CITY OF RYDE

COMMITTEE OF THE WHOLE AGENDA NO. 04/07

The above Committee will meet on Tuesday, 20 March 2007 in Committee Room No. 2, Fifth Floor, Civic Centre, Ryde at 7.30pm to discuss the following matters.

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ITEM 1

CONFIRMATION OF COMMITTEE REPORT

RECOMMENDATION:

That the report of the meeting of the Committee of the Whole No. 03/07 held on 6 March 2007 be confirmed.
ITEM 2

GREEN HOME PROGRAM 2006 - Results

E - File COR2006/674

The Manager, The Environment reports 20 February 2007:

Report Summary
To advise Council on results of the Green Home Project 2006 and the 6 community sustainable living workshops conducted between June and October 2006.

Background
Council at its meeting held 13 June 2006 resolved to join the program to target residents in Ryde and encourage behavioural change and infrastructure improvements in their homes.

This program was delivered in partnership with the Australian Conservation Foundation (ACF).

Report
6 community living sustainability workshops were conducted free to residents between the months of June and October 2006 targeting the following themes:

1. Water Savings (June 28th)
2. Waste Avoidance, Recycling and Compost (July 19th)
3. Energy Saving at Home (August 16th)
4. Food, Vegie Gardens and Native Gardens (September 6th)
5. Active Transport and Green Finance (September 27th)
6. Green Shopping and Household Chemicals (October 25th)

The workshops were held at the Ryde-Eastwood Leagues Club and over 109 residents participated in the program.

Overall the program was successful in motivating householders to take action at home to reduce their impacts on the environment and to help build community support for sustainability policies.

The following achievements and information that will assist in delivery of future initiatives were noted from the program:

Survey results of participants to inform future programs
- The most common major influence over attendees decision to attend was a desire to save our environmental resources (60%). The second most important was an interest in environmental issues (44%).
- The newspaper was the place most people first heard about the Ryde Green Home Program
ITEM 2 (continued)

- 80% of all participants were over the age of 40.
- Learning about things that can be done at home to help the environment was the single largest significant factor for people when deciding to join Green Home.
- Issues identified as being the most important to the local community in Ryde LGA were water use, local wildlife and bushland, recycling and rubbish collection, traffic emissions and poor public transport, energy and electricity use, introduced species and too few bicycle ways.
- The eight most common actions that participants want to take but haven’t yet done so yet were using grey water, installing a rainwater tank, using solar power, composting, growing organic vegetables and natives, buying products with less packaging, better insulating their homes, changing light globes and turning off appliances when not in use.
- Time, money and lack of skills and knowledge were given as the primary reasons why many had stopped from making the above changes.

Achievements by participants as a result of program

- 7.8 million litres of water saved a year (equivalent to nearly 8 Olympic swimming pools of water) by reducing shower times by a total of 274 minutes per week and 56 fewer baths per week, replacing 33 inefficient shower heads, reducing garden hosing time by 573 minutes per week, running washing (36 times) and dishwasher (91 times) machines fewer times each week, installing 5 rainwater tanks
- 405 tonnes of greenhouse pollution avoided a year (equivalent to taking 80 cars off the road) by replacing 325 inefficient light globes, turning off lights to a total of 237 hours per day, turning 123 appliances off standby, reducing car use by 115 hours per week
- 218,000 litres of landfill waste avoided a year (equivalent to 908x240 litre wheelie bins per year) by avoiding use of 13,806 plastic bags, increased waste avoidance, reuse and recycling.

Management Plan Linkages
Community education is a key performance indicator for the Environment in the City’s Management Plan 2006/09.

Relationship to Key Outcome Areas
Assets

Environment
This project met the key outcomes for Environment (set out on pages 44-45 of the Management Plan 2006-2009) and similar initiatives will provide for improved communication with the community and increased awareness of environmental issues and sustainability improvements available to the community at home.
ITEM 2 (continued)

Governance
This project met the key outcomes for Governance (set out on page 53 of the Management Plan 2006-2009) in particular improved communications with the local community and increased awareness and understanding of Council’s decisions by the community.

People
This project met the key outcomes for People (set out on page 32 of the Management Plan 2006-2009) through effective community participation and active application of social justice principles, where community capacity was encouraged and developed and educational and cultural opportunities that promoted life long behavioural learning were provided to benefit the environment.

Consultation – Internal and External
Internal: Nil.
External: Program was delivered in partnership with the Australian Conservation Foundation (ACF).

Policy Implications
There are no policy implications arising from this report.

Critical Dates
Nil

Financial Impact
The program was substantially funded by the ACF.

Council’s contribution to the program was $2,000 funded from the 2006/07 Environment Strategy Operational Expenditure Budget.

RECOMMENDATION:
That the report by the Manager, The Environment dated 20 February 2007 on the results of the 2006 Ryde Green Home Program be received and noted.

Sam Cappelli
Manager, The Environment

Sue Weatherley
Group Manager - Environment and Planning
CITY OF RYDE

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ITEM 3

DRAFT INTEGRATED TRANSPORT AND LAND USE STRATEGY FOR RYDE

File No.COR2006/672

The Manager, Environment reports 13 March 2007:

Report Summary
For Council to exhibit the Draft Integrated Transport and Land Use Strategy 2007
(CIRCULATED UNDER SEPARATE COVER) for a period of 28 days and to
consider any submissions received.

Background
The preparation of an Integrated Transport Planning Strategy has been identified as
one of the key actions for the Environment described under Air Quality on page 47 of

Councillors will recall that this process commenced in September 2005 when Council
adopted a topic based project brief to enable project proposals to be considered and
from this process PBAI Australia were selected to deliver the Strategy.

At the time, it was considered a topic based approach focussing on the areas of
public and active transport, road management, travel demand management and
education and car parking was needed for Ryde.

A comprehensive Strategic Transport and Land Use Context report dated April 2006
prepared by PBAI commenced the process and was considered by Committee of the
Whole on 2 May 2006. At this meeting, the Council agreed to some broad
performance measures and targets, in principle, from which to underpin any future
integrated Transport Strategy. These targets are repeated on page 1-6 of the Draft
Strategy.

A draft topic based strategy dated May 2006 was then workshopped by Councillors
on 13 June 2006, at which time, it was felt the scope of the strategy should expanded
to a more specific centre based strategy to improve connectivity between the 6 key
centres of Ryde, namely Macquarie Park, Eastwood, West Ryde, Top Ryde,
Meadowbank and Gladesville.

The Draft Strategy currently before Council reflects this shift in focus and includes a
City wide strategic component to reflect much of the work completed under the
original brief, the identification of regionally strategic and local zones within the Ryde
Local Government Area and 6 separate centre based reports.

PBAI Australia presented the latest Draft Strategy to a Councillor workshop on
13 March 2007 and has incorporated many of the issues raised at the workshop.
(CIRCULATED UNDER SEPARATE COVER) with filing instructions are the pages
that will need to be removed and or inserted into the Draft Strategy manual to reflect
the changes.
ITEM 3 (continued)

Report
The Draft Strategy is still underpinned by the broad targets and performance measures agreed to by Council on 2 May 2006 to monitor the outcomes of the Strategy.

The following key elements and outcome areas to reflect the shift in focus and a greater specificity to Ryde are covered in the revised Draft Strategy:

Study Objectives
- To achieve a more sustainable, accessible, amenable, equitable, safe and integrated transport and land use system which balances social, environmental, health, economic and strategic objectives;
- To reduce car dependency, the growth in vehicle kilometres (VKT) travelled and greenhouse gas emissions;
- Increase the share of trips made by public transport, walking and cycling and reduce the number of trips made by private vehicles; and
- To provide a long term vision for the City of Ryde and a series of City wide and centre based actions which Council can implement or lobby for in order to satisfy these objectives.

Required Level of analysis
- To analyse key opportunities and constraints relating to transport and land use within each of the specific centres.
- To analyse and provide recommendations to improve connectivity between key centres and trip destinations/origins within the City of Ryde and also to key trip destinations/origins outside the City of Ryde.
- To analyse and provide recommendations to improve transport services, infrastructure and information within the City of Ryde.
- To analyse and provide recommendations to improve existing planning and other Council policies in order to support the objectives listed above.
- To undertake a broad level analysis of carparking within the City of Ryde and to provide broad recommendations to support the objectives listed above.

It is now considered appropriate to engage the community at this stage of the process by publicly exhibiting the Draft for 28 days and inviting comments before Council further considers the Strategy. It is intended that a further report, incorporating an assessment of the comments received from the exhibition process, will be submitted to future meeting of the Committee of the Whole in May 2007.

Management Plan Linkages
The preparation of a Transport Planning Strategy is part of the 2006/2007 Operational Budget for the Environment and is specifically referred to in the City’s Management Plan 2006/09 on page 47.
ITEM 3 (continued)

Relationship to Key Outcome Areas

Assets
This project meets the following **key outcomes** for Assets (set out on page 38 of the Management Plan 2006-2009):

- An integrated and efficient transport network that links the City and promotes well designed streets and paths where motorists, cyclist and pedestrians feel safe..

Environment
This project meets the following **key outcomes** for Environment (set out on pages 44-45 of the Management Plan 2006-2009):

- Use of all efficient modes of public transport systems and integrated transport nodes within and beyond the City boundaries are supported to encourage people to be less reliant on their car and to reduce air pollution and greenhouse gas emissions.
- Sustainable practices in buildings, waste management, transport, energy systems and water use through community commitment.
- Well designed streets, cycle ways, paths and roads where motorists, cyclists and pedestrians feel safe.

Governance
This project meets the following **key outcomes** for Governance (set out on page 53 of the Management Plan 2006-2009):

- Improved communication with the community and incorporation of best practice approaches in the delivery of services to the community and within the organisation.

