



2020
CREATIVE CITY
STRATEGY REPORT
CARD
BALLARAT





Tammy Gilson, Traditional Custodian, Wadawurrung
Photograph by Bowie Wallace, 2020

Message from the Mayor

Ballarat is a creative city.



It's such a simple phrase.

But behind this straightforward statement is a deepening understanding of craft, art, making, innovation, production, and the reality that we are home to a burgeoning creative sector.

Behind this statement are plans and initiatives to support, encourage and guide.

Behind this statement are our commitments as a Council to establish and deliver the right conditions for a creative ecosystem to thrive.

This Report Card is the first year of operation of our *Creative City Strategy*.

And what a year it was.

Coinciding with a global pandemic and dramatic changes in the needs and requirements of the arts and cultural sector, our *Creative City Strategy* was put under scrutiny within six months of operation.

It more than rose to the challenge.

This comprehensive overview of Council's application of the *Creative City Strategy* throughout 2020 provides the first glimpse at what is possible under this bold and impressive thinking.

We look forward to 2021's report and beyond.

Mayor, Cr Daniel Moloney

“This Report Card is the first year of operation of our Creative City Strategy. And what a year it was.”

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The City of Ballarat acknowledges the Traditional Custodians of the land we live and work on, the Wadawurrung and Dja Dja Wurrung People, and recognises their continuing connection to the land and waterways. We pay our respects to their Elders past, present and emerging and extend this to all Aboriginal and Torres Strait Islander People

INTRODUCTION AND BACKGROUND

A quick recap. The *Creative City Strategy* is dedicated to embedding creative thought and action at the heart of our city operations.

The implementation of the *Creative City Strategy* helps guide and drive decision making, supports the emergence of new and underscores existing creative industries, and establishes Ballarat as the home of the sustainable practitioner.

The *Creative City Strategy* is big picture thinking, with granular action – meaning real and everlasting change. The *Creative City Strategy* works in concert with the *Prosperity Framework* and our community vision of the city we all want to have.

The *Creative City Strategy* is the way we nurse the spark of creative thinking to help deliver a healthier, wealthier and happier city. The *Creative City Strategy* is a mix of economic support for the micro-enterprise, attraction and retention of mid and large sized creative businesses. And it offers dedicated focus on the practice of pure arts practitioners.

The strategic thinking of the original document highlights the importance of maintaining and enhancing a creative core of businesses, organisations and individual artists, makers and creatives, while extending into new areas and audiences.

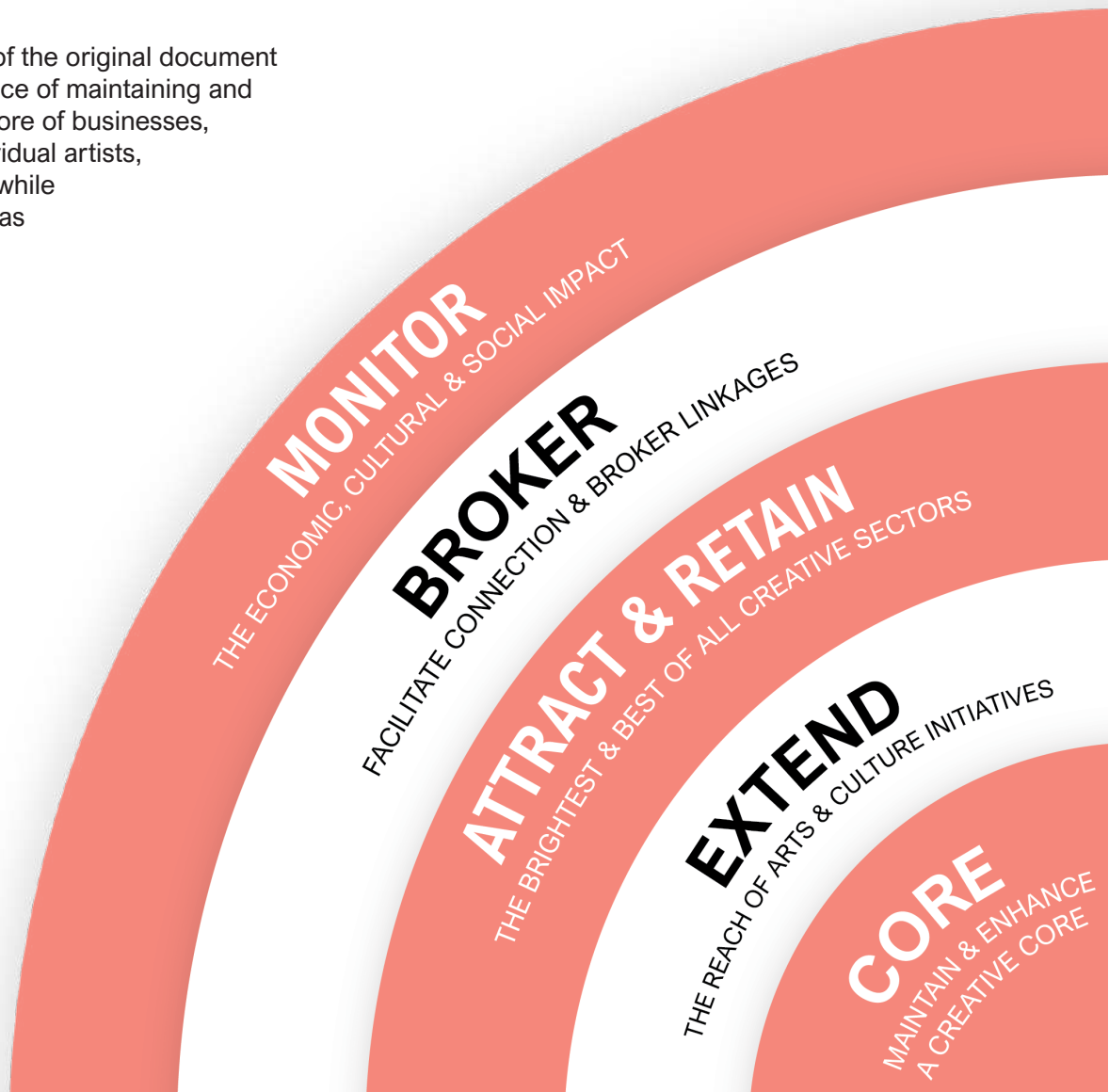
We seek to attract and retain the brightest and best of the creative sectors.

