

ARTS DEVELOPMENT
FRAMEWORK
2007–2012

CANVAS

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MESSAGE FROM THE
GENERAL MANAGER

A key sign of a vibrant City is the health of its arts scene. Galleries, performances, street art, celebrations and the atmosphere these activities create contribute significantly to a city’s desirability as a place to live, work and visit.

Cities around the world that have embraced the arts are noticeable for their character, robust vitality and unique identity. They have interesting public spaces, a lively nightlife, distinctive cultural product and creative people.

While the arts help these cities to create a point of difference, what they have in common is a determination to make the arts widely accessible, understanding that a robust arts scene is built on a platform of strong grass roots participation. It is from this hotbed of creative expression, people coming together and the generation of ideas that the arts thrive.

In the City of Ryde we value the arts for the contribution they make to an attractive, robust and vibrant place. We want the arts to contribute to health by providing opportunities for social connections and self expression. We want to contribute to economic development by supporting our creative and talented people, young and old, to develop arts and cultural product unique to our City. We want to create interesting public spaces by involving artists in design teams. We want to further our cross cultural understandings and continue to promote a harmonious community. We want performances, exhibitions and festivals that tell the many stories of this City and strengthen our identity.

This Arts Development Framework 2007 – 2012 is the City of Ryde’s first strategic arts plan. It is aimed at a creating a vibrant arts scene by building on the current strengths and introducing a number of new initiatives that will have wide community benefit.

Of upmost importance is that the initiatives in this Framework have been put forward by the people on which they will impact the most. I sincerely thank all those community members that gave their time, commitment and passion to make this Framework possible.

I look forward to attending many exciting arts events and being part of a City with a vibrant arts scene.

Michael Whittaker

Access Committee, Alan Holroyd, Alan Mackay, Andrei Daev, Andrew Simpson, Angella Phippen, Anna Ainsworth, Arndell School, Australian Film and Television School, Australian National Youth Performing Arts Group, Bamboo Orchestra, Barbara Stannard, Bob McPhillips, British Ballet organisation, Centre for Open Education, Ceramic Study Group, Christine Davis, City of Ryde Art Society, City of Ryde staff, Click Art,

Clr Edna Wilde (OAM), Clr Gabrielle O’Donnell, Cyrius Media Group, Dance Action, Daniel Firns, Denistone East Public School, Diane Lane, Dunmore Lang College, Early Music Association of NSW Inc., Eastwood Heights Public, Eastwood Patchwork Quilters, Eastwood Public School, Eastwood Uniting Church Musical Society, Eastwood-Denistone Scottish Clans Assoc., Eden Gardens, Elizabeth Latimer-Hill, Emma Blong, Epping Boys High School, Ermington Public School, Espanosa Gallery, Estaban Indausty, Everybodys Art Gallery, Flying Pigs Entertainment, Forte School of Music, Frank Dobosi, Franzesca Sety, Garry Foye, German International School, Gladesville Presbyterian Church Music Group, Gladesville Public School, Gladesville RSL Youth Club Band, Gladesville RSL Youth Dance Club, Graham Jones, Helen Sadler, Helene Nolte, Holy Cross College, Holy Spirit School, Hugo Espinosa-French, International School of Music, Jane Powles, Jennifer Chan, Jennifer Teo, Jenny Eckles, Jenny Eriksson,

THE CITY OF RYDE THANKS THE
LOCAL CITIZENS, COMMUNITY
ORGANISATIONS, ARTS AND
CREATIVE BUSINESS, ARTISTS
AND THOSE WITH AN INTEREST
IN THE ARTS THAT PROVIDED THE
INFORMATION ON WHICH THIS
ARTS FRAMEWORK IS BASED:

Jenny Morgans, Jenny’s Dance Studio, Jeremy Teoli, John Hood, Jones Davis Creative, Judy Whitlock, Kate Singer, Kent Road Public School, Kevinwood Bells, Kevinwood Orchestra, Lachlan Warner, Lalit Mital, Leonie Reisberg, Lighthouse Theatre at Macquarie University, Linda Galbrant, Lindsay Marr, Linley Davis, Macquarie University Singers, Macquarie University, M. Grunberg, Malama Arapoglou, Margaret Craig, Marist Brothers Eastwood, Marsden High School, Meadowbank Public School, Melrose Park Public School, MUSEC School for Children, Natalie Pozdeev, Neville Olliffe, North By Northwest Poetry & Folk Club, North Ryde Public School, Northcross Christian School, Our Lady Queen of Peace, Pat Parker, Patricia Keith, Paul Rolfe, Penny Bethune, Peter Bryant, Phillip Broose, Putney Public School, R Jones, Reg Nevitt, Rhonda Davis, Richard Banner, Robert Menzies College, Robert Young, Roberta Young, Robin Broose, Ryde Argyle Performing Arts, Ryde City Concert Band, Ryde College of TAFE Sydney Gallery School, Ryde East Public School, Ryde Eastwood District Music Club, Ryde Eastwood Leagues Camera Club, Ryde Eisteddfod, Ryde Hunters Hill Multicultural Network, Ryde Musical Society, Ryde Public School, Ryde Secondary College, Ryde Youth Council, Sam Valenz, Samantha Tang, Sandra van Tilburg, Sarah Chance, Sarah de Jong, Shirley Church, St Anthony’s Parish Children’s and Youth Choir, St Anthonys Primary School, St Charles Primary School, St Kevins Primary School, St Michaels Primary School, St Therese Primary School, Stefan Sojka, Stephen Richards, Steve Hiu, Sue McLeod, Susan Conroy, Susan Muranty, Susan Owen, SydneySiders Express Chorus Inc, Tatiana Djuric-Simaic, Ted Rigg, Tennyson Studio, Thank Arthur it’s Friday Social Ballroom Dancing, The Artscene, The Marais Project, The T.H.E.Theatre Company Ryde Inc, Treasure House Art and Craft Centre, Truscott Street Public School, Tsu-sheng Lee, Virginia Mitchell, Warren Brady, Web 105 Pty Ltd, Wendy Leunby, West Ryde Public School, Willandra Art Centre, Y. Lim.

VISION

THROUGH THE ARTS
WE WILL CREATE,
CONNECT, CHALLENGE,
TELL OUR STORIES
AND EXPRESS AND
EXPERIENCE THE
RICHNESS AND
DIVERSITY OF OUR
CULTURAL LIFE.

MISSION

THE CITY OF RYDE IN
PARTNERSHIP WITH
LOCAL RESIDENTS,
COMMUNITY GROUPS,
ARTISTS AND BUSINESS
WILL WORK TO ACHIEVE
THIS VISION BY:

- being strategic and resourceful in order to develop arts resources and infrastructure;
- developing arts initiatives which support and respect the wealth of artistic talent and the diversity of interests and cultural values of our community;
- working with the built and natural environment to value and protect our diverse social history and heritage and to create cultural meeting, gathering, performance and exhibition spaces;
- using the arts to build social connections and neighbourhood connectivity;
- encouraging a dynamic information environment which builds community awareness as well as attracting audiences for the arts; and
- using contemporary technologies and creative practices to build on Ryde's strength as a technology centre and to strengthen the cultural industries and employment opportunities for artists and young people.



INTRODUCTION

THERE IS A GREAT DEAL OF EXCITEMENT AND ANTICIPATION AMONGST THE CITIZENS OF THE CITY OF RYDE AHEAD OF THE INTRODUCTION OF OUR FIRST ARTS PLAN. WHAT BECAME CLEAR THROUGH CONSULTATIONS AND WORKSHOPS IS PEOPLE VIEWED THE ARTS AS A METHOD FOR EXPRESSING AND CELEBRATING THE CITY THAT THEY LIVE IN AND ENJOY, AND THAT THIS WAS KEY TO THEIR QUALITY OF LIFE.

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 benefit from the creative experience of doing and being around art and from taking an active part in 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 cultural exchange, fostering tolerance and respect for diverse values and ideas.

Creative talents and skills are grown and sharpened through participation in the arts, whether for hobby purposes, toward the pursuit of excellence or for income generation.

New creative talents are attracted to a city with a strong arts scene. Arts products and services contribute to the growth of the economy.

There are approximately 97,000 people residing in the City of Ryde. Bound by the Parramatta and Lane Cove Rivers, the City enjoys one of the most stunning natural environments within metropolitan Sydney.

The traditional owners of the land that is now the City of Ryde are the Wallumedegal clan of the Dharug People, a name derived from the red bream or snapper fish. The area was home to Bennelong and Nanbarry, two key Indigenous figures in the history of early Sydney.

The City of Ryde has a strong cultural identity. It is the third oldest settlement area in Sydney and maintains a strong connection to the past through the celebration of commemorative events and well preserved natural and built heritage environments. It is a rapidly growing area which is becoming more diverse, with established and emerging communities continuing to contribute the identity of the City.