People
This project meets the following **key outcomes** for People (set out on pages 32-33 of the Management Plan 2006-2009):

- Services are delivered and facilities provided for social, cultural, recreational and environmental needs.
- Active healthy lifestyles are promoted.
- The arts, culture, economy, environment, housing, leisure and public health of our community are positively and proactively influenced.

Consultation – Internal and External

**Internal**: Project Control Team representing Environment, Urban Planning and Access and Facilities Planning and the Access and Facilities Service Units of the CoR.

**External**: Consultants PBAI, State Agencies and major trip generators.
ITEM 3 (continued)

Policy Implications
There are no policy implications with this report. However, final approval of the Draft Integrated Transport and Land Use Strategy will serve to coordinate and guide the Council’s Strategy towards a much more improved and sustainable transport network within Ryde into the future. It will also open up opportunities to apply for and win various related State and Federal Grants in this regard.

Critical Dates
- Public exhibition is being planned to take place over April 2007.
- A further report to Council is planned for May 2007 incorporating comments from the exhibition process.
- It is planned for the Strategy to be ready for implementation from 1 July 2007.

Financial Impact
There are no financial implications associated with this report. The Draft contains an estimate of likely costs of implementing certain works. A summary of costs to be funded from future budget allocations will be detailed in the next report to Council following the public exhibition and consideration of any submissions received.

RECOMMENDATION:

(a) That the report of the Manager, The Environment dated 13 March 2007 on the Draft Integrated Transport and Land Use Strategy for Ryde 2007 be received and noted.

(b) That the Draft Integrated Transport and Land Use Strategy for Ryde 2007 be placed on public exhibition for a period of 28 days and for any submissions received within the exhibition period to be considered in a further report to Council to adopt the Plan.

Sam Cappelli  Sue Weatherley
Manager, The Environment  Group Manager - Environment and Planning
ITEM 4

DIRECTION FOR ARTS DEVELOPMENT IN THE CITY OF RYDE - Draft Framework

File No. COR2006/262

The Arts and Cultural Development Coordinator reports Tuesday 20 March 2007:

Report Summary
- The purpose of this Report is to present the ‘Direction for Arts Development in the City of Ryde: Draft Framework’ to Council (ATTACHMENT 1).
- This Report recommends the Draft Framework be endorsed for public exhibition.
- This Report also recommends that the City of Ryde establish a panel of local industry experts to assist and advise on the further development and implementation of the Draft Framework. The draft roles and responsibilities of the proposed Arts Advisory Panel are presented (ATTACHMENT 2).

Background
In response to a number of factors including the 2005 community visioning process, the City of Ryde began exploring opportunities to determine how best the arts can contribute to the vision for the City.

In early 2006 an Arts Review was commenced, the first step in the arts development process. The role of the Arts Review was to:

- Reveal existing arts resources in Ryde;
- Identify gaps in provision and highlight necessary steps towards improvement;
- Provide opportunities for community input and goal setting;
- Assist to establish a vision, clear goals and measurable objectives, future targets and how City of Ryde and communities will go about achieving targets;
- Assist in the development of key performance indicators;
- Provide a starting point for arts and cultural policies and strategies.

In the Review the arts were broadly defined as:

- Performing and visual arts, music, crafts, design, fashion;
- Media, film, television, video, multi-media, broadcasting;
- Artifacts, literature, writing and publishing;
- Creative enterprises/industries;
- Facilities used for artistic expression;
- Festivals and attractions;
- Individuals, groups and organisations working or involved in the arts.
ITEM 4 (continued)

The Review included a number of public consultations and forums, over 500 surveys sent to individual local artists, community organisations and local businesses (170 returned), sessions with local stakeholders including Macquarie University and Meadowbank TAFE, and also City of Ryde staff. Research into arts activities undertaken by other local governments in the region was also part of the Review.

Report
The purpose of this Report is to present the Draft Framework to Council and recommend options for the next stage in the arts development process.

Findings from the Review form the basis of the Draft Framework. Made up of four interrelated themes, options and a recommended actions and priority list, the Draft Framework provides information to assist Council in decision making and furthering arts development in the City of Ryde. The four themes are:

- **Greater access to the arts** – this is about creating additional opportunities to benefit from the personal growth, social connections and increased vitality and wellbeing that result from participation in the arts. It is about our older people accessing suitable recreation and social activities, giving young people stepping stones for artistic development, and providing creative people with more opportunities to develop skills and showcase talents.

- **Telling Ryde’s stories** – this is about celebrating the City’s unique identity through the arts, encouraging community cohesion, boosting local pride and increasing the promotion of the area as an attractive place to live, work, visit or invest. These benefits are achieved through incorporating public art in public domain upgrades, in new developments, parks and other public areas to create a sense of place and community ownership. Performances and exhibitions by local artists and communities can display the City’s diversity and provide a sense of local identity. Supporting communities to tell their own stories through the arts builds community capacity and wellbeing.

- **Growing creative industries** - this is about making the most of what arts and creative activities can contribute to the City’s economy. The theme promotes capitalising on synergies between information and communication technology clusters in Macquarie Park and the emerging digital design sector. Growing creative industries will promote training and employment opportunities for locals and the development of local creative product.

- **Partnerships for a vital City** - this is about identifying and pursuing opportunities to deliver arts-related projects with a variety of stakeholders from the public and private sectors. The focus of this theme is to create mutually beneficial partnerships that enable the City of Ryde to deliver a range of initiatives to achieve its arts development objectives.
ITEM 4 (continued)

The Draft Framework provides Council with information and a recommended direction for arts development for the City of Ryde.

Subject to Council approval the Arts Development Framework would be the basis for a strategic arts plan for the City of Ryde. The City of Ryde arts plan 2007 - 2012 would contain the vision, objectives, strategies and actions, as well as highlighting priorities, and performance indicators. Actions in the arts plan would be reported in the Management Plan, and linked with a number of other City of Ryde planning documents including public domain plans.

The strategic arts plan would create further opportunities for Councillor and community input. It is proposed that the City of Ryde establish a panel of local industry experts to assist and advise Councillors on the development of the strategic arts plan and its implementation.

Draft Framework on public exhibition
A public exhibition period will demonstrate to those involved in the consultations and workshops the results of their inputs. It will also provide further opportunities for public input into the development of the strategic arts plan.

In addition the public exhibition period will support the recruitment of members for the panel of local industry experts that could assist and advice Council on arts development in the City.

Panel of local industry experts
The panel would assist and advise in the development of the strategic arts plan and have a role in the implementation of the strategies and actions listed in the plan. The panel would be advisory only and make recommendations for Council’s consideration. Panel members would be drawn from a range of artistic categories (e.g performance art, visual art, craft etc), age groups and cultural backgrounds. They would be recruited from the local community, businesses and education institutions. The panel would function and be set up in a similar fashion to Council’s current Design Review Panel.

A request for membership would be advertised through the local paper. All nominations with recommendations for selection would be reported to Council for endorsement.

The immediate role for the panel would be:

- Establishing a vision, objections, priorities, actions and evolving the Draft Framework into a draft strategic arts plan for the City of Ryde. This would involve a number of workshops with invitations extended to Councillors. The draft strategic arts plan would then be presented for Council endorsement and public exhibition.
ITEM 4 (continued)

- A number of draft public art designs have been prepared to compliment Ryde Park and make a gateway statement into Top Ryde shopping precinct. The panel’s role would be to review and provide input into the next stage of the design process. This would involve a workshop with invitations extended to Councillors and resulting proposals presented for Council’s consideration.

- Recent planning for Ryde Town Centre, Council’s capital works program and the draft Section 94 Plan highlight opportunities to develop new cultural facilities. Further research is required to identify the preferred scope for such facilities. The panel will be asked to assist in the development of the study brief and provide input into the research. Again, this would involve with invitations extended to Councillors.

Management Plan Budget / Linkages
This project is a key initiative listed on page no. 34 of the Management Plan 2006-2009.

This project forms part of the 2006/2007 Operational Budget for Community Services.

Relationship to Key Outcome Areas

People
This project meets the following key outcomes for People (set out on pages 32-33 of the Management Plan 2006-2009):

- A vibrant city that is healthy, physically attractive, economically strong and engages its community through cultural and social activities.

The arts make a major contribution to the vibrancy of Cities through cultural and social activities that bring people together. The arts encourage creativity and expression which creates healthy people and communities. Public art contributes to the creation of physically attractive environments. Arts facilities and innovative art products contribute to tourism and identity which impacts on the local economy.

- A city that plans for people by identifying their diverse needs and involving them in decision making to improve their quality of life.

Community participation is a major focus of the Framework. The Arts Development Framework is based on research identifying the diverse needs of local people. The activities listed in the Arts Development Framework provide many opportunities for community participation. The creation of the Arts Advisory Committee provides further opportunities for people to be involved.
ITEM 4 (continued)

• A harmonious community through a culturally enriched and respectful society.

A major focus of the Framework is promoting arts activities that enable people and diverse groups to tell their stories, and through those stories develop greater understanding and respect within the community.

Assets
This project meets the following key outcomes for Assets (set out on page 38-39 of the Management Plan 2006-2009):

• Well designed places and spaces that minimise personal harm and where people interact with each other, so that crime is reduced.

Public art integrated into street and public space upgrades provides opportunities for public involvement, pride, community ownership and vitality that helps create interaction and safety.

Environment
This project meets the following key outcomes for Environment (set out on pages 44-45 of the Management Plan 2006-2009):

• Attractive streets, public places and buildings through better planning and design which is responsive to community expectations and our local environment.

The arts will make a major contribution to the local environment. Public art, temporary installations and performances will add to the attractiveness of streets and public places. Public art incorporated into new private developments and public facilities will create a strong local identity for the City. New public arts facilities will add vibrancy and improve local environments.

Governance
This project meets the following key outcomes for Governance (set out on page 53 of the Management Plan 2006-2009):

• Improved communication with the community and increased awareness and understanding of Council’s decision by the community.

