

Arts and Culture Strategy 2024-2029



Acknowledgment of Country

Bayside Council acknowledges the
Traditional Custodians, the Gadigal/Bidjigal
people of the Eora Nation.

The people of the Eora Nation, their spirit
and ancestors will always remain with our
waterways and the land, our Mother Earth.

Amelia Bates, The hand saving the lost generation



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خدمة الترجمة الهاتفية 電話傳譯服務處

Τηλεφωνικές Υπηρεσίες Διερμηνέων

Служба за преведување по телефон

Introduction

The Bayside Council Arts and Culture Strategy 2024-2029 has been carefully researched and crafted to strengthen Bayside's commitment and support for the arts across all forms. Bayside is an exciting place to live, work and play, and now is the time to position ourselves within the wider arts landscape. This strategy forms an overarching vision with a proactive and realistic approach to take the next steps.

Located around the foreshore of Kamay / Botany Bay, and adjacent to Australia's largest airport and seaport, Bayside forms the gateway to Sydney, and for many, Australia.

Bayside is on the lands and waterways of the Bidjigal and Gadigal People of the Eora Nation, who have lived on Country for thousands of years. Kamay / Botany Bay and its surrounds is the site of first contact between Australia's First Nations People and the early settlers of this country, an event that changed the course of this country's story.

Today, our suburbs are made up of a diverse population from across the globe, living and working together.

This important location of arrival and change presents a vibrant place where arts and culture are influenced by both a local and global community, creating a unique cultural exchange in Southern Sydney.

Bayside, and the former councils of Rockdale and Botany Bay, have traditionally been known for their outstanding sporting facilities and successful sporting clubs and organisations. The interest in the arts in Southern Sydney has grown rapidly as the landscape of the local government area has changed bringing a new wave of residents and businesses, including many from the creative industries – such as visual artists, musicians, ceramicists, writers and actors – who now call Bayside home.





This strategy addresses the creative shift in our community and provides a pathway for making the arts and culture part of our everyday lives.

Through this strategy council looks forward to working closely with this growing community to raise the profile of arts and culture in Bayside as well as improving the programs and activities accessible by the wider community and utilizing murals and sculptures to improve the visual amenity.

Finding opportunities to create new cultural spaces is key to expanding Bayside's artistic and cultural output and will help creativity to flourish in our community. A proactive calendar of public programs will highlight arts and culture in our neighbourhoods, while bringing new ideas from further afield.

To be a proactive leader in the arts, Bayside will create meaningful relationships with its local cultural communities, provide creative opportunities for its residents and seek out key partnerships. This includes working with Create NSW to promote Bayside as a destination of choice for location scouts within the film industry; encouraging major events to the area; and promoting Bayside as a tourist destination.

Economically, the cultural sector generates significant social benefits to NSW, generating revenue, and creating jobs. Expanding investment to cultural organisations, artists and creative industries provides a proven return on investment of \$1.88 to every dollar spent.*

From humble beginnings supporting local theatre companies, cultural organisations and music programs, Bayside looks forward to becoming a place where the Arts are incorporated into our everyday lives, and a place where creative seeds are sown and new ideas grow.

* KPMG - The economic Value of Arts, Screen and Culture to NSW 2018.

Vision

Bayside is Sydney's gateway, a place steeped in history where new ideas connect with traditional customs.

Our city's unique stories are told through its artistic and cultural output.

Through a proactive arts and culture strategy, Bayside will become a thriving creative cultural exchange.

Bayside aims to strengthen its growing arts community, supporting the regions thriving cultural ecosystem while encouraging a healthy creative economy.



Purpose



To develop arts and culture at a local level with a meaningful and long term strategy, strengthening creativity across our neighbourhoods and increasing Bayside's arts and culture profile.

Bayside's Principles in Action

Leadership

Be forward thinking and innovative leaders in the arts and culture sector.

People Centred

Highlight the diverse voices in our community and include a wide demographic in our planning. Creativity has a positive impact on community wellbeing, it contributes to social prosperity through community connection and pride of place.

Collaboration

Create meaningful partnerships and programs with community, industry partners, and government on a local, state and national level to enrich Bayside's arts and culture ecosystem.

