



 City of Ryde

CREATIVITY STRATEGY 2025 - 2030

JULY 2025



ACKNOWLEDGEMENT OF COUNTRY

The City of Ryde Council would like to acknowledge the Wallumedegal Aboriginal people, a clan of the Darug Nation, who are the Traditional Custodians of this Land. We would also like to pay respect to the Elders both past and present of the Darug Nation and extend that respect to all other Aboriginal and Torres Strait Islander people.

We honour the protection of one of the longest continuous Indigenous cultures and beliefs and pay our respects to the history, culture, language, and contemporary developments of the Indigenous people.

The City of Ryde celebrates the inclusion of all people and honours their rights and contribution to Country.

ACKNOWLEDGEMENT

The City of Ryde would like to thank the community, local artists and creative community groups, creative businesses, service providers and government agencies who have participated in our consultation and development of the *City of Ryde Creativity Strategy 2025-2030*. Your invaluable insights and perspectives towards future creative opportunities across our City is much appreciated.

Of note is also the contribution and support of our elected Councillors and popularly elected Mayor towards our important work on social and cultural planning and strategies.

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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.

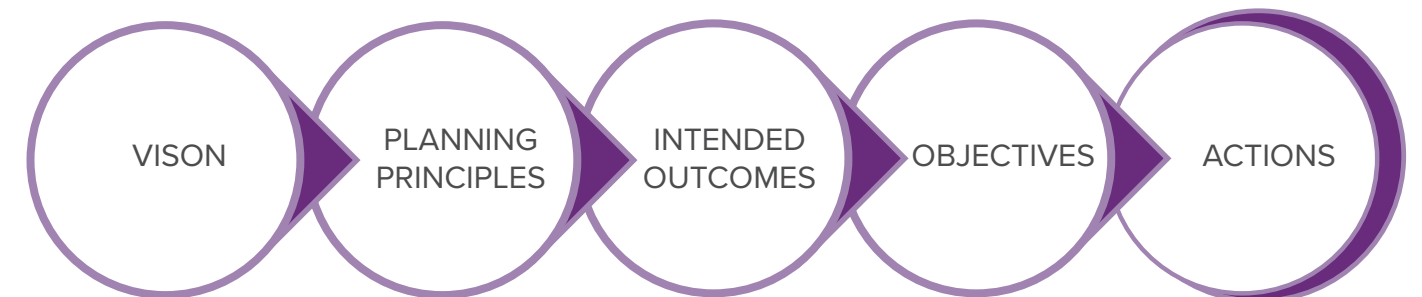



Figure 1. Key components of the City of Ryde's cultural and creativity planning (City of Ryde 2025)


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:


- 

Be accessible and affordable for everyone.
- 

Take place in a variety of unique locations and spaces, where people can easily get involved and connect.
- 

Be driven by local artists and a diverse community that is supported and connected.
- 

Celebrate and honour the diversity of our community’s identities, cultures, and talents.
- 

Strengthen our local identity and heritage.
- 

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

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.



1 INTRODUCTION

PURPOSE

Creativity is a powerful force that helps shape vibrant, connected, and inclusive communities. As the City of Ryde (our City) grows and diversifies, it is vital to ensure that creative opportunities are accessible to all. The Creativity Strategy 2025-2030 (the Strategy) provides a five-year roadmap designed to enhance and support creativity across our City. Its purpose is to make Ryde a vibrant, inclusive place where arts, culture, and creativity bring people together, offering opportunities to create, connect, and celebrate the unique qualities of our community. This Strategy ensures that creative activities continue to play a central role in enriching the lives of our residents and visitors.

The Strategy was developed through extensive consultation with the local community, creative groups, service providers, government agencies, City of Ryde Council (Council) staff and Councillors. It draws on a strategic review of broader government policies, an analysis of trends in cultural and creative activities, and a review of the outcomes from the previous Creativity Strategy 2019-2024. Additionally, best practices and strategies from around the world were considered to ensure that this Strategy sets a strong foundation for the future of creativity in Ryde.

INTEGRATED PLANNING FOR CREATIVITY

All of Council's planning is guided by the Integrated Planning & Reporting (IP&R) framework, a mandatory framework for all New South Wales (NSW) councils. The City of Ryde's Community Strategic Plan¹ (CSP) serves as the primary document within this framework, outlining the long-term vision for our City as "The place to be for lifestyle and opportunity at your doorstep".

The Strategy also supports the City of Ryde's Local Strategic Planning Statement² (LSPS), which envisions a liveable, prosperous, and connected City with diverse and vibrant centres over the next 20 years.

This Strategy aims to provide opportunities for everyone in our community to engage with and showcase their creativity, helping to build a vibrant, connected, and inclusive City. It aligns with key priorities from both the Australian and NSW governments, including promoting creativity, celebrating First Nations cultures and stories, providing essential infrastructure and spaces, ensuring equitable access to creative opportunities, and supporting the local creative sector.