• Members of the community are engaged through involvement in democratic decision making and the promotion of active citizenship.

The Draft Framework was developed through a number of community consultations and surveys. Public exhibition will continue to build awareness and understanding of Council’s decision, while the establishment of the panel of local industry experts will continue to involve the public in democratic decision making.

Consultation – Internal and External
Various individuals within Council’s business units have been consulted. It is anticipated that further consultation will be carried out throughout the development of the framework.
ITEM 4 (continued)

The Review included a number of public consultations and forums, over 500 surveys sent to individual local artists, community organisations and local businesses (170 returned), sessions with local stakeholders including Macquarie University and Meadowbank TAFE, and also City of Ryde staff. Research into arts activities undertaken by other local governments in the region was also part of the Review.

Policy Implications
There are no policy implications through adoption of the recommendations.

Critical Dates
There are no critical dates or deadlines to be met at this stage.

Financial Impact
The implementation of programs and projects listed in the Arts Development Framework would be a long term project with funding to be identified in future Management Plans, Section 94 Contributions, and Planning Agreements. The Arts Development Framework is a strategic document that will assist in attracting partnerships, funding and grants from State and Federal funding agencies.

Other Options
Council could adopt the Draft Framework without public exhibition and make changes to any aspect of the Draft Framework.

RECOMMENDATION:

(a) That this report and the document ‘A direction for arts development in the City of Ryde: Draft Framework’ be received and noted.

(b) That ‘A direction for arts development in the City of Ryde: Draft Framework’ be placed on public exhibition for a period of 21 days.

(c) That a panel of local arts industry experts be established to assist and advise Council in the development of the strategic arts plan and the implementation of strategies and actions listed in the plan.

Paul Graham
Arts and Cultural Development Coordinator

Kevin Moloney
Manager – Community Services

Sue Coleman
Group Manager – Community Life
A Direction For Arts Development In The City Of Ryde: Draft Framework 2007 - 2012

Monday 13 March 2007
ITEM 4 (continued)

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Executive summary

In the City of Ryde we want opportunities for people to come together and engage in community life. We want safe public spaces that reflect community identity and create a sense of place. We want to further cross cultural understandings for a harmonious community. We want opportunities for creative and talented people, young and old, to contribute to economic growth and employment. We want festivals, exhibits and cultural product that promotes an attractive, robust and vibrant cultural life.

These are not the only qualities desirable for the City of Ryde, but they are amongst those which create that all important vitality crucial to community wellbeing.

And one largely under-utilised resource that can assist the City of Ryde to achieve these desirable qualities is the arts. Broadly defined the arts include:

- Performing and visual arts; music, crafts, design, fashion;
- Media; film, television, video, multimedia, broadcasting;
- Artifacts, literature, writing and publishing;
- Creative enterprises/industries;
- Facilities used for artistic expression;
- Festivals and attractions;
- Individuals, groups and organisations working or involved in the arts.

To form the basis for an approach to use the arts to achieve these qualities, research was undertaken through the City of Ryde Arts Review (2006) to identify issues, strengths and weaknesses, and other opportunities. The Review included public consultations and forums, surveys of individual local artists, community organisations and local business, sessions with local stakeholders including Macquarie University and Meadowbank TAFE, and also City of Ryde staff. Research into arts activities undertaken by other local governments in the region was also part of the Review.

To respond to the findings of the Review a Draft Framework was created to support the development of arts in the City of Ryde from 2007 – 2012. The Framework is built around four interrelated themes, aimed at addressing the major issues identified in the Review. The themes are:

- Greater access to the arts;
- Telling Ryde’s stories;
- Growing creative industries;
- Partnerships for a vital City.

**Greater access to the arts** is about everyone in the City of Ryde having opportunities to benefit from the personal growth, social connections and increased vitality and wellbeing that result from participation in the arts. It is about our older people accessing suitable recreation and social activities, giving young people stepping stones for artistic development, and providing creative people opportunities to develop skills and showcase talents. This theme recognises cities with the most vibrant arts and cultural life have as their basis a strong culture of community participation in the arts.

**Telling Ryde’s stories** is about celebrating...
the City's unique identity through the arts, encouraging community cohesion, creating local pride and promoting an image of the area as an attractive place to live, work, visit or invest.

These benefits are achieved through incorporating public art in public domain upgrades, in new developments, parks and other public areas to create a sense of place and community ownership. Performances and exhibitions by local artists and communities can display the City's diversity and provide a sense of local identity. Supporting communities to tell their own stories through the arts builds community capacity and wellbeing.

Growing creative industries is about making the most of what arts and creative activities can contribute to the City's economy. The theme promotes capitalising on synergies between information and communication technology clusters in Macquarie Park and the emerging digital design sector. Growing creative industries will promote training and employment opportunities for locals and the development of local creative product.

Partnerships for a vital City is about identifying and pursuing opportunities to deliver arts-related projects with a variety of stakeholders from the public and private sectors. The focus of this theme is to create mutually beneficial partnerships that enable the City of Ryde to deliver a range of initiatives to achieve its arts development objectives.

The Draft Framework provides Council with information and a recommended direction for arts development for the City of Ryde.

It is proposed that the Council approved Arts Development Framework would be the basis for a strategic arts plan for the City of Ryde. The City of Ryde Arts plan 2007 - 2012 would contain the vision, objectives, strategies and actions, as well as highlighting priorities, and performance indicators. Actions in the arts plan would be reported in the Management Plan, and linked with a number of other City of Ryde planning documents.

Subject to Council approval the strategic arts plan would be developed with input from Councillors, community and an advisory panel made up of local industry experts.
Introduction

Ryde has never been a cultured community in the sense that a majority, nor even a reasonable-sized minority, of its residents has been so appreciative of art, music, drama or literature that there have been general, concerted moves to have such amenities supplied for the benefit and pleasure of all who live in the Area (McLevy, 1947).

The central theme of this quote, written in 1947 by local alderman McLevy, is that due to lack of demand no “concerted moves” have been made to provide opportunities for appreciation of the arts. As a result, according to the quote, local people have missed out on the “benefit and pleasure” the arts can give to “all who live in the area”.

Much has changed in the City of Ryde since 1947. Community enjoy a range of arts activities including the Ryde Eisteddfod, Battle of the Bands, Cinema in the Park, Harmony Day, a range of other festivals and the Ryde Arts Show. The new Top Ryde shopping plaza development will incorporate public art that celebrates local communities and adds a sense of vitality to the area. The schools in the City of Ryde enjoy a strong reputation for their music contributions and abilities.

While the situation in the City of Ryde may have changed, the quote still provides an interesting starting point to examine what benefits and pleasures may be expected and result from a City that does make “concerted moves” to develop the arts.

The City of Ryde has vision for a dynamic City with an improved quality of life for its citizens and which engages communities through cultural and social activities. We promote business growth and encourage employment opportunities for local people. We provide programs and work with others to build social capital and support festivals, community celebrations and commemorative days and weeks such as Australia Day, Granny Smith Festival, NAIDOC Week and Chinese New Year.

The City of Ryde is eager to strengthen the capability of the area and communities for a sustainable future. We are keen to build awareness of cultural values and our own identity, and to contribute to a richly diverse and open City. We value community identity and are committed to fostering a living and working environment that is appealing for people to live, work, visit and invest.

These healthy city indicators are attributes many local governments strive to achieve. The products and services they deliver like urban design, environmental, social and recreation planning, open space, and facility development are aimed at achieving the type of places that support healthy communities and great places to live, visit and invest. In the same way, these products and services help local governments serve communities, so too can the arts play a role in delivering healthy city outcomes.

Arts products and activities are the life blood of city vitality. Cities built on a strong tradition of the arts are recognised for their attractive, robust, and vibrant cultural life. They have environments defined by interesting spaces, festivals, performances and public art that create an atmosphere of excitement and discovery.

Local engagement and participation in these cities is strong, where citizens...
ITEM 4 (continued)

benefit not only from the creative experience of doing and being around art, but from people taking an active part in their own development and community life.

Through the arts these cities provide opportunities for self-expression, creativity, and imagination, essential to personal growth, self-confidence, health and wellbeing. They bring people together, creating social networks, cooperation and social cohesion. They provide a setting for the exchange, tolerance and respect of diverse values and cultures.

Local creative talents and skills are grown and sharpened through participation in the arts for their own sake, toward the pursuit of excellence or employment. New creative talents are attracted to a city with a strong arts scene. Arts products and services contribute to the growth of the economy.

As a response to a number of factors, including the 2005 community visioning process, the City of Ryde is exploring opportunities to determine how best the arts can contribute to realising the vision for the City.

In early 2006 an Arts Review was commenced, the first step in the arts development process. The role of the Arts Review was to:

- Reveal existing arts resources in Ryde;
- Reveal gaps in provision and highlight necessary steps towards improvement;
- Provide opportunities for community input and goal setting;
- Assist to establish a vision, clear goals and measurable objectives, future targets and how City of Ryde and communities will go about achieving targets;
- Assist in the development of key performance indicators;
- Provide a starting point for arts and cultural policies and strategies.

In the Review the arts were broadly defined as:

- Performing and visual arts, music, crafts, design, fashion;
- Media, film, television, video, multimedia, broadcasting;
- Artifacts, literature, writing and publishing;
- Creative enterprises/industries;
- Facilities used for artistic expression;
- Festivals and attractions;
- Individuals, groups and organisations working or involved in the arts.

The City of Ryde Arts Review included a number of public consultations and forums, over 500 surveys sent to individual local artists (170 returned), community organisations and local businesses, sessions with local stakeholders including Macquarie University and Meadowbank TAFE, and also City of Ryde staff.

Research into arts activities undertaken by other local governments in the region was also part of the Review.