Council plays a leading role in the expression of the City's identity. Opportunities for the telling of Ryde's history, the celebration of places and people and the coming together of citizens to tell stories from the past and present are important indicators of a vital and healthy community culture.

There are already many strong arts initiatives contributing to cultural life in the City. The best known is the long running Ryde Eisteddfod, an annual cultural event for the benefit of students of the performing arts,

whatever their age or ability, and for the entertainment of audiences in the area. In operation since around 1991, the Eisteddfod has grown from a small event of about two hundred competitors, to its present size involving over five thousand competitors annually. Singers, dancers, actors and musicians come from as far as Wollongong, Gosford and Newcastle to participate. Many Ryde Eisteddfod scholarship winners have gone on to positions in Opera Australia, overseas ballet companies, and international study scholarships.

Willandra Art Gallery offers a number of classes and workshops annually, as well as exhibitions. The activities are well patronised and are popular attractions in the City. The City of Ryde Arts Society runs the popular annual Ryde Art Awards and Exhibition that is well known throughout the state.

In recognition of the contribution art can make to community vitality and aiming to build on these established

activities, the City of Ryde conducted a review of the local arts scene in 2006. The review included a series of consultations with community groups, artists, businesses and educational institutions to determine how best the arts can contribute to realising the City's vision.

The Review defined the arts as music (instrumental and vocal), dance, drama, folk art, creative writing, architecture, painting, sculpture, photography, graphic and digital design, craft arts, costume and fashion design, motion pictures, television, radio and sound recording.

In early 2007 a draft Arts Development Framework was presented to Council and placed on public exhibition for an extended period. A workshop with Councillors on the draft Framework was held in October 2007.

The aim of the draft Framework was to provide a reference or discussion point presenting a proposed structure under which arts

development could be implemented, and a list of suggested actions that responded to needs and aspirations identified through the Review.

A number of submissions were made as a result of the public exhibition. The workshop with Councillors also provided recommendations.

This City of Ryde Arts Development Framework 2007 – 2012 is the result of extended consultation with community groups, artists, business, education agencies and locals with an interest in the arts. As the strategic arts plan for the City it provides a Framework that will guide the actions and projects that will be listed and reported through the annual Management Planning process.

The City of Ryde is a 'Canvas', and the Arts Development Framework marks an exciting chapter in its cultural life.

THEME 1

GREATER ACCESS TO THE ARTS

OVERVIEW

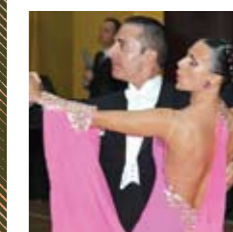
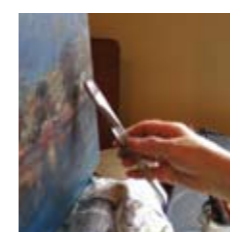
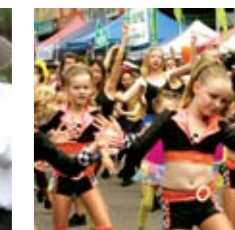
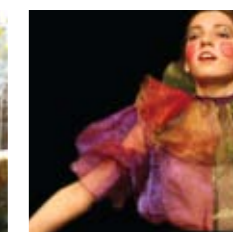
GREATER ACCESS TO THE ARTS IS ABOUT EVERYONE IN THE CITY OF RYDE HAVING OPPORTUNITIES TO BENEFIT FROM THE PERSONAL GROWTH, SOCIAL CONNECTIONS AND INCREASED VITALITY AND WELLBEING THAT RESULT FROM PARTICIPATION IN THE ARTS. IT IS ABOUT CREATING ACCESSIBLE SUITABLE RECREATION AND SOCIAL ACTIVITIES FOR OLDER PEOPLE, GIVING YOUNG PEOPLE STEPPING STONES FOR ARTISTIC DEVELOPMENT, AND PROVIDING PEOPLE WITH VARYING CREATIVE ABILITIES OPPORTUNITIES TO DEVELOP SKILLS AND SHOWCASE TALENTS.

THE MAIN GOALS OF THIS THEME ARE TO CREATE NEW INFRASTRUCTURE FOR USE BY COMMUNITIES AND ARTISTS, ATTRACTING ARTS SERVICE PROVIDERS TO THE CITY AND IMPROVING NETWORK AND COMMUNICATION CHANNELS TO ENCOURAGE GREATER ACCESS TO THE ARTS.

