



 City of Ryde

# **CREATIVITY STRATEGY**

DRAFT FOR PUBLIC EXHIBITION  
2025 - 2030



# MESSAGE FROM THE CITY OF RYDE COUNCIL

I am proud to present the *City of Ryde's Creativity Strategy 2025-2030*. This *Strategy* reflects our commitment to making creativity a central part of life in Ryde. We recognise that creative activities play a vital role in bringing our community together, improving mental health and wellbeing, and fostering a sense of belonging for everyone who lives, works, or visits our City.

We see the creative industries as key to supporting our local economy. Events such as live music performances can boost our night-time economy, while our City's rich history, local talent, and creative sector offer opportunities to build a distinctive identity for Ryde.

This *Strategy* has been shaped by input from local residents, artists, creative groups, service providers, and government agencies. It is aligned with both local and broader regional, state, and national priorities.

The *Strategy* outlines clear goals, objectives, and actions for Council to support creativity, help our creative sector thrive, and ensure the community has access to the resources they need to express themselves and showcase their talents. It also provides a roadmap for overcoming barriers and creating the best cultural and creative outcomes for all.

The actions for implementing this *Strategy* will be embedded in Council's annual planning and will guide our work over the next five years, ensuring these initiatives are implemented across all areas of Council.

I would like to thank everyone who contributed to the development of this *Strategy*. Together, we can bring this vision to life and create the best possible outcomes for our community and creative sector.

**Clr Trenton Brown**  
City of Ryde Mayor

As the CEO of the City of Ryde, I am excited to present our new Creativity Strategy, which will guide us in fostering a thriving creative community over the next five years.

At the core of this *Strategy* is our vision for Ryde as a vibrant and inclusive City where creativity is deeply woven into the fabric of everyday life. We aspire to create an environment where everyone has the opportunity to engage in diverse forms of creative expression and to share their stories in meaningful ways.

Our goal is to embed creativity into every aspect of community life—offering opportunities for creative expression, producing and showcasing local creative works, and hosting a range of creative activities and events. We are committed to building a creative environment that is welcoming to all, regardless of age, gender, background, or circumstances.

This *Strategy* lays out a clear roadmap for action, outlining the key steps and planning required to bring our vision to life and achieve our desired outcomes.

We are committed to working closely with the local creative sector to understand both the challenges and opportunities within our community, and we will collaborate with all levels of government to advocate for the resources and support needed for future growth and development.

I look forward to working together with our creative community, local businesses, organisations, and all stakeholders to ensure the continued success and vibrancy of creativity in the City of Ryde.

**Wayne Rylands**  
City of Ryde Chief Executive Officer



# CREATIVITY STRATEGY AT A GLANCE

The City of Ryde is committed to supporting, building, and empowering arts and creativity across our Local Government Area (LGA) over the next five years. In partnership with the community and key stakeholders, the Creativity Strategy 2025-2030 (the *Strategy*) outlines a clear vision and actionable roadmap to achieve this goal. Developed through collaboration with local residents, artists, creative groups, and relevant government agencies, this *Strategy* draws on best practice research, policy insights, and strategic reviews. It sets the foundation for fostering a vibrant creative environment that benefits all, helping to position City of Ryde (our City) as a thriving hub of creativity and innovation.

# OUR APPROACH

To build a creative, vibrant, and inclusive City for our community, we need a clear and actionable roadmap. The Creativity Strategy 2025-2030 takes an outcome-based approach to achieve this. This approach ensures that the Creativity Strategy delivers measurable outcomes by setting out a clear framework, consisting of a vision, planning principles, outcomes, objectives and actions. This approach not only allows us to evaluate success over time but also ensures that our actions are aligned with the needs of the community and contribute directly to the City of Ryde Council's (Council) long-term vision.

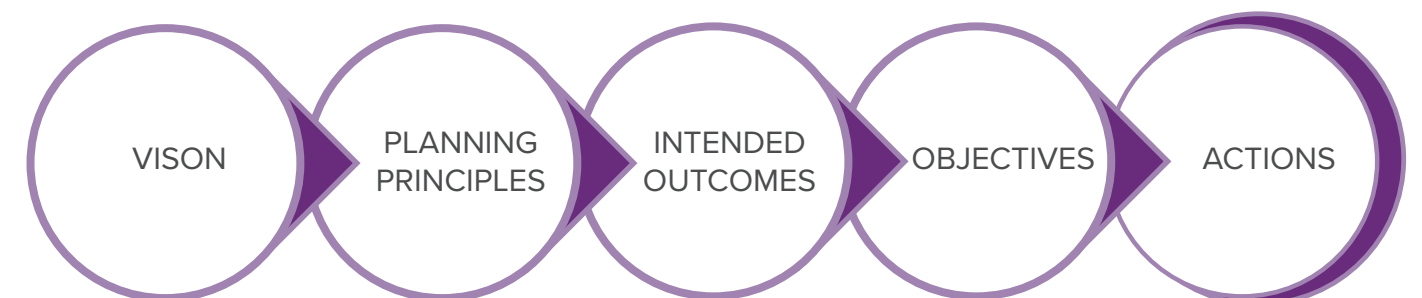



Figure 1. Key components of the City of Ryde's cultural and creativity planning (City of Ryde 2025)


VISION


This Strategy is built around a vision of our City as a vibrant and inclusive community, where creativity is the cornerstone of everyday life and our community has the opportunity to participate in diverse forms of creative expression and shared storytelling.