The Review is now complete and the results show arts have a low profile in the City of Ryde. Contrary to the 1947 quote, the Review also revealed people in the City of Ryde are appreciative of the arts, and do support concerted moves to have such amenities supplied for the benefit and pleasure of all who live in the area.

The Review revealed a high level of community interest in developing more opportunities for participation in the arts: for pleasure, education, hobby, personal development and economic reasons. It revealed the largely untapped potential of the City's arts practitioners and rising...
ITEM 4 (continued)

The Draft Framework provides a strategic approach based on a set of interrelated themes integrated with other City of Ryde functions and activities, and a structure under which its arts development activities can be implemented. The Framework responds to the current situation, or where the City is currently at in terms of arts development, and provides initiatives to move towards meeting community aspirations.

The Framework is built on four themes that respond to the major issues uncovered through the Review. The four themes are:

- Greater access to the arts
- Telling Ryde’s stories
- Growing creative industries
- Partnerships for a vital City

The themes are interrelated to ensure any initiatives taken by the City in terms of arts development are maximised.

This means an initiative under one theme can potentially achieve an option listed under another theme, for example; providing new infrastructure may enable local artists to tell Ryde’s stories, and provide opportunities to create new local cultural product. The framework is underpinned by the partnership theme that will be crucial to support participation and attract resources and funding.

To be most effective the Framework should be integrated with other City of Ryde plans, including the Management Plan, to ensure an organisation wide approach to arts development. An example of legislative and other plans that may be integrated with the arts framework is shown in the diagram on page 8.
The Arts Development Framework would provide the basis for a City of Ryde 2007 - 2012 Arts Plan, a strategic Council endorsed document containing the vision, objectives, priorities, strategies, actions and performance indicators. Strategies and actions in the arts plan would be reported on in the Management Plan, and linked with a number of other City of Ryde planning documents.

A number of case studies on a variety of projects are included throughout this Paper to show the role the arts can play in community and City development.
Arts initiatives in the region

The City of Ryde has taken steps to ensure communities benefit from the arts. The employment of an Arts and Cultural Development Coordinator, supporting community initiatives through the Cultural Grants Program, sponsorship of activities like the Ryde Eisteddfod, Battle of the Bands, Community Harmony Festival and others demonstrate its commitment.

Other local governments have also undertaken initiatives in response to community need and recognition of the importance of expressing and maintaining local culture. These initiatives have also been supported by significant policy and legislative initiatives, such as the Department of Local Government’s Social and Community Planning and Reporting Guidelines, amendments to the Local Government Act 2002, and the Second Cultural Accord 2002–2005 between the Arts NSW and the Local Government Association of NSW and Shires Association of NSW.

Willoughby Council have developed concept designs for a new Civic Place, featuring a new concert hall, theatre, exhibition hall and space, rehearsal space and public library. Other well established arts facilities in Willoughby include the Parks Arts and Recreation Centre and the Zenith Theatre. Willoughby also runs a public art program. There are a number of Council funded arts positions, and a number of public and private sector organisations providing arts activities from Council infrastructure.

Parramatta City Council recently launched its Arts Facilities and Cultural Places Framework. The Framework identifies the development of additional arts infrastructure to complement the Riverside Theatre, Heritage Centre and artists’ studios. The Council also has an established public art program.

The following table provides information that shows initiatives and investment in arts development by Parramatta and Willoughby Councils. Parramatta and Willoughby Councils have been highlighted for their arts initiatives in a regional capacity.

<table>
<thead>
<tr>
<th>Willoughby</th>
<th>Parramatta</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>59,319</td>
</tr>
<tr>
<td>Density</td>
<td>25.06 person p.ha</td>
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<tr>
<td>Rates &amp; Annual Charges (as per Annual Report 04-05)</td>
<td>$34,134 M</td>
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<table>
<thead>
<tr>
<th>Arts and Cultural Operations budget</th>
<th>Management Plan 2005–06</th>
<th>Combines program and operations 2005–2006. All figures are approximate</th>
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<tbody>
<tr>
<td>$343,500 Arts and Cultural Services Admin</td>
<td>$3.8 million Arts Services</td>
<td>$30,000 Arts development</td>
</tr>
<tr>
<td>$216,500 Special Projects</td>
<td>$3,650,000 Total</td>
<td></td>
</tr>
<tr>
<td>$195,400 Willoughby Parks Art Centre (WPAC)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$37,000 Civic Centre</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$320,000 Willoughby Symphony and Chair (WISC)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$125,800 Zenith Theatre</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$830,300 Civic Centre</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$130,000 Willoughby Symphony and Chair (WISC)</td>
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<td></td>
</tr>
<tr>
<td>$2,749,000 Total</td>
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Page 8

A Direction For Arts Development In The City Of Ryde: Draft Framework 2007 - 2012
CITY OF RYDE

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ITEM 4 (continued)

<table>
<thead>
<tr>
<th>Arts and Cultural Grants</th>
<th>Willoughby</th>
<th>Parramatta</th>
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</thead>
<tbody>
<tr>
<td>Received (as per annual report)</td>
<td>$60,000</td>
<td>$62,000</td>
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<tr>
<td></td>
<td></td>
<td>$130,000 art studios</td>
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<tr>
<td></td>
<td></td>
<td>Riverside Theatres also attract grants</td>
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<table>
<thead>
<tr>
<th>Council Grants budget</th>
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<th>Parramatta</th>
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<tr>
<td>$82,000 Arts &amp; culture community develop grants</td>
<td>$44,000 Arts &amp; Cultural grants</td>
<td></td>
</tr>
<tr>
<td>$8,000 Cultural Events Grants</td>
<td>$50,000 Performing arts grants</td>
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</tr>
<tr>
<td>$10 million over 5 to 10 years</td>
<td>$40,000 Events grants</td>
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<table>
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<th>Arts and Cultural facilities</th>
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<th>Parramatta</th>
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<tbody>
<tr>
<td>$4,955 M + Civic Place planning and development</td>
<td>$1B + Civic Place planning and development</td>
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<table>
<thead>
<tr>
<th>Arts/Cultural Staff</th>
<th>Willoughby</th>
<th>Parramatta</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts and Cultural Manager</td>
<td>Social Outcomes Manager (arts part time only)</td>
<td></td>
</tr>
<tr>
<td>Cultural Projects Officer</td>
<td>Project Officer - Public Art Officer</td>
<td></td>
</tr>
<tr>
<td>Performing Arts Unit Manager</td>
<td>Project Officer - City Animation</td>
<td></td>
</tr>
<tr>
<td>PAU (WSOC) Marketing Coordinator</td>
<td>Project Officer - Parramatta stones</td>
<td></td>
</tr>
<tr>
<td>PAU (WSOC) Box Office/WSOC Coordinator</td>
<td>Studio Coordinator</td>
<td></td>
</tr>
<tr>
<td>PAU (Zenith) Operations Manager</td>
<td>Riverside Theatre Manager</td>
<td></td>
</tr>
<tr>
<td>PAU (Zenith) Operations Coordinator</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Willoughby Park Arts Centre Manager</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WPC Operations Coordinator</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Lane Cove Council adopted their ‘Cultural Action Plan for Lane Cove’ in 2004. Key actions in the Plan include the development of a multipurpose cultural facility and a public art policy. The Council has just completed a feasibility study for the development of its multipurpose arts and cultural centre.

Hornsby Shire Council created the ‘Hornsby Art Gallery and Community Art Centre’ in 2002. The Centre provides opportunities for local artists and touring exhibitions, but also opportunities for the general community to participate in art-making. The Council has also developed a provision in their SS4 Plan to levy for public art.

Hunter’s Hill Council adopted their ‘Cultural Plan’ in 2006, winning an award at the 2008 Local Government and Shires Association Cultural Awards. Goals listed in the Plan include the development of arts and cultural facilities.
Ku-ring-gai Art Centre is one of the largest art facilities in Australia provided by local government. The Centre seeks to develop programs and cultural events in the visual arts which are accessible to all members of the community, and both adult and children's classes have students from non-English speaking backgrounds. Facilities include a fully equipped darkroom, French hydraulic presses in the print room, pottery and sculpture studio with five kilns, well-equipped studios and two exhibition galleries for hire by groups or individuals. New exhibitions go on display every month. The Centre also offers visual art, creative writing and guitar classes for adults, children and beans. It also runs school vacation programs and weekend workshops. According to Ku-ring-gai Council's Annual Report for the year ending June 2005, the revenue earned from annual fees and charges was $405,000. No separate expenses data for the Arts Centre is available. Ku-ring-gai Council completed their first arts and cultural plan in 2004.

The NSW State Government has also identified the importance of creative industries to the economy, with the Sydney Metropolitan Strategy singling out areas including Macquarie Corridor for creative industry development. The new State Plan for NSW released in November 2006 states a commitment to:

- Increase visits to and participation in the arts and cultural activity 10% by 2016.
- Taking into account the importance of the arts and culture in the lives of people and in developing local identity when planning new regional centres and urban consolidation.

The Commonwealth Department of Communications, Information Technology and the Arts is developing a strategy for creative industry clusters and a Visual Arts and Crafts Strategy, an investment of $30 million dollars over four years. The purpose of the strategy is to increase the viability and vitality of Australia's contemporary visual arts sector.

This level of commitment at a local, State and Commonwealth level demonstrates the vital role and contribution the arts make to community and city building.

The City of Ryde is now in a position to build and benefit from what the arts have to offer.

The following four themes provides a direction for arts development for the City of Ryde. Each theme provides a summarised discussion of the issues, plus a number of options to address the issues presented for each theme.
City of Ryde Arts Development Framework

Theme One –
Greater access to the arts

Greater access to the arts is about everyone in the City of Ryde having opportunities to benefit from the personal growth, social connections and increased vitality and wellbeing that result from participation in the arts.