THE CITY OF RYDE WILL

- Explore opportunities to develop facilities that increase access to the arts
- Explore opportunities for the adaptive reuse of existing facilities as arts spaces
- Develop projects and programs focused on creating access to the arts and broad community participation
- Attract arts service providers to the City to create more opportunities for participation
- Develop an artists' network aimed at improving and promoting arts and local artists
- Develop an arts webpage, calendar of arts activities and an artist database aimed at improving information on the arts, promoting local artists and marketing arts activities
- Explore opportunities for satellite sister programs with agencies including NSW Art Gallery, MCA and the Sydney Symphony Orchestra

"The development of a physical arts hub such as a building where multiple arts/crafts organisations can share resources, meet and collaborate would be a great help..." (Arts review workshop August 2006).





THEME 2

TELLING RYDE'S STORIES

OVERVIEW

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 CITY OF RYDE WILL

- Review the cultural grants program, develop selection criteria and priorities to promote cultural identity through arts projects
- Incorporate public art into the City's capital infrastructure projects including parks, streetscape and urban renewal
- Develop public art policies and plans
- Develop a scheme so private developers contribute a percentage of development funds for public art
- Develop a performance and exhibition program that captures and celebrates cultural diversity
- Use the arts to build on the strengths and success of existing arts and cultural activities including Ryde Eisteddfod, Harmony Day and the Ryde Arts Show
- Create opportunities to exhibit the Civic art collection
- Investigate opportunities to exhibit local school artworks, in particular ARTEXPRESS entries

Cenotaph artwork by Milne and Stonehouse 2008

THEME 3

GROWING CREATIVE INDUSTRIES

OVERVIEW

GROWING CREATIVE INDUSTRIES IS ABOUT MAKING THE MOST OF WHAT ARTS AND CREATIVE ACTIVITIES CAN CONTRIBUTE TO THE CITY'S ECONOMY. THIS 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 PRODUCT.

THE FOCUS OF THIS THEME IS EXPLORING OPPORTUNITIES TO ESTABLISH BUSINESS, EMPLOYMENT AND TRAINING OPPORTUNITIES IN THE CREATIVE INDUSTRIES, AS WELL AS THE PROMOTION OF LOCAL ARTISTIC PRODUCT.

THE CITY OF RYDE WILL

- Explore opportunities to establish a centre for innovation/creative industries incubator in Macquarie Park
- Explore opportunities for education, training and employment in creative industries
- Increase the visibility and promote local arts and creative product
- Attract key institutions and agencies to assist in the support and development of creative industries
- Develop an integrated creative industries strategy linked with an economic development strategy for the City

"There are so many creative types in Ryde. Given the chance, with support through development programs for young people and dedicated arts spaces, these creative types can make a positive contribution to our local economy" (Arts review workshop August 2006)



"The Granny Smith Festival is one of Sydney's great festivals. Performances, food, craft – it brings so many people to Ryde. I think everyone should come along" (Arts review workshop August 2006)

THEME 4

PARTNERSHIPS FOR A VITAL CITY

OVERVIEW

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. THIS THEME UNDERPINS THE FRAMEWORK AND WILL BE CRUCIAL TO SUPPORT PARTICIPATION AND ATTRACT RESOURCES AND FUNDING.

THE CITY OF RYDE WILL

- Work with internal staff, community and government organisations to explore partnership options to implement a range of arts projects
- Investigate opportunities for partnerships with State and Federal governments, Macquarie University and businesses in Macquarie Park to create a digital design education centre/incubator in the area
- Investigate opportunities for partnerships with Macquarie University and Macquarie Park businesses to develop a public art strategy for Macquarie Park
- Explore partnership opportunities with Macquarie University and the Sydney Gallery School (TAFE) to create arts projects that benefit the local area and community
- Create partnership opportunities with the private development industry to deliver arts facilities
- Investigate grant opportunities and develop partnerships with State and Federal government funding bodies for arts projects in areas including health, public space and community development
- Support and strengthen existing partnerships with the local arts community and organisations



The background is a complex, layered composition. At the top, there's a solid red band. Below it, a light grey, textured area resembling a wall or sky. Two large, stylized human figures are superimposed on this. The figure on the left is white with a fine, parallel-line texture, appearing to be in a dynamic pose. The figure on the right is orange with a similar texture, also in a dynamic pose. The bottom of the image features a series of vertical, dark red, brush-stroke-like elements. The text 'City of Ryde' is centered in the middle of the image, with a small circular logo to its left.

 City of Ryde