

CREATIVITY STRATEGY 2019 - 2024 - EXECUTIVE SUMMARY



Karaoke Plaza. Photo: 321 Photography.

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

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

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

The vision, strategic directions and objectives presented in this Strategy were informed by extensive community and stakeholder engagement and best practice research.

The Creativity Strategy supports the delivery of our City's 2028 Community Strategic Plan, and links to other Council strategies that recognise that creativity, culture and innovation are crucial for community wellbeing, empowerment, cohesion and identity.

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

PROJECT PROCESS



Community consultation for Creativity Strategy and Social Plan

OUR VISION FOR CREATIVITY

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

FIVE STRATEGIC DIRECTIONS AND OBJECTIVES TO ACHIEVE THIS VISION

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