It is about our older people accessing suitable recreation and social activities; young people stepping stones for artistic development, and providing creative people opportunities to develop skills and showcase talents. This theme recognises cities with the most vibrant arts and cultural life have as their basis a strong culture of community participation in the arts.

New infrastructure for use by communities and artists, attracting arts service providers to the City and improving network and communication channels are recommended to create greater access to the arts.

The Review highlighted that the major barrier for the arts was lack of access, particularly to venues or facilities suitable for artistic expression, and for arts to develop in the City this is the major priority. This was not only true for arts professionals wanting to develop skills and produce works. Non-artists and community groups wanting to participate as a way of expression and connecting with others also expressed a need for suitable arts space.

There was consensus on the need for purpose-built arts related infrastructure to provide opportunities for arts participation, nurture and support our many talented artists, build community capacity and bring people together, and for sheer public enjoyment.

Current venues in the City adapted for arts purposes, while appreciated, were seen as largely inadequate.

Willandra House runs well frequented art courses and workshops, but there are issues including incompatibility of use, specific visual arts catered for only, limited by space and the location is difficult to navigate, made worse by lack of signage. "we need a regional public gallery"... "a cultural centre with reasonable priced rental space would allow artists of all art forms to develop, perform and exhibit their work and perhaps attract and encourage sponsors, especially for non-profit organisations" (Vision workshop August 2006).

A number of Council owned and managed facilities have small stages. These are seen as inadequate, with local amateur theatre and music organisations mostly rehearsing and performing outside the area. Rental and insurance costs were also an issue. "...we have no rehearsal or performance venue in Ryde so we went to other suburbs asking for help..." (Vision workshop August 2006).

Most dedicated arts infrastructure in the City of Ryde is located within the two large education institutions, Macquarie University and Meadowbank TAFE. There are six museums within the Macquarie University campus as well as the Lighthouse Theatre and Macquarie University Art Gallery. The grounds of the University are also home to the largest outdoor sculpture park in the southern hemisphere. Meadowbank TAFE is a significant provider of visual arts training and in recent years established the See...
Street Gallery.

"The development of a physical arts hub such as a building where multiple artists and organisations can share resources, meet and collaborate would be a great help..." (Vision Workshop August 06).

...there is a lack of galleries, live theatre, studios, everything..." (Vision Workshop August 06).

Some local artists have taken advantage of these facilities and enrolled in courses. But the facilities themselves are mostly seen as inappropriate because of the academic and formal educational focus, and a sense they are not open to the public. They are still positive resources and strengths for the area, and both campuses are keen to explore options for working closely with the City of Ryde.

Case Study – Tribute to our seniors

Tribute to Our Seniors is an annual photographic exhibition which records the lives and achievements of selected groups of elderly residents within the Redlands Shire, a coastal district east of Brisbane. Differing photographers are commissioned each year to produce the work, which is exhibited to honour the lifetime contributions of senior citizens to the Redlands community. Each photograph has accompanying text about the individual. The exhibition takes place at selected venues in the area during Senior Citizens Week in September each year. The photographs are subsequently donated to the Shire Library as visual support for its oral history program. The project has been running since 1993.

The exhibition is a source of great pride for the senior citizens of the Redlands community, in particular for the individuals who have the satisfaction of seeing their lifetime contributions to the community publicly acknowledged. By involving local businesses, the project also strengthens a broader sense of community amongst residents throughout the Shire.

Tribute to Our Seniors is significant as an ongoing art project with both immediate and long-term outcomes. The annual exhibition of work each year is a popular event and a powerful tribute to a group of local residents, celebrating lives and stories which may otherwise be unrecognized. In the longer term, the growing collection of work constitutes a valuable record of local heritage and an important cultural artefact.

The project succeeds in focusing public attention on a group of people in the community who are often marginalised and undervalued. As well, the commissioning of different photographers each year promotes ongoing creative development within the set parameters of the project.

(cited Regional Arts Australia www.raca.net.au)
ITEM 4 (continued)

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ATTACHMENT 1

Raised in the Review, and supported by other research, were other issues that would be addressed by creating infrastructure that provided opportunities to participate in the arts.

The City of Ryde Older Person’s Needs Paper Social Plan 2000 identified isolation and health as major issues facing older people. Needs, gaps and issues identified by residents included a lack of space dedicated to programs for seniors. The Social Plan recommends the City of Ryde “…enhances opportunities for older people to participate in leisure, recreational and educational activities” (p.43).

Creating arts activities for older people was viewed as a worthwhile initiative, and particularly relevant considering the number of older persons in the City. Arts were seen as a suitable recreation activity that would address social isolation issues by encouraging older people to come together.

Also raised was the importance of nurturing the creativity, imagination and talents of young people (there was acknowledgement of the good work done for young people by the Ryde Elsternwick, Battle of the Bands and The Core).

Young people need opportunities to carry on musical, dance, drama and visual arts education in between and when they complete school education, so they can continue to learn through showcasing their work, tuition and experimentation. There is a high level of arts activity in Ryde schools, but the lack of ‘stepping stones’ to on-going arts participation within the LGA creates a barrier for creative growth and development in young people.

“...we need an arts development program for students and young people so they have somewhere to continue their learning once they leave school...” (Vision workshop August 2006).

Respondents generally expressed concern there were no youth venues or few public programs in the arts for younger people in the City of Ryde.

The other major piece of missing infrastructure in the City was service providers, or people and networks that provide support for the arts. An increase in service provision and arts programs was seen as essential to facilitate the kind of participation in the arts that brings people together, builds community capacity and has major health and wellbeing benefits.

The Arts Review highlighted that workers, specifically funded to provide arts programs existed in other local government areas. Some workers were employed by local councils and others funded through grants and/or employed by local service organisations.

It was acknowledged that the lack of infrastructure to house arts service providers was a significant barrier to attracting them to the City, and this may be a long term goal. Creating opportunities for non-local service providers to come to the City and run programs was considered as a possible short term solution.

Another common issue revealed through the Arts Review was a lack of awareness of opportunities to participate in the arts, and a lack of cohesion amongst the arts community. To some extent this was blamed on the general lack of profile or arts activity going on in the City.

“a joint Marketing Plan between Council [sic] and local groups would reduce costs for everyone and provide much needed publicity”. “we need a dedicated community arts magazine where we can advertise our classes, performances etc at low cost” (Vision workshop August 2006).
ITEM 4 (continued)

Case Study – Theatre and personal development for young people

Powerhouse Youth Theatre (PYT) is the leading contemporary arts organisation for young people (under 25) in south west and western Sydney, providing innovative and development opportunities.

Alena Attard has been an active member of (PYT) since 1999. She started as a participant and enrolled in a weekly skills development drama workshop designed to help with general drama studies at school.

She has now attained a place in the University of Western Sydney studying a Bachelor of Theatre, Theory and Practice—Theatre Making.


Through PYT she has had the opportunity not only to perform but also to direct, produce, organise and curate, host, understudy and cater within the industry.

PYT has been a place where she was able to define skills in theatre, build self-confidence but also to make invaluable friendships. Alena says "PYT is not just a stepping stone towards my future in the arts, it has delivered me safely across my first river."

Alena Attard, PYT 2006
Theme One - Options

Multipurpose arts spaces focusing on community participation
The focus of these spaces would be on participation in the arts for the community. The multipurpose spaces would provide a number of rooms suited to participation in various activities and courses, and suitable for arts like clay work and painting. Various private tutors and community groups would provide services. The centre would also provide meeting spaces. The emphasis for these art spaces would be on flexibility and multi-use for maximum community participation.

Depending on the size of rooms/areas some could be leased at small rents to artists as individual workshop space. Artists in residence and artists studios have the benefit of creating a focal point for arts activity. Studio space would provide local artists with opportunities to develop works, assist emerging artists and inspire artworks based on local themes, and also attract artists to the area.

Future opportunities to create these types of spaces may include the refurbishment of an existing facility or designating Willandra House as the City’s Gallery and art space.

Opportunities may also exist for partnerships with other service providers in the area to establish arts spaces in a non-City of Ryde owned facility.

Performance space, theatre and gallery focusing on professional development
A performance space and smaller theatre, a gallery, and studio/rehearsal space were identified as major needs for the City of Ryde. Due to its centrality and good transport links Ryde town centre is viewed as the best location. The redevelopment of the Ryde town centre was identified as being complimentary to new arts facilities. The importance of clustering arts infrastructure together to create an arts precinct is an important consideration.

The Ryde town centre location also provides opportunities for partnerships in the delivery of these facilities with the development industry.

These facilities would predominantly cater for professional artists’ productions and exhibitions, arts activities and seminars.

While there is a clear need for these facilities, feasibility studies would need to determine in more detail the exact nature of these facilities, their status as regional, district, or local facilities, which in turn would determine their size, and a cost benefit analysis.
Sound shell and youth multimedia training centre

The sound shell would provide an outdoor performance space complete with change rooms and other necessary amenities. Eastwood has been identified as the most desirable location for the sound shell because of a demographic profile favouring young people and proximity to transport. There are however limited site options in Eastwood and other locations would need to be explored.

The sound shell and multimedia centre are compatible and could be developed as one complex. The multimedia centre is a working title to describe a youth facility providing access to programs in music and sound, video and screen-based art and web and graphic design. The centre would be aimed at providing stepping stones for post-curricular activities toward innovation and excellence, and also personal development.

Learning and training programs would be provided by community, private, and educational organisations. The centre could also be leased for private hire.

The feasibility of such a centre would need further investigation to determine the size, types of amenities, services provided, partnership opportunities and more.

The sound shell and multimedia training centre may be developed in a staged process, with the sound shell first and the multimedia centre as a second stage.

Studio space/artists in residence program

As well as creating focal points of arts activity, artists in residence and studios provide local artists with opportunities to develop works, assist emerging artists, inspire works based on local themes, and attract artists to the area. Preferably they would be close to or part of a cluster of arts activities in the City.