RELATIONSHIPS TO OTHER STRATEGIES

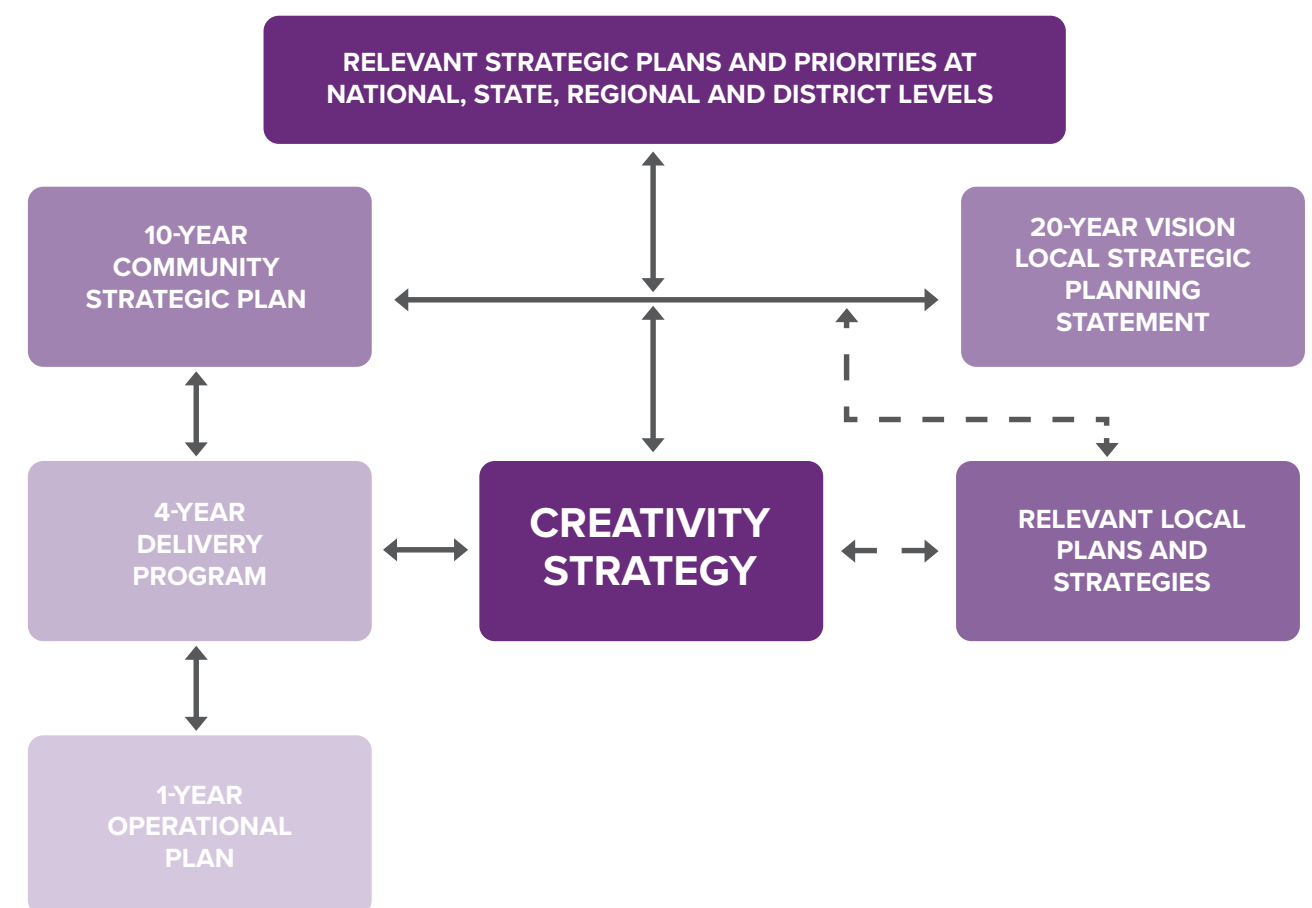


Figure 2. Alignment of the Creativity Strategy with City of Ryde's Integrated Planning and Reporting Framework (City of Ryde 2025)

¹ <https://www.ryde.nsw.gov.au/files/assets/public/v1/publications/corporate-services/city-of-ryde-2028-community-strategic-plan.pdf>

² <https://www.ryde.nsw.gov.au/files/assets/public/v1/publications/planning/lsp/planning-ryde-local-strategic-planning-statement-march-2020.pdf>

COUNCIL’S ROLE IN ACHIEVING CREATIVE OUTCOMES

Council plays a key role in advancing creative outcomes across our City. Its responsibilities include:

LEADERSHIP AND ADVOCACY

Leadership: Council ensures planning for developing creativity aligns with community needs and aspirations and is embedded in governance and decision-making processes.

Advocacy: We advocate for funding, infrastructure, and policy changes that promote creativity.

Custodian of community aspirations: Council is a custodian of the community’s aspirations and stories – it protects cultural heritage and ensures cultural diversity is reflected in public spaces.

RESEARCH, ENGAGEMENT, AND POLICY DEVELOPMENT

Research: We gather evidence to inform planning and identify barriers to creative opportunities.

Engagement: We listen to stakeholders and incorporate their feedback into policies.

Policy development: We create strategies that provide creative opportunities and actively respond to community needs.

BUILDING CONNECTIONS AND PARTNERSHIPS

Build connections: We connect creative community groups, local artists, and creative businesses and institutions to foster collaboration.

Build partnerships: We collaborate with government agencies, organisations and businesses to achieve shared outcomes.

Capacity building: We unlock potential by offering professional development, mentorship and access to resources that enable the achievement of creative outcomes.

SERVICE PROVISION AND INFRASTRUCTURE DELIVERY

Grants and sponsorships delivery: We fund community initiatives that promote creative outcomes.

Service provision: We deliver creative programs and activities for all community groups.

Infrastructure delivery: We invest in infrastructure that supports and fosters creative activities.

HOW TO READ THIS STRATEGY

This Strategy is structured to guide readers through the key components that define and support our vision for a creative, vibrant and inclusive community. The document is divided into the following sections:

- 1 **INTRODUCTION** – This section places the Strategy within the context of Council’s local planning and reporting framework. It outlines Council’s role in implementing the Strategy and delivering creative outcomes.
- 2 **STRATEGIC CONTEXT AND PLANNING PRIORITIES** – In this section, we define what creativity means for our City and highlight the benefits of investing in it. We show how this Strategy aligns with key priorities at national, state, regional, and local levels, ensuring that it contributes to the larger vision for creativity development across Australia.
- 3 **OUR CITY, COMMUNITY, AND CREATIVE SECTOR** – We provide an overview of Ryde’s community and creative sector, sharing key insights into the current state of creative opportunities in our City. This includes local participation trends, important statistics, and the findings from our community and stakeholder engagement. It helps us understand where we are starting from and how we can grow together.
- 4 **OUR STRATEGY** – This section outlines our outcome-based approach to develop creativity. It presents our overarching vision for the next five years, reflecting where we want to be as a community. The outcomes support this vision and are backed by specific, measurable, achievable, realistic and timely objectives. To monitor and evaluate progress, each outcome includes indicators that will measure success and help us stay focused on achieving our goals. This section also highlights the key action areas to clarify the next steps for implementing the Strategy. Additionally, it presents the process for implementation, monitoring, and evaluation, offering a framework to assess our progress. By following this structure, the Strategy provides both the long-term direction and the actionable steps required to create a vibrant and inclusive community, where creativity is at the heart of everyday life.

HOW THIS STRATEGY CAN BE USED

The Strategy will guide Council’s efforts to promote creativity over the next five years. It serves as a valuable resource for various stakeholders, enabling them to align their activities, contribute to shared goals, and benefit from the outcomes. The following demonstrates how different groups can use this Strategy:

STAKEHOLDER	HOW THIS STRATEGY CAN BE USED
Community	<ul style="list-style-type: none">• Participate in local creative programs, events, and activities.• Access and use facilities and spaces that enable creative activities.• Use the evidence outlined in the Strategy to develop grant applications for creative initiatives.• Connect with creative institutions and businesses to explore creative opportunities.• Identify gaps and provide feedback to help shape future planning and practices.
Local creative sector	<ul style="list-style-type: none">• Explore opportunities for collaboration, networking, and partnerships.• Participate in professional development and capacity building programs offered by Council and other organisations.• Use the evidence outlined in the Strategy to develop grant applications for creative initiatives.• Align projects and practices with Council’s strategic priorities.• Understand and consider the creative interests of our community.• Identify gaps and provide feedback to help shape future planning and practices.
State government and other agencies	<ul style="list-style-type: none">• Understand local creative priorities and needs to guide funding and strategic planning.• Partner with Council to develop creative outcomes.• Explore opportunities for networking and partnerships.
Council	<ul style="list-style-type: none">• Guide strategic planning to develop and promote creativity.• Advocate for increased investment in creative opportunities.• Identify opportunities for collaboration, networking, and partnerships.• Align the development of creative spaces, programs, and partnerships with the objectives outlined in this Strategy to address the gaps.• Monitor and evaluate creative initiatives across the City.

2

STRATEGIC CONTEXT AND PLANNING PRIORITIES

WHAT IS CREATIVITY FOR OUR CITY?

Creativity is the ability to look at the world in new, imaginative, and innovative ways, to spot patterns that others might miss, to link different ideas together and to come up with fresh solutions to problems. It is about thinking outside the box and finding new ways to express ourselves and tackle challenges.