We strive to facilitate as many positive relationships as possible, and to broker linkages that assist the creative industry and individual. Finally, we want to monitor and track the social and cultural impact of our investment.

Importantly, the development of a *Creative City Strategy* delivers an accountability that cuts across the City of Ballarat. The transformation of the *Creative City Strategy* from wishlist to action resulted in the creation of a range of implementation plans that directly touches many sides of City of Ballarat operations.

This report card is the first in our series of tracking and assessment of our implementation plans to date and advises on the next steps from here.

The Model of Influence,
Creative City Strategy
2019



WHAT ARE OUR SECTORS?

CERAMICS

CURATION

ADVERTISING

DESIGN

ARCHITECTURE

MUSEUMS,
GALLERIES AND
LIBRARIES

FASHION

RARE SKILLS
& PRACTICES

CRAFTS

MULTIMEDIA

MOVING
IMAGE

FILM

EVENTS

BROADCASTING

SOFTWARE
AND
TECHNOLOGY

MUSIC

VISUAL ARTS

RESEARCH AND
DEVELOPMENT

PUBLIC ART

DIGITAL
GAMES
DEVELOPMENT

SCULPTURE

WRITING

PERFORMING
ARTS

PUBLISHING

PHOTOGRAPHY

EXECUTIVE SUMMARY

2020 was the year of getting things established.

The 2019 endorsement of the award-winning *Creative City Strategy and Masterplan* meant that an overhaul of the operation of arts and culture programming by the City of Ballarat was necessary.

The goals and targets established by the strategy did not have the required infrastructure to track and assess outcomes. It was a vital first step to create this infrastructure.

There was also a need to link creativity and design activities more closely into the operations of the City of Ballarat.

The main feature of the *Creative City Strategy* is to support the economic resilience of the arts and culture sectors; building this sector so that it thrives and in turn attracts other larger, affiliated and experienced organisations and individuals to the city.

We recognise that the healthy future of a city is in nurturing its creative thinkers, innovators and problem solvers.

The City of Ballarat continues to deliver events and festivals, operate venues and run creative programming, as well as implement community art and public art programs. but the application of the strategy sees the extension of design thinking into a myriad aspects of the City of Ballarat's operations.

Late 2019 also saw the City of Ballarat seek and secure the UNESCO Creative City designation as a Creative City of Crafts and Folk Art.

The securing of the designation was a statement of intent – meaning the City of Ballarat would be working to protect the sustainability of practitioners as well as walking in step with First Nations peoples.