Inclusion

Work with our thriving creative community to highlight the importance of art in society and the benefits it brings to a local community.

Strategic Focus

Commitment to Arts and Culture

We will support at policy and political level, increasing resources for arts and culture, driving forth a strong creative ecosystem.

Supporting Artists

We will support local arts and cultural organisations, where possible to develop new ideas and opportunities that benefit the local community.

Creative Spaces

We will work with the community to identify public spaces that may be transformed into creative spaces and precincts.

Public Art

Murals and public sculpture add to the visual amenity, attract visitors and highlight the historical, social and cultural fabric of a city.

Outcome 1 Structure

Bayside will be a creative hub, celebrating and supporting our unique arts and culture

Key Objectives

- 1.1 Investigate opportunities to increase cultural infrastructure across the whole LGA.
- 1.2 Highlight the significance of our First Nations community through public art, public programs and placemaking initiatives.
- 1.3 Investigate ways to increase current resources dedicated to promoting arts and culture within the local community. As our arts program grows, further resources and staffing can be allocated.

Outcome 2 Program

Bayside will be a creative destination, a place where everyone can be creative in their own neighbourhood and visitors enjoy cultural experiences

Key Objectives

- 2.1 Implement an ongoing public Arts and Culture programs schedule across the LGA.
- 2.2 Highlight Bayside as a creative destination.
- 2.3 Partner with government, local industry and community organisations to celebrate local creativity and bring new artistic ideas to Bayside.

Timeline



Outcome 1 – Structure

Strategic Actions

1.1 Investigate opportunities to increase cultural infrastructure across the whole LGA

ACTION	WHO IS RESPONSIBLE
1.1.1 Conduct an audit of all council owned properties to ensure they are being used to their full potential and providing maximum benefit to the community. Identify opportunities where, buildings or spaces, maybe shared or activated to promote arts and cultural programs including possible artist-in-residence studios. Short & Medium Term	Arts and Culture City Infrastructure City Projects
1.1.2 Investigate the potential of updating Bayside Council’s Development Control Plan and Voluntary Planning Agreements to include opportunities for public art installations, or contributions, from future development proposals when appropriate. Medium & Long Term	All business units
1.1.3 Work with Bayside City Future Staff on all public art projects to ensure proper procedures are followed and that all acquisitions or installations have the necessary approvals as well as an ongoing management and maintenance plan. Medium Term	Strategic Planning Events
1.1.4 Establish an ongoing partnership with the Bayside City Future’s teams to share knowledge and information to support the inclusion of successful and inspiring art and culture proposals when planning for Bayside’s future. Short Term	Arts and Culture Community Life City Projects
1.1.5 City Life Historian to produce guidelines for the acceptance and preservation of historical documents or artefacts – Deliver the annual historical markers program. Medium Term	Libraries and Lifestyle
1.1.6 Investigate future uses of the San Souci Literary Institute by 2024 to continue its original purpose of being a community meeting place. Medium Term	Arts and Culture City Projects Strategic Planning
1.1.7 Work with local property owners, local industry and government to activate vacant shopfronts for temporary/meanwhile purposes across the LGA. Medium Term	Arts and Culture Business Development

1.2 Highlight the significance of First Nations history through public art, public programs and placemaking initiatives

ACTION	WHO IS RESPONSIBLE
1.2.1 Work in partnership with the local Aboriginal community to identify an appropriate form and site for a statement public art piece that acknowledges the enduring connection to country by the local Bidjigal or Gadigal peoples - Align with Council’s RAP framework and deliverables (2025/26). Medium & Long Term	Strategic Planning Arts and Culture Community Life
1.2.2 Increase First Nations participation in Council’s arts and culture initiatives, factoring in the 2023 Revive Federal Arts Policy Pillar ‘First Nations First’ - Align with Council’s RAP framework and deliverables. Short Term	Arts and Culture Community Life
1.2.3 Highlight the significance of First Nations history through public placemaking initiatives such as walking trails, historic markers and public art - Align with Council’s RAP framework and deliverables. Medium Term	All business units
1.2.4 Incorporate First Nations voices in the planning and delivery of all First Nations Public Art and infrastructure - R.A.P Working Group - Align with Council’s RAP framework and deliverables. Short & Medium Term	Arts and Culture Community Life City Projects