Creativity, culture, arts, and storytelling are deeply interconnected, each influencing and shaping the others.

While **creativity** serves as the foundation for artistic expression, **culture** provides the context in which creativity thrives, reflecting shared beliefs, values, and experiences that shape how ideas are formed and communicated.

The **arts** act as a vehicle for creative expression and can be in diverse forms, such as visual art, crafts, design, music, performance, writing, or creative expression in public spaces. The arts translate creative ideas into tangible experiences.

Storytelling, whether through oral means, literature, or modern media, is the primary method of distributing creative works. The expression of values and memories allows us to connect and, therefore, storytelling helps to preserve cultures, through the sharing of histories, values, and collective experiences.

Together, these elements create a dynamic cycle, where creativity nurtures culture, the arts bring that creativity to life, and storytelling ensures its continuity and impact across future generations.

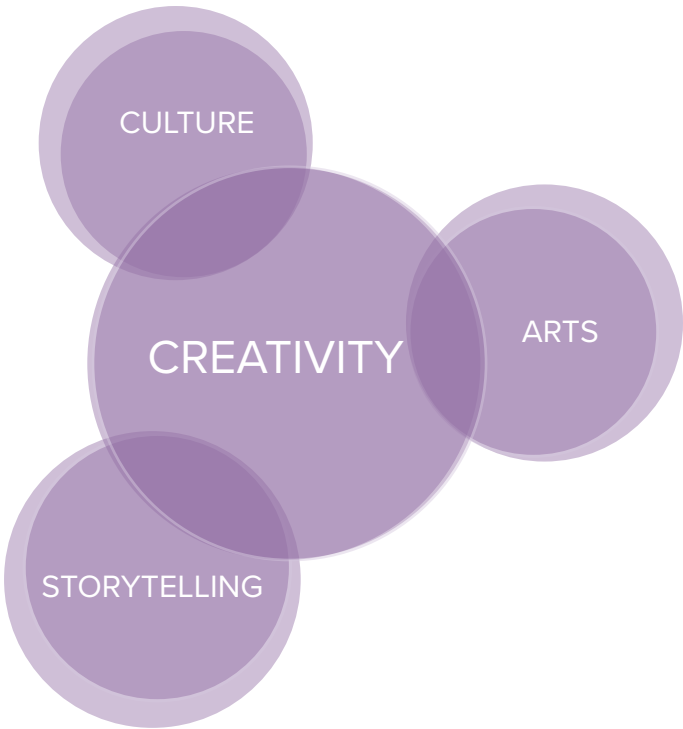






Figure 3. The connection between creativity, culture, arts, and storytelling (City of Ryde 2025)

WHAT IS CREATIVE ECOSYSTEM IN THIS STRATEGY?

This Strategy defines the creative ecosystem in alignment with NSW Arts, Culture and Creative Industries Policy 2024 - 2033: Creative Communities.³ The extensive ecosystem for developing creativity across our City includes:

-  PERFORMING ARTS, INCLUDING THEATRE, DANCE, CIRCUS, COMEDY, CABARET
-  MUSIC, INCLUDING CLASSICAL AND CONTEMPORARY COMPOSITION, PERFORMANCE AND RECORDING
-  VISUAL ARTS AND CRAFTS
-  SCREEN AND DIGITAL GAMES
-  LITERATURE, WRITING AND PUBLISHING
-  BROADCASTING AND DIGITAL MEDIA
-  DESIGN, ARCHITECTURE AND FASHION
-  BUILT AND PHYSICAL HERITAGE
-  FIRST NATIONS CULTURES
-  GALLERIES, LIBRARIES, ARCHIVES AND MUSEUMS
-  CREATIVE AND ARTS EDUCATION.

Our practices for developing creativity embrace all these sectors and diverse specialisations that sit under these categories.

WHY DO WE NEED TO PLAN FOR CREATIVITY?

This Strategy recognises the contribution of creative activities and representations to shaping vibrant, active, lively and growing places where people love to live and work. Creative activities help bring our community together, connect us, improve our wellbeing and mental health, and foster a shared identity. Engaging in creative activities promotes a sense of belonging, lifelong learning and skill development for people, regardless of their age, gender, background, capabilities and circumstances.

Our public spaces will be activated through arts and creative representations and events. These opportunities enable us to share our stories.

Creative businesses and activities support our local economy by providing employment opportunities, attracting visitors, and contributing to our City’s economic productivity.

8 in 10 people in NSW regularly engage in creative and cultural events and want activities that reflect Australia’s diverse and growing population, which are free or affordable.⁴

52% of people in NSW believe digital creative offerings play a significant role in their lives.⁴

70% of Australians believe cultural and creative experiences make life richer and more meaningful.⁵

70% of Australians feel that cultural and creative experiences help them to understand perspectives different to their own.⁵

60% of Australians believe cultural and creative experiences can improve wellbeing and help us manage stress, anxiety and depression.⁵

National creativity planning emphasises accessible and inclusive opportunities, particularly after dark.⁵

National creativity planning highlights the significance of engaging with First Nations arts and cultures.⁵



STRATEGIC PRIORITIES FOR CREATIVITY

There is a growing emphasis on offering and promoting creative opportunities that foster community connections, social cohesion, and enhance health and wellbeing, both locally and nationally. To align with this strategic direction, we have reviewed key documents to identify priorities that will shape the future of creative opportunities in our City. Our objectives and intended outcomes are directly informed by this review, ensuring that this Strategy aligns with relevant targets and goals set by all levels of government, and contributing to the delivery of meaningful creative outcomes.

The strategy is aligned with a range of plans, strategies, policies, and frameworks developed at different levels of government, including:

- National Cultural Policy⁶
- Creative Australia Strategy: Creativity Connects Us⁷
- National Arts and Disability Strategy⁸
- National Arts and Disability Associated Plan (Equity)⁹
- Create NSW: Arts and Cultural Policy Framework¹⁰
- Create NSW: Cultural Infrastructure Plan¹¹
- NSW Arts, Culture and Creative Industries Policy— Creative Communities¹²
- NSW Contemporary Music Strategy¹³
- Greater Sydney Region Plan – A Metropolis of Three Cities¹⁴
- North District Plan¹⁵
- City of Ryde Community Strategic Plan¹⁶
- City of Ryde Local Strategic Planning Statement
- City of Ryde Social Plan
- City of Ryde Social and Cultural Infrastructure Framework
- City of Ryde Local Infrastructure Strategy
- City of Ryde Halls and Facilities Strategy
- City of Ryde Library Service Strategic Plan
- City of Ryde Disability Inclusion Action Plan
- City of Ryde Reconciliation Action Plan
- City of Ryde Events Plan
- City of Ryde Live Music Plan
- City of Ryde Economic Development Strategy, and
- City of Ryde Night-time Economy Strategy.