Studio and residency space could be created as part of a new development, owned by developers and leased to various arts organisations. Current space owned by the City of Ryde could be converted to studio space and leased to various arts organisations and individual artists. This could be a short term arrangement until a purpose-built site came on-line, or a long term permanent site.

Establish the City of Ryde Arts Committee

The primary role of the City of Ryde Arts Committee would be to provide advice and feedback on arts development and oversee the implementation of the Arts Plan. The Arts Committee would be made up of Councillors and community members.

Establish the City of Ryde artists’ network

The role of the network would be to provide opportunities for professional development, networking and advocacy. While City of Ryde may have an initial role in setting up the artists network, it is expected that members would self-manage and contribute to ensuring the network is operational.
Attracting service providers

Attracting arts service providers to locate in the City of Ryde would be a long term goal, and largely dependant on having suitable facilities available.

Examples of service providers may be a youth theatre company to run workshops and productions with young people from a theatre facility, or the provision of training and project management from the multimedia centre. A variety of other service providers may also run arts workshops and tuition from a multipurpose arts centre.

In the short term, projects and programs could be developed using non-local service providers that run outreach programs.

There are a number of arts organisations throughout Sydney that provide outreach services, particularly for young people. The provision of a suitable venue for arts outreach work would need to be identified.

Establish an arts database and link to the City of Ryde Website

An artist database would assist networking and also provide increased accessibility for those looking for local artists.

The database could be linked with the City of Ryde web arts page. The web arts page would also provide information on what’s on in the City, programs and projects currently under way and funding opportunities for arts projects.

Arts for health program

The focus of this program would be on community participation in the arts for the promotion of health and well being. The program would focus on creating:

- Arts activity for people less likely to participate such as older people, culturally and linguistically diverse people, and those with varying abilities;
- Collaborations between local communities, artists and City of Ryde projects to improve built environment, creating social and environmental connectedness;
- Bringing communities together to stage celebrations and festivals.

The provision of a suitable venue for the health for arts program would need to be identified.
Theme Two - Telling Ryde's stories

Telling Ryde's stories is about celebrating the City's unique identity through the arts, encouraging community cohesion, creating local pride and promoting an image of the area as an attractive place to live, work, visit or invest.

These benefits are achieved through incorporating public art in major public domain upgrades, in new developments, parks and other public areas to create a sense of place and community ownership. Performances and exhibitions by local artists and communities can display the City's diversity and provide a sense of local identity. Supporting communities to tell their own stories through the arts builds community capacity and wellbeing.

The arts play a pivotal role in reflecting and articulating community ideals, aspirations and identity. By providing opportunities to participate and engage communities in the exploration and sharing of stories, we open a dialogue on a diverse range of cultural experiences that promote an understanding of who we are and reflects that sense of identity to the rest of the world.

Throughout consultation during the Review there was general agreement the City's identity is not well articulated and this was detrimental to its image. They thought not enough was made of its special qualities, of which there were many. People revealed they are deeply attached to the elements that make the City of Ryde a special place, but believed more needed to be made of its features and opportunities created to tell Ryde's stories. Respondents participating in the Review felt the arts could play a major role in the telling of our stories, and lifting and promoting the City's identity.

Ryde's position as the third oldest established area in Sydney, the Parramatta River, and the natural environment were cited as special features and material for artistic exploration.

As well as lifting our profile and telling Ryde's stories to the outside world, respondents were also interested in the arts as a way of creating greater understanding of the different histories, values and customs between people in the community.

Some respondents felt a sense of disconnection or not belonging, and a perception rapid change is impacting negatively on individual and community wellbeing from loss of histories and stories that shaped or defined the area.

Also identified was the changing nature of the area in terms of its ethnic mix and the need to create opportunities for cultural exchange through the arts to promote tolerance, develop understanding about other people and maintain an inclusive and tolerant City.

There was interest in developing a greater appreciation of indigenous history.

Respondents were also keen to ensure physical and social connectivity between local people and their neighbourhoods, and that new development in commercial and suburban settings incorporates public art and other cultural gestures to share Ryde's stories.
Case Study - Meeting Places, Local Stories and Hopes for the Future

When people walk through the reserve on Kelsey Road in the City of Salisbury, they are stepping through visions for the future designed and constructed by Salisbury North residents. The Meeting Places, Local Stories and Hopes for the Future community arts project depicts community pride, and expresses positive memories and hopes, in a reserve that is both community meeting place and informal gathering area.

The Story Stone Wall incorporates more than 100 bricks designed and made by residents. The designs incorporate images depicting each person’s story about the area, the past or what they see for the future. A professional artist, Bridgette Miruzzo, led art workshops in which school students, young people and other community members made the pavers.

The project is but one part of the Salisbury North Urban Renewal Project – in which the community contributes to decision-making and consultation processes for all arts projects – and is the result of work by the Salisbury North Community Arts Working Party in partnership with Salisbury High School.

Extensive consultation undertaken in Salisbury North identified that the community wanted practical artworks, such as seats, paths and signage, not abstract works of art. They wanted works that reflected positive aspects of local history and projected the community’s hopes and aspirations for the future. They wanted works made out of natural materials such as wood and stone.

Members of the Salisbury North Community Arts Working Party worked together to plan the Meeting Places, Local Stories and Hopes for the Future artwork. They developed the brief for the project, participated in all the key decisions, and made parts of the artworks.

The project produced practical artworks that all could use - benches and paths made of familiar materials, such as a mosaic bench (a City Sites project) depicting positive images of Salisbury North, the community and its history.

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ITEM 4 (continued)

There was also the view that people need to be encouraged and supported to tell their own stories through the arts, particularly those communities newly established in the City. As well as contributing to the colour and diverse identity of the City, and creating better understanding between different cultures, supporting groups to tell their own stories was seen as a way of building community capacity and a sense of pride.

While it was acknowledged the City of Ryde did have a cultural grants scheme, there was a view that it could be better directed, and funded, to encourage and support local stories and capacity building by enabling communities to manage their own projects.

Performances and exhibitions by local communities, schools and artists were viewed as a way of telling Ryde’s stories.

The consensus by respondents was that without key arts infrastructure and greater support for the arts in general, performances and exhibitions cannot make a significant contribution to the identity of the City.

Case Study – Facing Australia

In 2003 artists Karen Donnelly, Raimond de Weerdt and Tony Nott were commissioned by the Brisbane City Council to create a series of large scale portraits that investigated issues of identity within the City of Brisbane. Four diverse Brisbane suburbs were selected (Inala, St Lucia, Mudgee Beach and Sunnybank Hills) and over 800 residents from the selected suburbs were photographed in order to create eight composite portraits accompanied by large panels depicting the photographed individuals. The final work formed a suite of exhibitions that celebrated the opening of the Museum of Brisbane 2003/4. The exhibition had an attendance rate of over 100,000. Most of the participants in the Face of Brisbane, their family and friends attended the exhibition, and for most it was their first visit to a cultural venue cited www.ccc.net/projects

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Theme Two - Options

Per cent for public art scheme – New developments

As the City of Ryde develops and changes it will be essential that its history is maintained, its stories told and most importantly, local communities sustain a sense of connection to this place.

New development can impact negatively as a result of its obvious transformation of the physical landscape, but it is also the personal memories and associations with a site (i.e. meeting friends at the old corner store) that are impacted by new development.

Incorporating public art in new developments can go some way toward ensuring personal and collective memories and the identity of the City is maintained.

Public art will also benefit developments, acting as a reference point that helps in branding or positioning, evoking business confidence. It creates landmarks and defines a destination. It provides a welcoming interface that connects private and public domains encouraging pedestrian activity and animating spaces for the pleasure of residents, workers and visitors.

To be successful provisions for a per cent for art scheme would need to be incorporated into the City’s strategic plans, LEPs and DCPs as they came on-line.

The scheme would require all new developments over a particular size or dollar amount to contribute a percentage toward public art.

Per cent for public art scheme and Section 94
developer contributions

Local governments are highly aware of the environment and the effect it has on the lives of communities. Art has a vital role to play in our environment, adding to the enjoyment of places, telling local stories and creating a sense of place, and has become an integral part of many urban areas. A high quality environment is essential for good quality of life and high quality public art is necessary to create that environment, be it open space, public building, hospital or education facility.

Works undertaken by the City of Ryde such as urban renewal projects, development or refurbishment of community infrastructure, or the redevelopment of parks and streetscapes provide an opportunity to include public art.

To achieve this, a percentage of the total capital construction cost for projects over a nominated amount would be dedicated to public art and integrated into the overall project. The per cent for public art could also be pooled with funding already allocated for elements like seating, playgrounds, pathways, fountains, noise barriers, drains, and bridges to produce unique opportunities in design by collaboration with artists.
For each capital improvement (i.e. community facility, park upgrade over $250,000) listed in the S94 plan a percentage for public art could be included in the budget. The public art budget would be “ring-fenced” i.e. secured and not available for any other element.

As these projects are listed in the Management Plan the public art budget would be assessed and a public art plan for each project would be developed as it came on line.

Funds for public art may also be pooled with other funds from grant funding agencies.

Public art policy and plan

The public art policy would define the approach to public art in the City of Ryde. It would establish a vision and goals and the necessary guidelines to assist City of Ryde and other stakeholders achieve a uniformed approach to public art and positive outcomes. The policy would provide detailed information and mechanisms for funding public art, planning and design processes, approval procedures and the criteria against which City of Ryde would assess public art proposals.

The public art plan would identify opportunities for projects, including new parks, infrastructure, streetscapes and development sites to include public art, and have an annual implementation program in line with public works and budget schedules.

The public art policy and plan will be linked with the Management Plan and other City of Ryde strategic and operational plans.

City of Ryde Cultural Grants Program

The City of Ryde Grant could be revised, and for a nominated number of years, projects focused on telling Ryde’s stories through the arts would be prioritised for funding.