PRINCIPLES


This Strategy is grounded in principles that foster creativity and create opportunities for creative expression throughout our City. Our goal is for creativity to:


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Be accessible and affordable for everyone.
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Take place in a variety of unique locations and spaces, where people can easily get involved and connect.
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Be driven by local artists and a diverse community that is supported and connected.
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Celebrate and honour the diversity of our community’s identities, cultures, and talents.
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Strengthen our local identity and heritage.
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Feature activities that reflect and respond to the needs of our unique community.

OUR OUTCOMES

The big picture goals

Our outcomes represent the long-term goals for a creative, vibrant, and inclusive City. These outcomes embody our vision and represent the key priorities that will shape our creative practices over the next five years. By focusing on these outcomes, we aim to ensure lasting benefits for the entire community.

OUR OBJECTIVES

Clear, measurable targets

To make our vision a reality, we have set specific objectives that break down each outcome into clear and achievable targets. These objectives are specific, measurable, achievable, realistic, and timely so we can monitor progress and ensure our work stays focused. The objectives will guide our work from 2025 to 2030 and regular reviews will take place to make sure they stay relevant to our community’s needs.

OUR ACTIONS

Concrete steps to achieve our outcomes

The actions we take are concrete steps that will allow us to realise our objectives. They are outlined in an annual Creativity Action Plan, which is linked to the Council’s existing budget process to ensure resources are effectively allocated. Each year, we will review and update the Action Plan, ensuring that we continue to move towards our intended outcomes.

OUTCOMES AND OBJECTIVES OF CREATIVITY STRATEGY 2025-2030

OUTCOME	OBJECTIVE
Our stories are expressed creatively	<ul style="list-style-type: none"><li>Objective 1. Express our identity and share our stories through diverse creative practices</li><li>Objective 2. Acknowledge the history and value of Country and First Nations arts and cultures</li></ul>
Our community has opportunities to participate in creativity	<ul style="list-style-type: none"><li>Objective 3. Provide equitable access to affordable and quality creative facilities and spaces</li><li>Objective 4. Ensure information about creative opportunities is widely available in diverse formats</li><li>Objective 5. Support creative programs, activities and events that are inclusive and bring diverse groups together</li></ul>
Our creative sector is supported and connected	<ul style="list-style-type: none"><li>Objective 6. Support our creative community and services to thrive and innovate</li><li>Objective 7. Foster a connected network for our creative community and services</li><li>Objective 8. Support our creative community and services in contributing to a resilient and sustainable City</li></ul>
We have the spaces and places for creativity to flourish	<ul style="list-style-type: none"><li>Objective 9. Create accessible and affordable spaces in our City that enable creativity</li><li>Objective 10. Activate our City’s public spaces through art and creativity</li><li>Objective 11. Build partnerships that increase access to creative participation and production</li></ul>

Table 1. Outcomes and objectives of Creativity Strategy 2025-2030 (City of Ryde 2025).



## HOW WE DEVELOPED THIS STRATEGY

The Creativity Strategy has been developed through a thorough and collaborative process. Key steps in this process include:

### CONSULTATION

*Extensive engagement with the local community, creative groups, service providers, government agencies, Council staff, and Councillors to gather input and ensure the Strategy reflects the needs and aspirations of those it serves.*

### STRATEGIC REVIEW

*A review of broader government policies to ensure alignment with local, regional, state, and national priorities.*

### ANALYSIS

*Examination of current trends in cultural and creative activities to understand the evolving landscape and opportunities for growth.*

### MONITORING

*A review of the outcomes and implementation of the previous Creativity Strategy 2019–2024 to learn from past experiences and successes.*

### BEST PRACTICE RESEARCH

*Exploration of leading strategies and best practices in arts, culture, and creativity development to guide the creation of this Strategy.*

## MEASURING SUCCESS

To ensure the goals outlined in the Strategy are achieved, we will implement a robust monitoring and evaluation framework to track progress and measure its impact. This will involve regular feedback loops and reports to assess both the process of delivering the Strategy and the outcomes it achieves.

**We will know we have succeeded in creating a vibrant and inclusive community, where creativity is at the heart of everyday life when:**

- The number of creative events and programs increases, with strong attendance and a focus on inclusivity and celebrating diverse local stories.
- Public art installations and activations appear in more public spaces, reflecting local stories and providing platforms for local artists.
- Diverse and inclusive communication channels are used to promote creative offerings.
- There is evidence of a thriving creative sector, which is supported through capacity building, networking, and funding.
- More artists choose to make Ryde their home.
- More accessible, fit-for-purpose spaces are available for creative activities.

At the conclusion of the five-year period, the evaluation findings will help shape the next Creativity Strategy, allowing us to build on the successes, address challenges, and refine our approach in the future.

## LOOKING AHEAD

The Creativity Strategy 2025-2030 provides a clear framework for Ryde's creative future. Each year, the annual Creativity Action Plan will guide Council's work, ensuring that our actions align with the Strategy's long-term vision. As we move forward, we will continue to engage with our community, monitor progress, and adapt our objectives and actions, as needed, to ensure Ryde remains a dynamic and inclusive creative hub.