⁶ <https://www.arts.gov.au/sites/default/files/documents/national-culturalpolicy-8february2023.pdf>
⁷ <https://creative.gov.au/wp-content/uploads/2023/08/Corporate-Plan-2023%E2%80%9327.pdf>
⁸ <https://www.arts.gov.au/sites/default/files/documents/arts-disability-0110.pdf>
⁹ <https://www.arts.gov.au/sites/default/files/documents/equity-the-arts-and-disability-associated-plan.pdf>
¹⁰ https://www.nsw.gov.au/sites/default/files/2023-05/ARTS-NSW_Cultural-Policy-A5_13-May_web-1.pdf
¹¹ https://www.nsw.gov.au/sites/default/files/2023-07/CIP_Accessible%201.pdf
¹² <https://www.nsw.gov.au/sites/default/files/2023-12/creative-communities-arts-culture-and-creative-industries-policy.pdf>
¹³ <https://www.nsw.gov.au/sites/default/files/noindex/2024-12/nsw-contemporary-music-strategy-2024.pdf>
¹⁴ <https://www.planning.nsw.gov.au/plans-for-your-area/a-metropolis-of-three-cities>
¹⁵ <https://www.planning.nsw.gov.au/sites/default/files/2024-04/north-district-plan.pdf>
¹⁶ For further information about the City of Ryde plans and strategies see <https://www.ryde.nsw.gov.au/Council/Plans-and-Publications>

KEY STRATEGIC PRIORITIES

USE CREATIVE ACTIVITIES TO STRENGTHEN COMMUNITY CONNECTIONS AND ENHANCE WELLBEING

Participation in creative activities plays a key role in building a strong sense of belonging, identity, and social cohesion. The National Cultural Policy recognises that engaging in creative activities improves mental wellbeing, healthy aging, and reduces the risk of dementia. Our Strategy will help the Council achieve goals around community wellbeing and reducing social isolation through creative opportunities.

DELIVER CREATIVE SPACES

The NSW Cultural Infrastructure Plan highlights the need for more cultural spaces across the state to support cultural production and participation. Our Strategy will explore opportunities to maximise the use of existing spaces and strategically plan for expanding them through future developments and shared-use opportunities.

ACCESS, EQUITY AND INCLUSION

The National Arts and Disability Strategy emphasises making arts and cultural activities accessible for people with disabilities, both as participants and creators. Our Strategy addresses barriers to participation and encourages our diverse community to engage, create, and share creative works.

CELEBRATE CULTURAL DIVERSITY AND HERITAGE

Australia’s cultural diversity is reflected in its stories, people, and places, with creative representations of these cultures varying across different places. The National Cultural Policy supports the unique representation of stories and heritage. Our Community Strategic Plan highlights the importance of celebrating our cultural heritage, and this Strategy will help achieve that by fostering diverse storytelling and preserving cultural identities for future generations.

EMBED FIRST NATIONS’ CULTURES

First Nations cultures, stories, and arts are central to our creative identity. The National Cultural Policy highlights the importance of supporting First Nations creatives through professional development, dedicated spaces, and programming. This Strategy aligns with Council’s commitment to reconciliation, ensuring First Nations voices and stories are at the heart of our creative landscape.

EMPOWER CREATIVE INDUSTRIES AND LOCAL TALENT

The creative sector is a key driver of both economic and cultural growth. The National Cultural Policy and the NSW Contemporary Music Strategy focus on strengthening the live music sector and creative industries by providing capacity building opportunities, performance spaces, and accessible venues. This Strategy will support local artists and creatives by offering resources, partnerships, spaces, and opportunities to help them thrive.

For more details on the strategic priorities at national, state, regional, and local levels guiding this Strategy, please refer to the Creativity Strategy Background Report 2025.

3

OUR CITY, COMMUNITY AND CREATIVE SECTOR

OUR CITY

Our City, located on Wallumedegal land along the Parramatta River, is a vibrant and culturally diverse area. Our cultural identity is shaped by a blend of First Nations history, European heritage, and the stories of new migrants. Landmarks, such as the grave of Bennelong, and historic buildings highlight the area's rich history.

We have a community that actively engages in cultural expression and celebrates creativity through festivals, events, and activities. Major events like Lunar New Year and the Granny Smith Festival, along with other local celebrations, showcase local talent and bring the community together through creativity.

With strong transport links to the rest of Greater Sydney, our City is well-positioned to expand its creative offerings and support a thriving creative sector. This Strategy will build on our strengths, enhancing spaces, programs, and opportunities for creative production, presentation, and participation.

OUR CREATIVE FACILITIES AND SPACES

Our City offers a range of spaces for creative activities, including theatres, halls, libraries, and venues for live music performances. We also have many parks, laneways, and plazas that can be activated for creative use.

The Macquarie Park Innovation District, along with key institutions like Macquarie University and Meadowbank TAFE, offer valuable creative opportunities and educational services.

OUR COMMUNITY¹⁷

Our Creativity Strategy responds to the evolving and diverse needs of the City of Ryde's growing population. By 2041, we expect around 183,000 people to call our City home, representing a significant increase of 44,000 since 2024 and 53,000 since 2021.

As our population grows, creative opportunities will play a vital role in fostering a sense of belonging, connection, and cultural expression. Key demographic shifts include:

- An increasingly diverse population, with many people from different cultural backgrounds and who speak a language other than English at home. This rich diversity enhances our cultural and creative landscape, creating opportunities for unique creative practices and storytelling.
- A higher proportion of people living in apartments and alone compared to Greater Sydney, highlighting the need for creative activities that strengthen social connections, improve mental wellbeing, and address social isolation.
- A rise in young couples and families, emphasising the importance of offering a wide range of creative programs and activities for children and young people.



¹⁷ All data presented in this section is sourced from REMPLAN and .id Community Profile based on Australian Bureau of Statistics (ABS) Census of Population and Housing 2021. Retrieved from <https://www.remplan.com.au/> and <https://profile.id.com.au/>. The population projection data is sourced from REMPLAN future population forecast.

OUR COMMUNITY



POPULATION

2024
138,720

2041
183,352

+44,632 population increase
between 2024 and 2041

COMMUNITY GROUPS

0.5%
Aboriginal and Torres Strait Islander residents

51%
women and girls

49%
born overseas
(23% arrived in Australia between 2016 and 2021)

16%
aged under 15

49%
speak a language other than English at home

15%
aged over 65

8%
have difficulty in speaking English

largest age group
30-34
year olds

5%
require assistance with core activities

EMPLOYMENT & INCOME

unemployment rate

5%

91,764
LOCAL JOBS

41%

of households earn an income of \$3,000 or more per week

median weekly household income
\$2,189

5%

youth disengagement¹⁸

HOUSEHOLDS

32%

households made up of couples with children

26%

of people living alone

Figure 4. City of Ryde demographic analysis (Data source: REMPLAN and .id Community Profile based on ABS Census of Population and Housing 2021, and REMPLAN future population forecast)

¹⁸ Engagement in employment and education looks at the level of participation by age and sex of the population in the labour market, or full or part-time education. A full time employed or full-time student would be fully engaged, while part-time students may be fully engaged if they are also employed, or partly engaged if they are not working.

OUR CREATIVE SECTOR¹⁹



City of Ryde is home to a dynamic creative sector. Our creative industries make a strong contribution to the local economy.