Performances and exhibitions

Performances and exhibitions by local artists are an obvious way of telling the City’s stories and celebrating our identity.

An annual series of performances and exhibitions needs to be devised for the City that celebrates Ryde and provides opportunities for local artists to showcase their work. Visiting exhibitions can also be invited that attract an arts audience to the City.

Creating performance and exhibition opportunities would need to be supported by the creation of purpose-built arts venues.
Theme Three – Growing creative industries

Growing creative industries is about making the most of what arts and creative activities contribute to the City's economy. The theme promotes capitalising on synergies between information and communication technology clusters in Macquarie Park and the emerging digital design sector. Growing creative industries will promote training and employment opportunities for local people and the development of creative products.

Creative industries are activities which have their origin in individual creativity, skill and talent and which have the potential for wealth and job creation through the generation and exploitation of intellectual property. A wide range of enterprises such as media, entertainment industries, arts and craft products, and graphic design are the products and services described as creative industries.

"... we need to develop initiatives that will attract the arts industries and prestige" (Vision workshop, August 2006).

One of the major indicators of a thriving arts environment is the existence of creative industries. They also make a significant contribution to the economy. Recent analyses by the Australian Bureau of Statistics indicates creative industries contribute around 2.5% of Australian domestic production of goods and services to the economy and this is valued at some $20 billion annually. Overall the creative sector is one of the fastest growing sectors of the Australian economy in terms of employment growth. For example in a recent five year period, the increase in employment in the creative industries was 20% whereas the increase in total employment in the same period was 7.4%.

In the 12 months ending April 2001, 2.5 million people aged 15 years and over worked in paid and unpaid work in the selected culture and leisure activities (15.8% of the population). In NSW 4.38% of the population of 291,200 people had some paid involvement in creative industries.

The Arts Review identified a number of creative industries, and following are a number of strengths and weaknesses for the City of Ryde:

- There are 74 businesses engaged in supporting, providing tuition and product, and making a living from music. The range of music activities is extensive, involving professional groups and individuals who make part of all their income in this field.
- A wide variety of quartets, trios and bands. The strong presence of music tuition and initiatives by local schools may in part be a reason for high numbers in this sector.
- While some music services like tuition are strong locally, other industry segments like performance and concerts are conducted outside the area.
- There are high numbers of graphic designers living in but working outside the City.
- There are few local sculptors, painters and other artists making an income from their work.
- Respondents suggested an Arts and Crafts Market that provides opportunities for artists to sell local products. Location suggestions were for along the Parramatta River, or making space for markets in the new Top Ryde Town Centre development.
ITEM 4 (continued)

"We need a regular arts market that will invite co-operation between groups"  
(Vision Workshop, August 2005)

While potential exists, currently there is little art and cultural product produced in the City.

**Case Study - Union Street Design Studio**

The Union Street Design Studio Inc (USDS Inc) is a ceramics studio set up in Lismore in 1995 by a group of like-minded artists. The artists came together through the inspiration of their former teacher at Southern Cross University. They all shared a common goal to produce and market ceramic designed objects suitable for art galleries and retail outlets. The majority of work is stoneware and porcelain tableware. A partnership established with the Centre for Contemporary Craft has enabled the group to develop its promotion and marketing strategies. Future plans in this area include the development of a web-site and media kit. The group now sells its products in galleries and retail outlets locally and in Brisbane, Sydney, Melbourne and Perth. The establishment of USDS Inc has enabled the individual members to develop an artistic practice which is becoming financially viable. In the process, the artists have acquired valuable business and promotional skills while continuing to grow artistically through working in a shared space. (It should be noted however that the Union Street artists still require additional avenues of employment within the arts in order to be financially viable.)

The USDS has operated as a successful business for three years. In that time it has expanded its market and now sells its artwork to galleries and retail outlets locally and in Brisbane, Sydney, Melbourne and Perth. The artists' work has also been regularly exhibited both locally, as well as in other parts of Australia and overseas.

(quote from Regional Arts Australia www.abc.net.au)

The importance of creative industries and cultural product, as well as income generating, is in the standing or identity they often attribute to a place. The products and services created by these industries are often unique and distinctive given they are usually not mass-produced. A place with strong arts and creative industry clusters, or even particular cultural products, often becomes synonymous with the goods and services it produces.

One of the City's greatest opportunities for creative industries growth is by capitalising on the high performing information and communication technology cluster in Macquarie Park.

A scenario favoured in the Macquarie Park Structure Plan (2002) is for the Corridor to develop as a world-class scientific, education, research and development employment area... " (p. 14), and having it succeed as "...Australia's premier knowledge-based employment area" (p. 51).

The NSW Government's Sydney Metropolitan Economy and Employment Strategy (2005) lists "innovation and skills development" as a strategic direction, emphasising the need for "...infrastructure and institutions... to ensure continued innovation and development of a knowledge economy" (p. 58). Specifically the Strategy argues a need to focus on "skills formation around industry clusters and infrastructure that acts as a magnet for new economic activities" (p. 58). An Innovation Strategy, soon to
ITEM 4 (continued)  

The convergence of information and communication technology and design disciplines is currently the focus of research and development, education and business development.

Put simply, in the change-over from analogue to digital technologies, the design disciplines have been recruited to provide innovative new services and finding new ways for people to interact with information systems. As commentators like Berry (2003) point out:

*The digitisation of production and distribution processes and the creation of digital content and applications have become central components driving growth in advanced industrial economies like that of Australia. The coupling of ICT (in a world of technological 'convergence') and design methodologies and practices opens up further opportunities for the creation of new and more efficient value chains - i.e. new, larger, more differentiated and complex industry clusters (Berry, p. 105)*

With the existing strength of the information and communication technology (ICT) cluster already located in the Park and the current advances in digital design, the City of Ryde has a unique opportunity to develop infrastructure that facilitates research and development, skills development and incubation.

While Macquarie Park is a strength and potential creative industry development opportunity for the City, the role of smaller arts-related cottage industries to make a contribution to the economy needs ground up development.

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**Case Study – Bolton Technical Innovation Centre**

Bolton TIC (Technical Innovation Centre) is the UK’s first "junior incubator". It is a purpose-built academy for young inventors and budding entrepreneurs, providing access to leading-edge technologies, and to technical and business expertise. Its aim is to nurture innovation and enterprise in local young people aged 9 to 19.

Bolton TIC bridges the gap between education and industry, offering young people the opportunity to apply their learning, rather than simply focus on passing exams. Paul Abbott aims to encourage independent thinking among young people, as well as provide them with the facilities to conduct experiments that they may not be able to carry out at school.

_cited www.nesta.org.uk_
Theme Three - Options

Centre for Innovation - Macquarie Park

The Centre for Innovation would capitalise on the convergence between the existing high performing information and communication technology firms and digital design. The Centre could be made up of a number of elements including:

- A highly creative learning environment where users would discover the challenge and creative opportunity offered by digital design techniques and applications;
- Education programs that explored new ideas about the merging of information and design using advanced learning tools and software;
- A research and development arm;
- Business mentoring program;
- Incubator space for small and emerging digital design businesses to establish;
- Specialist digital design library;
- Exhibition and gallery space focusing on innovation;
- Function centre.

The Centre for Innovation would have the potential for partnerships with a number of stakeholders including information and communication technology businesses in Macquarie Park, Macquarie University and the State and Federal governments.

The Centre for Innovation would also be identified in an Economic Development Strategy for the City.

Creative industry development

The Arts Review provided an initial picture of the scope of creative industries in the City of Ryde, identifying strengths and weaknesses and opportunities for development.

Acting on a number of the other initiatives identified in the Options Paper will be essential as a starting point to creative industry development. Local arts and cultural product evolve from cities that have a strong culture of participation in the arts.

The development of infrastructure would provide opportunities for participation by communities, slowly leading to an increase in local arts and cultural product. Public art initiatives would provide employment opportunities for local artists. Performances and exhibitions would bring audiences with spill-over benefits for local businesses.

In addition to these initiatives, further attention needs to be directed to the creative industry strengths, weaknesses and potential for development in the City of Ryde.

This will first require an in-depth feasibility study to clearly determine how the City of Ryde can support the strengths while building on the weaknesses. A feasibility study would be a precursor to a creative industry development strategy.

Creative industry development would also be identified in an Economic Development Strategy for the City.
Theme Four - Partnerships

Partnerships for a vital City is about identifying and pursuing opportunities to deliver arts-related projects with a variety of stakeholders from the public and private sector. The focus of this theme is to create mutually beneficial partnerships that enable the City of Ryde to deliver a range of initiatives to achieve its arts development objectives.

The City of Ryde is currently in partnership with a variety of groups, including Ryde Erskinedale and Ryde Arts Society that support arts development.

There are a number of other non-arts related organisations located in the City with the potential to support beneficial partnerships. Possible partnerships opportunities include:

- One of the City’s strengths is the number of health service providers in the area. An arts for health program that benefited community wellbeing by encouraging interconnected social networks and opportunities for personal growth was identified by Arts Review respondents and participants from NSW Health as desirable.

- Meadowbank TAFE’s Gallery School and Macquarie University were identified as potential partners for projects and the provision of development and training services.

- Businesses at Macquarie Park were identified for potential partnerships in creative industry development, business mentoring, and education and training. The information and communication technology firms were particularly singled out for their potential partnership role in the development of creative industries in Macquarie Park.

- Schools in the City of Ryde run a number of arts programs as part of and beyond the curriculum, and therefore presenting opportunities for partnerships.

- The development potential for sites in Ryde provides an opportunity for partnerships with the development industry, particularly in the creation of new arts facilities. Precinct One in Ryde Town Centre and the land in Church Lane near The Parsonsage were identified as sites that could include these facilities and paid for by developers.