Outcome 1 – Structure

Strategic Actions

1.3 Investigate ways to increase current resources dedicated to promoting arts and culture within the local community. As our arts program grows, further resources and staffing can be allocated

ACTION		WHO IS RESPONSIBLE
1.3.1	Establish an Arts and Culture Advisory Group with local stakeholders and creative industry members. Short Term	Arts and Culture
1.3.2	Investigate and plan for future staffing requirements for the Rockdale Community Cultural Centre administration and an expanded yearly public arts programs calendar. Medium & Long Term	GM Unit
1.3.3	Review Public Art Policy and establish a Public Art Strategy by 2024 along with an implementation plan for the creation of site-specific public artworks in Bayside through an expression of interest process. Medium Term	Arts and Culture Community Life



Outcome 2 – Program

Strategic Actions

2.1 Implement an ongoing public programs schedule across the LGA

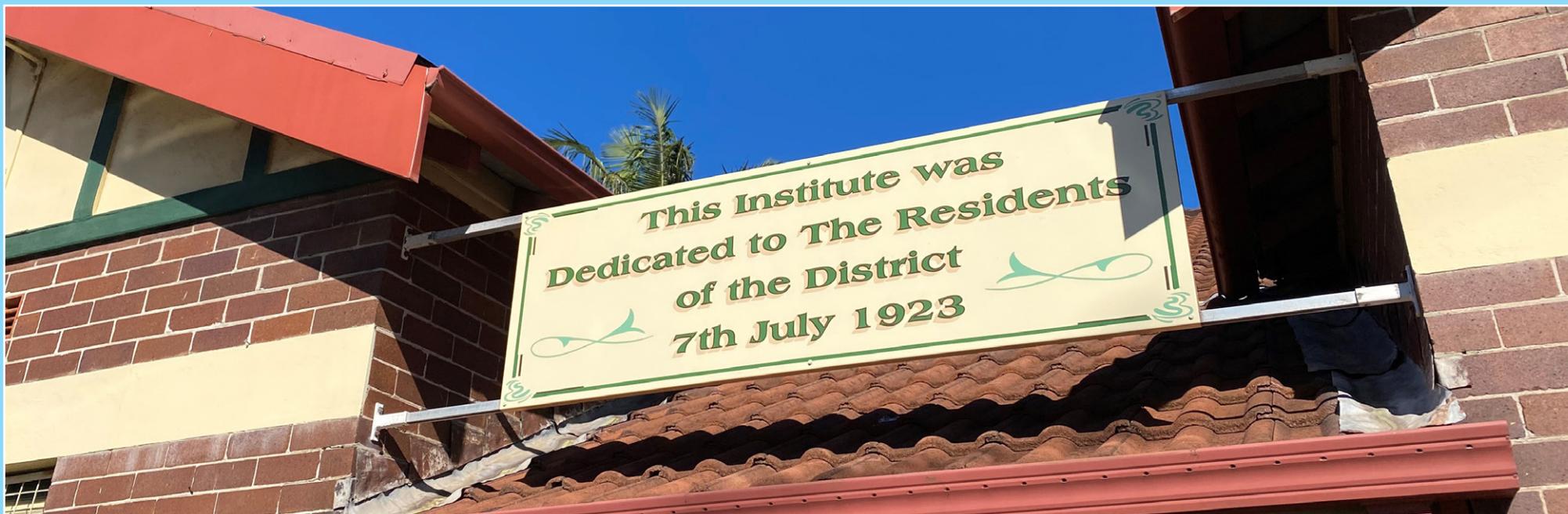
ACTION	WHO IS RESPONSIBLE
2.1.1 Plan, organise and deliver an arts and culture program which engages and interacts with the local community, across the LGA (exhibitions, community art initiatives, artist commissions, performances). Medium Term	Arts and Culture Community Life Events
2.1.2 Recognise, value and celebrate our First Nations communities through public programs, exhibitions and events run with community – Align with Council’s RAP framework and deliverables. Medium Term	Arts and Culture Community Life
2.1.3 Investigate the demand for and feasibility of contracting local artists to teach regular classes or hold workshops within council facilities (libraries, community centres, arts spaces). Short & Medium Term	Arts and Culture City Life
2.1.4 Celebrate and share our diversity to support greater understanding and connection between our residents. Including people of all ages. Short Term	Arts and Culture Business Improvement Community Life
2.1.5 Develop a laneway activation plan that looks at how Council can better utilise its lanes as creative activation sites. Medium Term	Strategic Planning City Life
2.1.6 Organise an annual handmade creative market with a strong focus of local artisans in Bayside. Short & Medium Term	Arts and Culture
2.1.7 Continue and foster Bayside Photography Prize. Short Term	Arts and Culture
2.1.8 Identify steps and work with appropriate organisations to make all future arts and culture programs more accessible to those with disability. Short & Medium Term	Comms and Events City Life