OUR CREATIVE INDUSTRIES GENERATE:

\$20.270

billion in Gross Regional Product

\$2.026

billion in value-added²⁰

Specialisation in Broadcasting and Publishing

(Internet Publishing, Broadcast, Web-search and Data Services)

Approximately

2,350

creative jobs

OUR CREATIVE WORKFORCE IS:

mainly aged
30-39

Male
49%

Female
51%

60%

hold bachelor's degree or higher

30%

come from culturally and linguistically diverse communities

Figure 5. City of Ryde creative sector analysis (Data source: REMPLAN)

For more detailed information about our City, community and creative sector, please refer to the Creativity Strategy Background Report 2025.

¹⁹ All data presented in this section is sourced from REMPLAN and is derived from the information breakdown provided by the ABS, Retrieved from <https://www.rempln.com.au/>

²⁰ The value-added and estimated specialisation are presented at aggregation level of all industry sectors included in the following categories defined by ABS: • Professional, Scientific and Technical Services • Internet Publishing, Broadcast, Websearch and Data Services • Broadcasting (except internet) • Publishing (except Internet and Music Publishing) • Arts, Sports, Adult, Community and Other Education • Heritage, Creative and Performing Arts • Motion Picture and Sound Recording • Library and Other Information Services. Notably, industry sectors other than target creative industries in this Strategy (outlined in the Creativity Strategy Background Report 2025) contribute to the value-added and estimated specialisation from the target creative industries, due to limitations in further breakdown of information provided by ABS.

OUR COMMUNITY PRIORITIES

How we engaged with you

To develop this Strategy, we engaged with over 500 people in 2024 and 2025. Our stakeholder engagement involved various approaches, including informing stakeholders and gathering feedback through surveys. We also involved creative community groups, local artists, and the wider community in workshops, as well as consulting with service providers and government agencies in focus groups and validating our findings through a public exhibition.

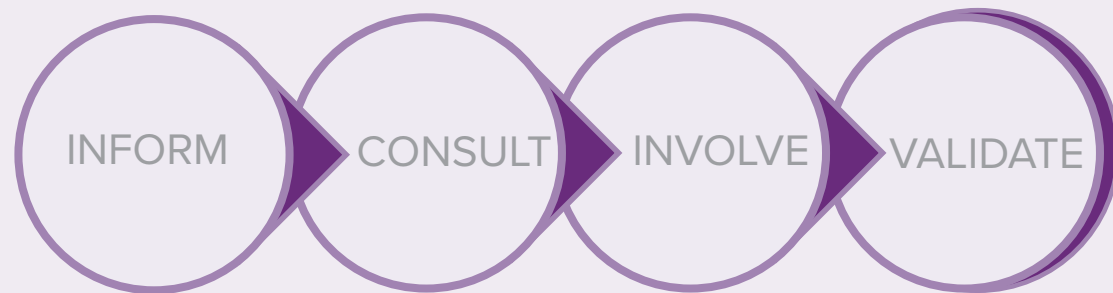


Figure 6. Various approaches for stakeholder engagement (City of Ryde 2025)

We used the following methods to gather feedback from our stakeholders:

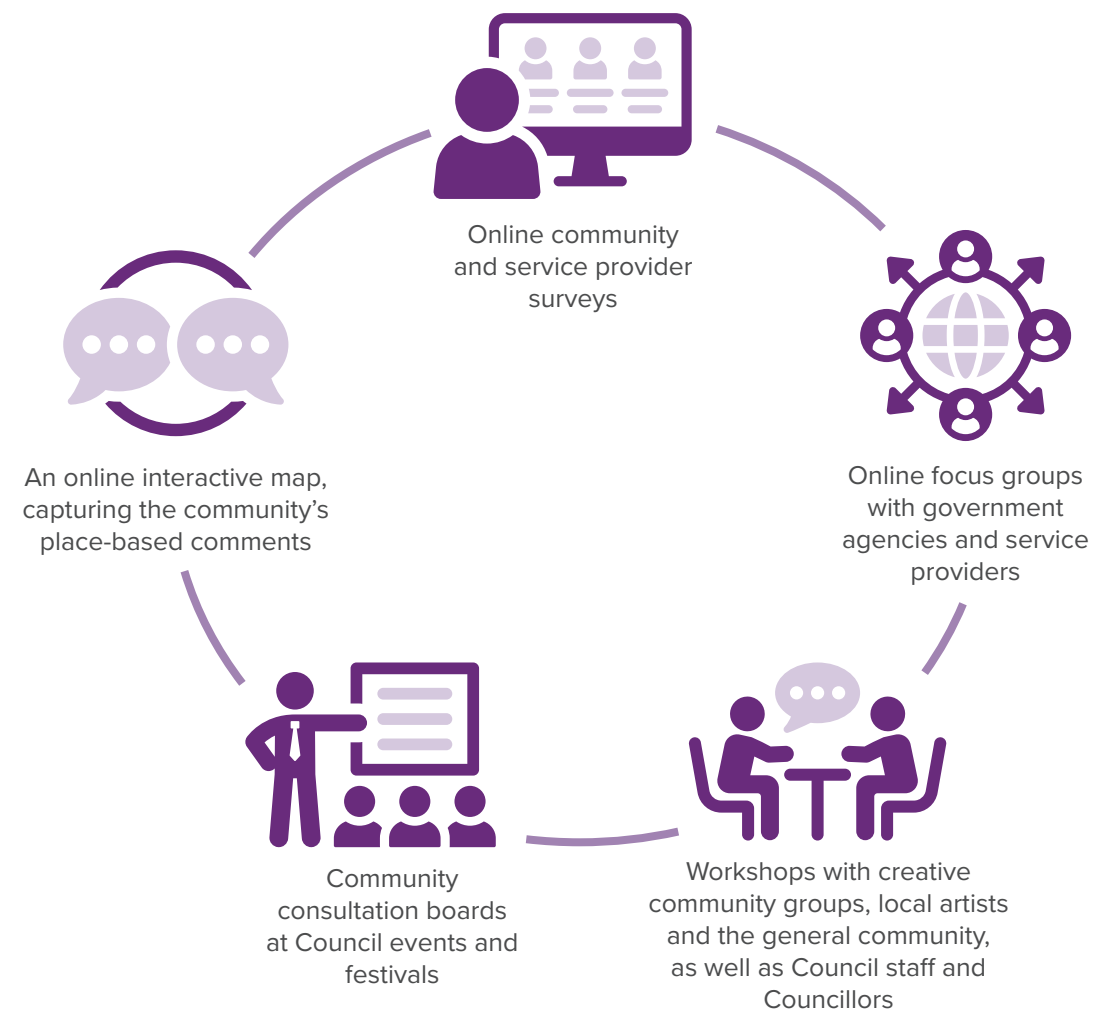


Figure 7. Applied methods for stakeholder engagement and consultation (City of Ryde 2025)

KEY INSIGHTS

The review and analysis of feedback from the community and stakeholders revealed the following key points:

BARRIERS TO PARTICIPATION IN CREATIVITY

Our community faces challenges in accessing creative activities, including a lack of awareness about the opportunities, distance from creative spaces and facilities, and cost of using creative spaces. Residents have expressed a strong desire for more inclusive, affordable, and easily accessible opportunities across the City. They also require better access to spaces for showcasing creative works and a simplified process for booking Council-owned venues.

CELEBRATING CULTURAL DIVERSITY

The community values cultural diversity and wants to see it celebrated through creative events. There is a call for more intergenerational and cross-cultural opportunities to encourage social connections and cultural exchange, and the celebration of diverse cultural expressions.