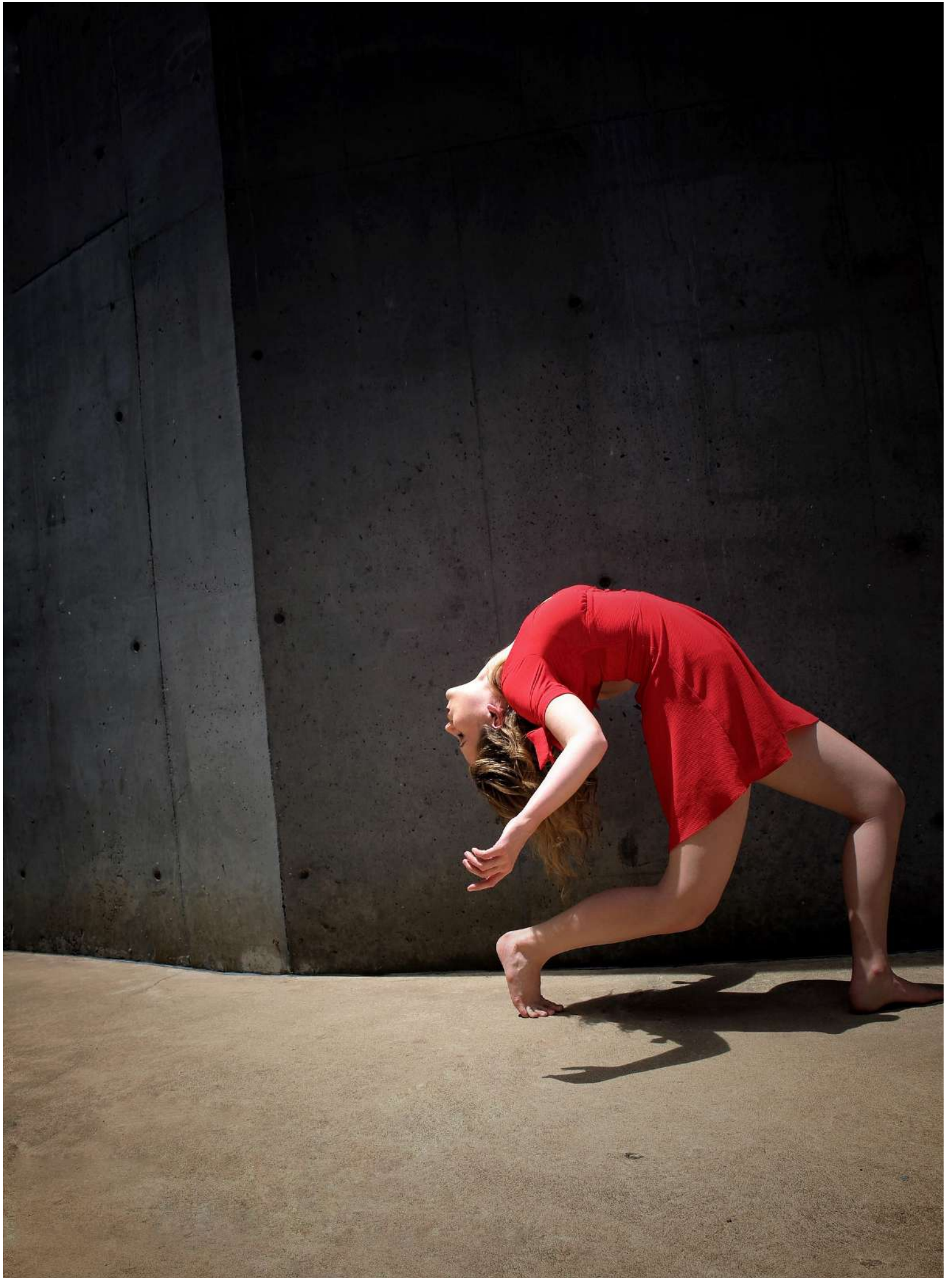
To better report against the strategy's objectives, the first year of application of the strategy included:

- The build of a new database to understand Ballarat's creative ecosystem more clearly, with more than 1,200 contacts identified at the end of 2020
- The establishment of a new monthly newsletter to provide up to date information for the creative sector, mailing out to over 750 active contacts at the close of 2020
- The build and maintenance of a new website to provide a hub of information for creatives, artists, makers and businesses, attracting over 26,000 visits in 2020
- Setting up of a clearer set of processes for applying for City of Ballarat creative gigs and contracts with more than \$700,000 worth of jobs and roles offered throughout the year
- Directly encouraging grant making to the creative sector. Creative organisations have benefitted from an increase in grants issued through the City of Ballarat grant programs
- Establishing and maintaining educational, exhibition and performance pathways for visual artists and musicians as priority groupings, including online and face-to-face training
- The securing of new free exhibition and activation spaces on Lydiard Street, Ballarat Central
- The commencement of measurement of economic resilience of the arts and culture sector

The first year of the application of the *Creative City Strategy* was directly impacted by the global pandemic and resulting lockdowns.