Outcome 2 – Program

Strategic Actions

ACTION	WHO IS RESPONSIBLE
2.1.9 Develop and encourage opportunities for artists to be involved in council-run events and functions. Medium Term	All business units
2.1.10 Increase small business literacy within the creative community and identify opportunities to host workshops and seminars addressing shortfalls in business acumen. Medium Term	Arts and Culture Business Development
2.1.11 Encourage business development within our creative community and foster networking between individuals, small business and arts organisations – Target/measure. Medium Term	Arts and Culture Business Development



2.2 Highlight Bayside as a creative destination

ACTION	WHO IS RESPONSIBLE
2.2.1 Establish a night-time economy plan by 2024 that is inclusive of activation, night safety, increased night-time business. Medium Term	Business Development Strategic Planning
2.2.2 Investigate a Bayside LGA wide festival that draws attention to Southern Sydney, backed up by a marketing and tourism campaign highlighting the unique identity of our LGA. Medium & Long Term	City Life Comms and Events
2.2.3 Working with the Economic Development Team to investigate opportunities to grow Bayside’s creative economy by: <ul style="list-style-type: none"> ▶ Promoting Bayside as a destination of choice for film makers looking for local locations. Film companies will provide financial compensation for the use of homes, buildings, shop fronts, roads, parks etc. ▶ Promoting Bayside as a venue/location for major external shows and events. ▶ Promoting Bayside as a place of interest for tourists both national and international. Short Term	Comms and Events City Life
2.2.4 Support arts and culture through Bayside Council's grants program, investigating arts specific grants for community. Short Term	City Life Arts and Culture
2.2.5 Highlight Botany as a creative suburb and strengthen this growing creative precinct by developing a plan to activate the area. Medium Term	Arts and Culture
2.2.6 Highlight Carlton as a creative suburb and strengthen its growing creative precinct by developing a plan to activate the area. Medium Term	Arts and Culture
2.2.7 Develop and resource a public mural program that connects local business with street artists to increase artistic visibility in our high streets. Medium Term	Arts and Culture



Outcome 2 – Program

Strategic Actions

ACTION	WHO IS RESPONSIBLE
2.2.8 Highlight local creative businesses with an online directory and map that is automated on website. Short & Medium term	Arts and Culture
2.2.9 Working with the Economic Development Team investigate opportunities to encourage external Arts and Cultural events to be held within the Bayside LGA to bring tourists and visitors and boost the local economy. Medium Term	Comms and Events Sports and Recreation
2.2.10 Create a street entertainment and busking policy and guidelines. Short Term	Arts and Culture Business Development Compliance



Outcome 2 – Program

Strategic Actions

2.3 Partner with government, local industry and community organisations to celebrate local creativity and bring new artistic ideas to Bayside

ACTION	WHO IS RESPONSIBLE
2.3.1 Establish key partnerships with local industry to collaborate on major arts activations and artist commissions. Short Term	Arts and Culture
2.3.2 Investigate external funding opportunities for Bayside Arts and Culture program through grants and sponsorship. Short & Medium Term	Arts and Culture
2.3.3 Evaluate and make future recommendations regarding arts and culture for Council’s major partnerships, sponsorships, and philanthropic arrangements. Medium Term	Arts and Culture



Feedback

What our community has told us over the years

Our residents have said that the majority of their arts and cultural activities they participate in are outside of our LGA.