CREATIVITY BUILDS COMMUNITY CONNECTIONS

Creativity is seen as a powerful tool for strengthening community connections and social cohesion. Residents suggest that collaborative partnerships between local government, creative businesses, artists, and community groups can help foster these connections.

SUPPORT FOR COMMUNITY-LED ACTIVITIES

There is strong support for community-led creative activities. Local artists, volunteers, and residents seek more opportunities for involvement and want Council to offer clear guidelines and the necessary support to facilitate these initiatives.

BUILDING A UNIFYING LOCAL IDENTITY

Our community wants to create a shared local identity that celebrates both cultural diversity and artistic expression. They see potential in positioning our City as a unique cultural hub, distinct from the Sydney CBD, through creative and heritage-based activities.

ENGAGEMENT WITH FIRST NATIONS ARTS

The community is eager for more engagement with Indigenous arts and cultural values. They emphasise the importance of including First Nations artists and groups in creative activities, fostering respect, and strengthening connections to Country.

SUPPORT FOR GROWING THE CREATIVE SECTOR

Local artists and creative businesses require more support, including affordable creative spaces and networking opportunities. The community wants Council to prioritise local talent in events, create more platforms for showcasing their work, and offer professional development opportunities. They also suggest that Council partner with service providers and organisations to provide more resources for growing the local creative sector.

For more details on the stakeholder engagement process and outcomes, please refer to the Creativity Strategy Background Report 2025.

4 OUR STRATEGY

Our City is evolving, and creativity has the potential to shape our local identity, foster community connections, and boost our economy. To achieve our vision of a vibrant, inclusive City where creativity is at the heart of everyday life, we must build on our strengths while tackling the challenges ahead.

WHAT ARE OUR STRENGTHS?

We have:

- A rich cultural history, including First Nations, European, and multicultural stories
- A vibrant and creative City with events, programs, and public spaces that can be used for creative activities
- An engaged community that regularly participates in creative activities
- A growing number of artists supported by Council programs
- Cultural diversity
- Educational institutions, such as Macquarie University and Meadowbank TAFE, as well as theatres, halls, libraries, and venues for live music performances, and
- A high number of workers commuting to our City each day.

WHAT CHALLENGES DO WE NEED TO OVERCOME?

We face challenges, such as:

- A shortage of accessible, affordable and suitable spaces for creative production, activities and events to support our growing population
- A growing number of people living alone in high-density apartments and facing social isolation
- A lack of creative activities that cater to the diverse needs and interests of our growing community, especially in the evenings, and
- Limited opportunities for networking and collaboration among artists and creatives in our City.

VISION

‘City of Ryde is 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’.

The outcomes we need to achieve this vision are as follows:

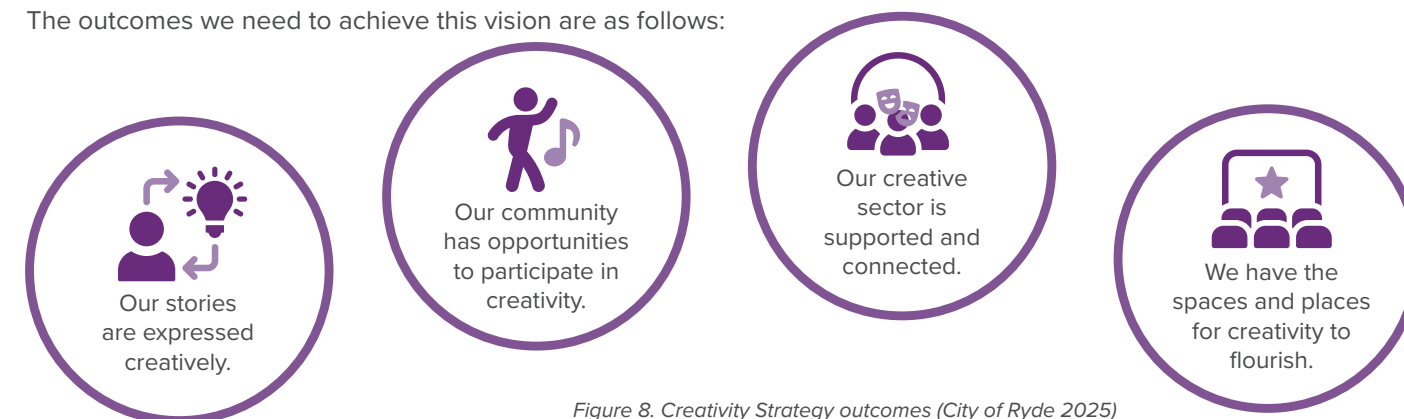


Figure 8. Creativity Strategy outcomes (City of Ryde 2025)

HOW TO READ THIS SECTION OF THE CREATIVITY STRATEGY

This section outlines the outcomes, objectives, and key action areas that will guide the City of Ryde’s Creativity Strategy. To help you understand how these elements connect, we have provided an overview of how to read and interpret the content.

This Strategy uses an **outcome-based approach**, focusing on the results we aim to achieve. We have identified specific indicators to measure our progress towards these outcomes. These indicators will help us monitor and evaluate success and inform future adjustments to the Strategy.

The key components of this outcome-based approach are:

VISION

This is the foundation of our Strategy, reflecting our long-term goals for creating a vibrant, inclusive and creative community. The outcomes and objectives in this section are designed to bring this vision to life.

PLANNING PRINCIPLES

These principles are informed by a broader strategic context and valuable feedback from our community and stakeholders. They provide the framework for how we plan to achieve our vision, ensuring we remain focused on the needs of our diverse population and the challenges we face.

OUTCOMES

These define our key goals and priorities and represent the long-term vision for creativity in Ryde. The outcomes guide our efforts in developing and promoting creative opportunities, directly reflecting our vision and setting the direction for our work.

OBJECTIVES

These specific objectives make the vision and outcomes achievable. We have set objectives for each outcome, which will be reviewed and updated when the Strategy is revised in 2030.

KEY ACTION AREAS

These provide a roadmap for how we will achieve the objectives. Action areas will guide the development of an annual Creativity Action Plan, updated each year based on stakeholder feedback and as part of Council’s operational planning process.

Additionally, this section outlines a process for implementing the Strategy, alongside a framework for monitoring and evaluating progress toward achieving the desired outcomes. The monitoring and evaluation framework encompasses the timeframe, assigned roles and responsibilities, and the reporting process.

OUTCOME 1: OUR STORIES ARE EXPRESSED CREATIVELY



“Ryde is a melting pot of multiculturalism.”
“There is a large multicultural group within Ryde that can be represented through the arts. There is plenty of room for new activations and opportunities, especially among younger people.”

We aim to celebrate and share the diverse stories that shape our City, from those from First Nations people to those from our multicultural communities. This goal is about encouraging creative expression through various forms, allowing everyone to share their unique stories.

Our community has told us that it needs more chances to participate in creative activities that reflect our growing diversity and help shape a unified identity for our City. In particular, people have expressed a desire for intergenerational and cross-cultural events that celebrate diversity, including the art and cultures of both First Nations and multicultural communities.