- State and Federal government are potential funding partners for a range of projects, including capital infrastructure. One of the major criteria for funding agreements with State and Federal governments is a well articulated arts plan.

These are identified possibilities, but there are many partnerships suitable for a range of projects that could assist the City of Ryde to deliver the Arts Development Framework.
Case Study – Cultural Partnerships Program (CPP) Blue Mountains City Council

CPP is an innovative scheme providing funding support and endorsement to strengthen and develop cultural infrastructure in the Blue Mountains. The program seeks to encourage innovation, partnership and collaboration in arts development and to develop links with other cultural providers.

The Program is jointly funded by Blue Mountains City Council and Arts NSW through the Western Sydney Local Government Arts Incentive program, subject to funding on an annual basis. It is anticipated the Program will have $100,000 for the 2007 Cultural Partnerships Program.
Theme Four - Options

Department of Health
With health service providers in the area investigate opportunities to develop an arts for health program. The program would focus on creating:

- Arts activity for people less likely to participate like older people, culturally and linguistically diverse people, and those with varying abilities;
- Collaborations between local communities, artists and City of Ryde projects to improve built environment, creating social and environmental connectedness;
- Bringing communities together to stage celebrations and festivals.

A suitable venue for the health arts program would need to be identified.

TAFE and Macquarie University
While specific projects have yet to be identified, these education institutions are major stakeholders in the City. Potential projects may include:

- Students from both campuses providing curatorial work for the City of Ryde;
- Exhibitions by students and borrowing travelling exhibitions from Macquarie University;
- Commissioning students from both campuses for public artworks;
- Extending Macquarie University’s Sculpture Park through the Macquarie Park Corridor;
- Involvement by Macquarie University in the development of a Centre for Innovation.

Macquarie Park (ICT) businesses
There is a potential partnership opportunity with information and communication technology businesses to incubate and strengthen industry clusters in the Park by developing a Centre for Innovation. The Centre would act as a magnet infrastructure that attracts activities to the Park and also helps to define it from other centres. Objectives for the Centre would be developed to align with business and City of Ryde goals, and may include continued innovation and skills development, education and training, research and development, and local employment.

There is also a potential partnership between the City of Ryde and business in Macquarie Park to develop public art that lifts the profile and image of the Corridor. Development Industry in Ryde Town Centre

The two development sites (Precinct one and the Church Lane site) identified for the performance space, theatre, gallery and studio space could provide opportunities for partnerships with the development industry in the delivery of this infrastructure.
State and Federal government bodies

The State and Federal governments have grant opportunities available for a variety of small and large arts projects, including public art and capital infrastructure. Grant funding is usually conditional on dollar for dollar funding. For funding from arts-focused government bodies, a strategic arts plan is recommended.

Other local governments

The Department of Local Government has released its position paper on sustaining local government, and an options paper for integrated planning and reporting. In the future this may lead to opportunities for regional partnerships with other local governments for the delivery of infrastructure, products and services, including in the arts.
Where to from here?

The Framework provides Council with information and a recommended direction for arts development for the City of Ryde. Subject to Council approval the Arts Development Framework would be the basis for a strategic arts plan for the City of Ryde. The City of Ryde arts plan 2007-2012 would contain the vision, objectives, strategies and actions, as well as highlighting priorities, and performance indicators. Actions in the arts plan would be reported in the Management Plan, and linked with a number of other City of Ryde planning documents.

The strategic arts plan would create further opportunities for Councillor and community input. It is proposed that the City of Ryde establish an advisory panel of local arts industry experts to assist and advise Councillors on the development of the strategic arts plan and its implementation.

Suggested actions

While the actions listed are responsive to needs identified through the Review, they are suggested actions only.

The intention of the list is to provide examples of the type of projects and programs that would be part of advancing arts development in the City of Ryde.

It is anticipated that a recommended actions list would be developed with an arts advisory panel and form part of the strategic arts plan for the City of Ryde. Any recommended actions would be reported to Council for consideration.
ITEM 4 (continued)

Greater access to the arts

Create multipurpose arts space
- Identify appropriate facilities for arts programs including City of Ryde and, NSW State government property and D-grade commercial facilities, such as empty factories, shops, etc.

Develop projects focused on community participation in arts
- Attract arts service providers in the City on a project by project basis, with a focus on community participation.

Form the Ryde Arts Committee
- Develop an artists network.

Develop the Ryde arts website
- Develop an artist database.

Investigate locations to develop a sound shell
- Conduct initial planning, feasibility study, and concept designs into development of gallery, performance, theatre and workshop space with a view to developing new purpose-built arts facilities.

Lobby for capital infrastructure funding from government
- Conduct initial planning, feasibility study and concept designs for a youth arts technology space.

Telling Ryde’s Stories

Review the City of Ryde cultural grants program, develop selection criteria and priorities to promote cultural identity.
- Develop partnerships with Parks and Urban Planning to include public art in park and urban renewal projects.

Apply for a series of grants to implement the Riverwalk Arts Strategy
- Develop RCC public art policy.

Apply the percentage for art scheme on selected capital infrastructure projects
- Review Section 834 Plan to include public art.

Develop an arts program and budget for the City of Ryde that fosters creativity, innovation, talent and opportunities for skills development.
- Add public art requirements for new developments and use plans.

Develop competitions to engage artists in creating landmark buildings.

Growing creative industries

Develop a database of creative industries in the City of Ryde.
- Investigate opportunities for the use of appropriate facilities space for start-up businesses to encourage the development of cultural product.

Conduct feasibility study into Centre for Innovation.
- Conduct feasibility study into the creation of an arts and crafts market.

Develop a creative industries strategy.
- Develop concept designs for Centre of Innovation.

Partnerships for a vital City

Work with City of Ryde staff and organisations to explore options for partnerships in a range of arts projects.

Investigate opportunities to develop partnerships for a Centre for Innovation in Macquarie Park.
- Develop partnerships with Macquarie University and businesses to develop a public art strategy for Macquarie Park.

Facilitate partnerships between the Sydney Gallery School (TAFE) and new developments to include public art.
- Develop partnerships with the development industry to deliver arts facilities.

Develop partnerships with Macquarie University and Sydney Gallery School to provide curatorial work and touring exhibitions.
References


City of Ryde
Draft Arts Advisory Panel
Roles and Responsibilities

1. Role of the Panel

The Arts Advisory Panel (or Panel) is an advisory Panel appointed by the City of Ryde to assist and advise Council on activities and matters related to arts development.

2. Responsibilities of the Panel

The Panel shall provide expert advice and make recommendations to Council (as requested) on proposals for arts related projects and activities in the City of Ryde.

The Panel shall act in an advisory capacity on matters relating to arts development including establishing industry partnerships and links with key government arts agencies.

The Panel shall advise on processes and procedures by which communities are consulted on various matters related to arts development.

The Panel shall promote awareness and understanding of the arts and their role of increasing quality of life for citizens in the City of Ryde.

The Panel shall provide advice on any other arts related matter as directed by the Council of the City of Ryde or the General Manager.

3. Panel membership

The Panel will consist of members with a broad range of arts industry expertise across a variety of fields including but not limited to visual and performing arts, community arts, multimedia and design, art education, public art and Indigenous art.
Panel members shall be appointed by resolution of Council following public advertisement inviting nominations and a completed application form.

To ensure a broad range of input, membership calls will be made through local media, local education institutions and community organisations.

4. Term of Panel Membership

Panel Members shall be appointed for the 4-year (or remainder thereof) term of the current Council although membership can be altered at any time by resolution of Council. Each September, the current membership of the Panel will be submitted to Council for confirmation.

Should a member resign within the four year period the Panel will, at its discretion, recommend a replacement member for Council’s consideration.

Individuals with appropriate arts industry expertise may be invited to join the panel for specific projects.

5. Protocol and Procedures

5.1 Convener

The Panel will be convened by the General Manager or his representative. The convener will chair all meetings. If the Convener is not present at any meeting, or any part of any meeting, another Council Officer shall convene and chair the meeting.

5.2 Role of City of Ryde Staff

City of Ryde staff will provide professional advice and administrative support to the Panel. Council Officers, including the Convener, will attend as non-voting members of the Panel. It should be noted that City of Ryde employees shall not be subject to the direction of the Panel or any members thereof.

The preparation of the Panel meeting agenda and other administrative support shall be the responsibility of Council’s Arts and Cultural Development Coordinator. Minutes of each meeting will be forwarded to the members of the Panel within 14 days of the relevant meeting.

5.3 Reporting

The Arts and Cultural Development Coordinator will report to Council on behalf of the Panel. The Panel is advisory only. Any recommendations reported on behalf of the Panel must be considered and endorsed by resolution of Council if implementation is to proceed.
ITEM 4 (continued)  ATTACHMENT 2

5.4 Quorum

As the Panel is advisory only no quorum is required. The Chairperson shall use his/her discretion to determine if any item on the agenda should be deferred to a future meeting if it is considered there are insufficient people at the meeting to consider the item.

5.5 Administration

The Panel will primarily use the consensus model for decision making. In cases in which consensus cannot be reached, a decision will be made by majority vote of Panel members. As the Panel has an advisory role only, no recommendation is deemed to be a decision of Council unless the matter is referred to Council for determination.

The Panel will meet four times a year and the Convener can call extraordinary Panel meeting as required.

5.6 Amendments to the Roles and Responsibilities

Proposals to amend the Roles and Responsibilities of the Panel shall be submitted to Council for consideration and shall take effect only upon resolution of Council.

5.7 Code of conduct and other Council policies

Each Panel member shall be provided with a copy of Council’s Code of Conduct and other related policies that may be applicable to the operation of the Panel.

The conduct of each Panel member is expected to be consistent with the principles outlined in these Council publications.

Council’s Code of Meeting Practice shall be used as the reference guide for any matters pertaining to the Panel meetings which are not otherwise outlined in these Roles and Responsibilities.