They also want to be creative in their own neighbourhood, where they can engage in new ideas walking distance from their home.

A selection of community quotes from past consultation

“Open an art gallery”

“Consult with professional artists and makers to raise the standard of activities”

“Run more activities on the weekends”

“Provide exhibition opportunities to local artists”

“Create more temporary public artworks as part of events in local neighbourhoods”

“Support new and existing creative groups”

“Create accessible studios spaces for artists to create new work in”

“Establish a cultural centre where arts, crafts and cultural activities are held regularly”

“Provide a substantial gallery facility like Hazelhurst at Gymea”

“Put more money in marketing arts crafts and cultural activities”

“Build a multi-disciplinary cultural and community centre that supports both artists and arts participants”

“Bigger budget = bigger shows and advertisement”

“Incentivise smaller private galleries coming to the area. Those bring good crowd of people and that leads to good food, coffee and general feel of the place”

“Council could be providing any unused building stock to artists for ongoing artist-in-residence program for contemporary artists who could then offer regular workshops for local residents”

“Facilitate more live music venues. Emphasis live music at Council events”

“Have a local art and cultural centre as a focal point for various art and cultural exhibitions, performances, events, displays, activities, lessons and information”

“Inviting significant artists or arts practitioners, with credentials to participate in collaborative works with the local community would make me more likely to attend or be part of an arts activity”

“Support more local/community groups in performing arts , opera company/society, theatre group”

“I would like more funding or art opportunities for artists, a residency program would be beneficial to the community and local artists as studios in Sydney are expensive”

“Provide periodic hanging/display of the works of indigenous artists. Include indigenous arts in displays of art generally”

“Grants for grass roots level art and music and making venues available, open air cinema, small bars, more festivals, area more lively late at night, make it more attractive for people to visit”

“Have heritage tours of our local area”

“Provide more facilities, studios and occupying abandoned buildings with art related activities. Liaising with developers to negotiate on-site residencies and artist contributions and exchanges”

“Provide more children's art workshops that are affordable for all”

“Bayside need to acknowledge the Indigenous community more and raise cultural awareness within the community”

When consulted about the upcoming Rockdale Community Cultural Centre, our community said

“It would be great for Bayside to have a vibrant arts centre including an art gallery and a café”

“Studios for artists in residence, print workshop, rehearsal room for musicians, room with a number of computers for workshops with the community”

References

Reference Documents

INTERNAL

[Aboriginal Heritage Study](#)

[Arts and Culture Survey Results 2018](#)

[Bayside 2032 Community Strategic Plan](#)

[Bayside Arts Survey 2018](#)

[Bayside Delivery Program and Action Plan 2022-26](#)

[Bayside Library Strategy](#)

[Bayside Public Art Policy](#)

[Disability Inclusion Action Plan](#)

[Reflect Reconciliation Action Plan](#)

[Rockdale Community Cultural Centre - HYS Survey Result 2023](#)

EXTERNAL

[Creative Communities - NSW Arts, Culture and Creative Industries Policy 2024/2033](#)

[Greater Cities Commission - Eastern District Plan](#)

[KPMG - The Economic Value of Arts Screen and Culture to NSW 2018](#)

[National Standards for Australian Museums and Galleries 2023](#)

[NSW 2021 - A Plan to Make NSW Number One](#)

[NSW Cultural Infrastructure Plan 2025+](#)

[REVIVE - National Cultural Policy 2023](#)

Specific Guiding Actions

DPOP: 1.2.4. Support and deliver cultural and arts facilities, programs, events and opportunities (deliver, partner, advocate)

Bayside Reflect Reconciliation Action Plan: 11.3 - Encourage First Nations participation in Council's arts initiatives

Bayside Disability Inclusion Action Plan: Investigate the potential benefits of an Arts & Events Policy that embeds accessibility. Improve participation of people with disability in Council's events and arts programs



Bayside Council
Serving Our Community

Bayside Customer Service Centres

Rockdale Library, 444-446 Princes Highway, Rockdale
Westfield Eastgardens, 152 Bunnerong Road, Eastgardens
Monday to Friday 8:30am – 4:30pm

Phone **1300 581 299 | 9562 1666**
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