Sharing our stories in creative ways helps strengthen our connection to the past, present, and future. By supporting these creative expressions, we aim to build a more inclusive and vibrant community that honours our rich heritage, cultural diversity, and ongoing connection with Country.

Through local programs, public art installations, and festivals, we will bring these stories to life and create opportunities for the community to engage in meaningful, creative ways.



OBJECTIVE	DESCRIPTION	KEY OUTCOME INDICATOR
Objective 1. Express our identity and share our stories through diverse creative practices	By embracing diverse forms of creative expression, we celebrate our cultural heritage and allow everyone in the community to contribute to the rich tapestry of our shared experiences.	<ul style="list-style-type: none">• Diversified creative ecosystem across the City of Ryde• Diverse cultural representation through creativity and art
Objective 2. Acknowledge the history and value of Country and First Nations arts and cultures	By honouring First Nations traditions, we aim to foster a deeper understanding and respect for the rich cultural heritage that shapes our community.	<ul style="list-style-type: none">• Increased engagement and consultation with First Nations communities• Increased public awareness around indigenous arts, culture, and history• Increased representation of indigenous arts, culture, and history

Table 3. Objectives and key outcome indicators relevant to Creativity Strategy Outcome 1 (City of Ryde 2025)

KEY INSIGHTS FROM RESEARCH AND STAKEHOLDER ENGAGEMENT

Our City is located on the traditional lands of the Wallumedegal people, home to significant sites and stories, including the grave of Bennelong.

Nearly half (49%) of our residents were born overseas, bringing a rich variety of stories, cultural traditions, and creative skills to our area.²¹

Our community enjoys a wide range of creative activities. However, many feel these activities do not fully celebrate or express their stories, identity, and heritage.

There is a strong desire within the community for better representation of Indigenous art in our City.

Our community sees creative opportunities in our City as multicultural, diverse, and welcoming.

KEY ACHIEVEMENTS TO DATE

- Over 50% of our creative programs from 2019 to 2024 were delivered in partnership with our culturally and linguistically diverse community.
- Council has hired creative workers from diverse cultural and linguistic backgrounds.
- Council has hosted exhibitions that celebrate our history.

²¹ REMPLAN based on ABS Census 2021, Retrieved from <https://www.remplan.com.au/>

OUTCOME 2: OUR COMMUNITY HAS OPPORTUNITIES TO PARTICIPATE IN CREATIVITY



“There are two things that bring community together – art and music. They are great ways to connect with each other.”

Our goal is to ensure that everyone in our community – be they residents, workers, visitors, or creatives – has an equal chance to enjoy and take part in creative activities. This includes people with disabilities, young people, senior residents, and those from diverse cultural backgrounds.

Our community has told us that it wants accessible and affordable opportunities to join in with creative activities close to home. The residents have also expressed a desire for creative events and activities that bring people together and support community-led projects.

We aim to offer programs, events, and activities that meet the evolving needs of our community and help everyone feel a strong sense of belonging to Ryde. We also ensure that everyone has access to affordable creative facilities and services, and are well-informed about creative opportunities across our City.



OBJECTIVE	DESCRIPTION	KEY OUTCOME INDICATOR
Objective 3. Provide equitable access to affordable and quality creative facilities and spaces	We will plan to provide accessible, affordable and quality facilities and spaces for creative activities to support individuals and creative groups in expressing their talent and fostering a vibrant, inclusive community.	<ul style="list-style-type: none">• Improvement in current community facilities and spaces available for creative activities• Increased equitable access to affordable creative facilities and spaces
Objective 4. Ensure information about creative opportunities is widely available in diverse formats	We will make our communications about creative opportunities more inclusive, ensuring that all community members can easily access and participate in the activities available to them.	<ul style="list-style-type: none">• Increased use of culturally appropriate formats to promote cultural and creative programs, events and activities• Diverse ways to raise public awareness about creative opportunities
Objective 5. Support creative programs, activities and events that are inclusive and bring diverse groups together	We will build partnerships and collaborate to provide creative programs and activities for all. By doing so, we aim to foster our community’s wellbeing and sense of belonging to Ryde.	<ul style="list-style-type: none">• Improvement in Council’s creative programs, events, and activities for greater inclusion of all community groups and more effective partnerships with other agencies• Increased community connection, belonging and wellbeing through access to creative opportunities

Table 4. Objectives and key outcome indicators relevant to Creativity Strategy Outcome 2 (City of Ryde 2025)

KEY INSIGHTS FROM RESEARCH AND STAKEHOLDER ENGAGEMENT

26% of our community live alone, and **34%** live in high-density apartments.²²

Our community has told us that arts and creative activities in our City are generally inclusive, but challenges include a lack of local activities, high costs, and limited transport options.

Our community wants more high-quality arts and cultural events that are well-promoted, especially events and festivals that showcase creativity and the creative industries.

Each day, over 70,000 workers come to our City, making up 80% of the daily workforce.²² Many of these workers may be looking for cultural and creative activities outside of work hours, such as after work or during lunch breaks. There are also businesses that may be looking for venues to host events.

- ### KEY ACHIEVEMENTS TO DATE
- Council has organised a variety of cultural and creative events, including a youth performing arts school holiday program, a youth creative competition, and a battle of the bands.
 - Council has offered creative programs and events at local libraries, including author talks.
 - Council has hosted live music events in public spaces and at local libraries.
 - Council has partnered with local schools to encourage students to get involved in creative activities.
 - Council has created an Arts eNewsletter, which has around 1,500 subscribers.

²² REMPLAN based on ABS Census 2021, Retrieved from <https://www.remplan.com.au/>

OUTCOME 3: OUR CREATIVE SECTOR IS SUPPORTED AND CONNECTED



“Champions need resourcing from Council and currently they are not given the opportunity to thrive.”

“There are some artists at the professional level residing at the City of Ryde, but the LGA has yet to seize the fantastic opportunity to get them involved in art programs and events.”

Our goal is to support and empower our creative sector and ensure they have opportunities to create, produce, and showcase their work. Our local creatives have told us they want more opportunities to showcase their work in Ryde, as well as more chances to collaborate and network with other artists, creative businesses, and the Council. They have also expressed a need for grants, professional development programs, and partnerships to help them grow their skills.

We aim to connect creatives with the Council, each other, and the wider community to build a vibrant and diverse creative ecosystem. This includes providing further opportunities for professional growth, education, and skill development, as well as offering financial support through partnerships.

Supporting our creative sector makes our City a more inspiring and attractive place for creatives to live and work. It brings economic benefits and encourages fresh ideas.



OBJECTIVE	DESCRIPTION	KEY OUTCOME INDICATOR
Objective 6 Support our creative community and services to thrive and innovate	We will provide resources and opportunities needed to inspire new ideas and help local creatives reach their full potential.	<ul style="list-style-type: none">Increased financial support through partnerships for local artists, creative community groups, and not-for-profit organisations to run creative activities and eventsEnhanced quality and accessibility of services related to creativity
Objective 7 Foster a connected network for our creative community and services	By encouraging collaboration and partnerships, we create a supportive environment where creatives can share ideas, resources, and opportunities to grow together.	<ul style="list-style-type: none">Facilitated and promoted network of local creative sector
Objective 8 Support our creative community and services in contributing to a resilient and sustainable City	We aim to enhance community wellbeing through creative activities. We will also encourage our creative sector to adopt sustainable practices in their work and contribute to our local economy.	<ul style="list-style-type: none">Enhanced community resilience through creative activitiesGreater sustainability in creative practices

Table 5. Objectives and key outcome indicators relevant to Creativity Strategy Outcome 3 (City of Ryde 2025)

KEY INSIGHTS FROM RESEARCH AND STAKEHOLDER ENGAGEMENT

Our community believes one of the strengths of our City is having professional artists and talented individuals.

