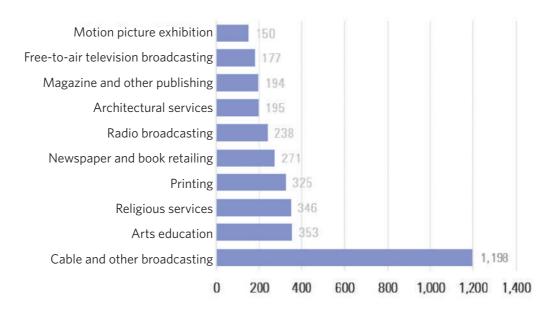
If cultural and creative industries was a 'sector,' it would be the tenth largest employer in the City of Ryde, but the eighth largest generator of value added. Cultural and creative industries as a whole are under-represented in the City of Ryde compared to Greater Sydney.

However, the share of value added generated by the sector is much larger than its share of jobs, suggesting the City has a higher share of more productive industries.

In contrast to industries, the share of local jobs in cultural and creative occupations is slightly higher than the Greater Sydney average. This suggests there are more 'embedded creatives' working in diverse industries.

Cable broadcasting is by far the largest cultural and creative industry in the City of Ryde, supporting almost 1,200 jobs in 2017/18, over three times the next largest industry. Most of these jobs are within Macquarie Park and connected to Foxtel's headquarters which are located there.

Graphic designers are the largest cultural and creative occupation by job numbers in the City of Ryde, but actually under-represented when compared to Greater Sydney. The most over-represented occupations are connected to television/broadcasting (program directors, technical writers, multimedia designer).

## Top cultural and creative industries, 2017/18

### Number of local jobs

| Industry | Number of local jobs |
|---|---|
| Motion picture exhibition | 150 |
| Free-to-air television broadcasting | 177 |
| Magazine and other publishing | 194 |
| Architectural services | 195 |
| Radio broadcasting | 238 |
| Newspaper and book retailing | 271 |
| Printing | 325 |
| Religious services | 346 |
| Arts education | 353 |
| Cable and other broadcasting | 1,198 |

## Top cultural and creative occupations, 2017/18

### Number of local jobs

| Occupation | Number of local jobs |
|---|---|
| Library assistant | 70 |
| Multimedia designer | 81 |
| Technical writer | 81 |
| Architect | 98 |
| Web developer | 102 |
| Music teacher (private tuition) | 110 |
| Librarian | 126 |
| Media producer (excluding video) | 140 |
| Minister of religion | 162 |
| Graphic designer | 246 |