While our community feels that the Council supports the professional development of artists, they want the Council to create more opportunities for local artists, creative organisations, and businesses to thrive.

The community strongly agrees that arts and creative activities create new employment opportunities.

- KEY ACHIEVEMENTS TO DATE
- Council has hosted an artist-in-residence program.
 - Council has launched and awarded the Sustainable Waste to Art Prize.
 - Council has run a creative spotlight series, showcasing 22 local artists each year.
 - Council has organised creative meetups and networking events to help artists and creatives connect and collaborate.
 - Council has offered 50 free professional development sessions for creatives.
 - Council has provided grants to local artists and community groups.
 - Between 2019 and 2024, 207 artists were featured in Council events and programs.
 - The number of artists and creatives on the Council's local artist register grew from 130 in 2019 to 300 in 2024.

OUTCOME 4: WE HAVE THE SPACES AND PLACES FOR CREATIVITY



“Keen to make Ryde a creative destination.”

Our goal is to provide a variety of spaces for different forms of creative expression across our City. The community expressed a desire for both indoor and outdoor spaces for exhibitions, rehearsals, and events, as well as an easier booking process to use Council facilities.

We plan to improve and repurpose existing spaces and facilities, while also working with government agencies and local institutions to establish new creative spaces that our community can share. We aim to bring creativity into public areas, allowing residents to experience culture in their everyday lives, whether they are walking through streets, using public transport, or visiting parks.

By placing art works in public spaces like parks, streets, and transport areas, we will make creativity a visible and accessible part of daily life, helping to build a shared sense of identity and belonging.



KEY INSIGHTS FROM RESEARCH AND STAKEHOLDER ENGAGEMENT

Our community feels that the City lacks spaces that support and foster creativity.

They believe that the lack of space and infrastructure is a major challenge to developing and promoting creativity.

KEY ACHIEVEMENTS TO DATE

- A new auditorium at Lachlan’s Line is available for hire.
- Improvements have been made to the North Sydney School of Arts Community Centre.
- Some of our libraries have been upgraded to support a wider range of creative activities.

OBJECTIVE	DESCRIPTION	KEY OUTCOME INDICATOR
Objective 9 Create accessible and affordable spaces in our City that enable creativity	We will strategically plan our creative facilities and spaces to ensure everyone has the opportunity to engage in creative participation and production.	<ul style="list-style-type: none">• Diverse options of accessible and affordable facilities and spaces available for providing creative opportunities
Objective 10 Activate our City’s public spaces through art and creativity	By bringing creative expression into everyday places, we aim to make it more accessible and create a vibrant and engaging environment for everyone to enjoy.	<ul style="list-style-type: none">• An increase in the number of public art installations and creative representations in public spaces
Objective 11 Build partnerships that increase access to creative participation and production	We aim to collaborate with creative industries, and organisations to provide more opportunities for people to engage in and contribute to the creative process.	<ul style="list-style-type: none">• Increased creative opportunities through partnerships

Table 6. Objectives and key outcome indicators relevant to Creativity Strategy Outcome 4 (City of Ryde 2025)

KEY ACTION AREAS

Defining the key action areas provides a clear roadmap for achieving the objectives of the Creativity Strategy. These focus areas will guide our approach and inform the development of specific actions over the next five years. Our key action areas include:

- Strategic planning for service provision
- Strategic planning for infrastructure delivery
- Council’s programs, events, and festivals
- Grants and sponsorship
- Leadership and advocacy
- Partnerships
- Communication and information sharing
- Public education
- Engagement and consultation
- Council’s policies, strategies and regulations
- Research

IMPLEMENTATION

This Strategy outlines a five-year roadmap for delivering creative outcomes for the Ryde community. To support its implementation, we will develop a detailed Creativity Action Plan. The Action Plan will be reviewed and updated annually, incorporating stakeholder feedback and aligning with Council’s operational planning process to ensure continuous improvement and relevance.

The City of Ryde’s Creativity Strategy is designed to work in harmony with Council’s other plans and strategies to ensure our actions support broader community goals. By aligning with existing Council plans that promote innovation, infrastructure development, social inclusion and wellbeing, we ensure that our efforts are integrated and complement the City’s long-term vision.

The Council’s plans and strategies, as mentioned in the Strategic Context section of this Strategy, contribute to the delivery of outcomes outlined in the Creativity Strategy. The Creativity Action Plan may also include high-level actions that guide more detailed initiatives within other Council plans or strategies, such as the Live Music Plan.

The successful delivery of these actions will depend on a collaborative effort across Council teams, with actions and progress reports included in their annual Business Plan. It will also involve partnerships with creative community groups, local artists, creative businesses, government agencies, and peak bodies.

The budget for implementing these actions will be included in the Council’s Delivery Program and Operational Plan.

MONITORING AND EVALUATION

To ensure the success of the Strategy, we will establish a comprehensive monitoring and evaluation framework to assess the progress of objectives and actions, as well as measure how effectively the desired outcomes have been achieved.

TIMEFRAME

We will evaluate this Strategy at three key stages following its adoption by Council:

- Short-term (year 1) – to establish baseline data, monitor early action implementation and gather initial feedback.
- Medium-term (year 3) – to review progress towards objectives and adjust actions as required.
- Long-term (year 5) – to conduct a final review of the Strategy to assess our success in achieving outcomes and identify areas for improvement in the next Creativity Strategy.

ROLES AND RESPONSIBILITIES

The distribution of roles and responsibilities for monitoring and evaluating are outlined below:

- **Council** will lead the evaluation process, including developing evaluation methods, reporting on progress, and making adjustments as needed.
- **Community members, the local creative sector and other stakeholders** will provide valuable feedback to inform the evaluation findings.
- **Partners** who collaborate with Council in delivering actions will share insights and contribute to monitoring outcomes.

Ongoing collaboration will take place through advisory groups, stakeholder workshops, and data-sharing initiatives.

REPORTING PROCESS

The evaluation and reporting process will include:

- Baseline evaluation report
- Biannual reviews
- Quarterly and annual reports – regular reporting as part of the IP&R framework to monitor progress and measure the success of actions
- End of Strategy evaluation – conducted at the five-year mark to inform the development of the next iteration of the Creativity Strategy

At the end of the five-year period, the findings from these evaluations will guide the next Creativity Strategy, enabling us to build on successes, address challenges, and refine our approach.

GLOSSARY

ACRONYM	DESCRIPTION
ABS	Australian Bureau of Statistics
CBD	Central Business District
CSP	Community Strategic Plan
IP&R	Integrated Planning and Reporting
LGA	Local Government Area
LSPS	Local Strategic Planning Statement
NSW	New South Wales
TAFE	Technical and Further Education



City of Ryde

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