The City of Ballarat responded by immediately developing a cultural response program to support the arts and culture sector.

This response program – *Be Kind Be Creative* - reached over 135,000 people within Ballarat and surrounds at a cost of less than \$1 per person and directly invested in supporting 63 creatives, artists and makers over a crucial period of risk.



Woman in a Red Dress
Picture by Petrice Allgood, 2021



Linda Franklin
Picture by Bowie Wallace, 2020

SECTION 1

THE REPORT CARD

What is the state of Ballarat's creative heart?

When the *Creative City Strategy* was signed and approved by Councillors in May 2019 this signalled a commitment to understanding the diverse ecosystem of the city's creative sector.

The strategy presents a proposed long-term vision for the city which included positioning Ballarat as one of Australia's leading creative cities. This is intended to be implemented through increasing creative participation, attracting and supporting creative talent and developing world-class creative sectors and precincts.

We commenced our work in late 2019 by looking to first set benchmarks for our creative sectors and getting to truly understand who makes up our creative ecosystem.

In 2020 the aim was to build the infrastructure of measurement and permit the creation of baseline numbers to track impact of initiatives.

However, COVID-19 and lockdowns then directly impacted the sector. The City of Ballarat pivoted to respond to the emerging crisis.

The listed goals and targets of the Creative City Strategy were returned to at the close of 2020, as work around COVID-19 normalised.

GOALS AND MEASURES OF SUCCESS

The following goals and measures of success were outlined at the end of 2019:



Goal 1 – Ballarat is a creative city with entire community participation

Ballarat has a cohesive community that sees a role for this strategy in promoting a culture of equity, participation and inclusion.

This goal recognised Ballarat’s rich Indigenous culture and heritage, and its role in shaping the city. This highlights the need to take creative programming and capacity to underserved groups and community members.

Targets

More than 50 per cent of Ballarat households will actively take part in at least one nominated creative program each year by 2030.

Indigenous programming will be evident in at least 30 per cent of the City of Ballarat’s creative and cultural events by 2030.

Goal 3 – Ballarat is a city where artists and creatives can sustain professional careers and can prosper

A critical mass of artists and creatives is at the core of a healthy creative ecosystem and fundamental to the success of the strategy. This goal places artists and creatives at the centre and seeks to overcome the barriers identified to sustaining a professional creative career in Ballarat.

Target

Increase the number of professionally employed artists and allied creatives by a factor of five between 2019 and 2030.

Goal 2 – Ballarat has a strong domestic audience and consumer market for local creative product

A strong domestic audience and consumer market for artistic and creative product generated locally is a necessary precondition to expanding Ballarat’s cultural exports.

This goal corresponds to insights from the creative sector which revealed an over-reliance on external markets and highlighted a need to find a balance between nurturing local grassroots creativity with showcasing established touring work.

Target

Triple the aggregate number of Ballarat resident attendees at nominated events and institutions between 2018 and 2030.

Goal 4 – Ballarat’s cultural visitor economy and market is continually growing

Establishing a distinct brand for Ballarat’s creativity and flagship institutions is an opportunity for the City of Ballarat to showcase itself as a creative city and build a stronger visitor economy.

This goal aim to grow Ballarat’s cultural visitor economy and market and will build on the strength of Ballarat’s flagship institutions and events as well as Ballarat’s tourism marketing campaigns.

Target

Triple the number of cultural tourism visitor nights and number of cultural tourist visitors to Ballarat between 2018 and 2030.

**Goal 5 –
Ballarat is a city with strong representative of
a range of creative industries who leverage
their competitive niches**

Ballarat currently has a solid cultural and creative industry presence.

However, to realise our vision for Ballarat's *Creative City Strategy* we need to boost the number of jobs in our creative industries.

Ballarat needs to identify niche creative industry sectors that can grow based on the unique advantages of the city and its excellent links to Melbourne.

Target

Achieve 3,000 jobs in Creative Industries (excluding arts and culture) by 2030.

**Goal 6 -
Ballarat has a high-quality creative precinct
which is vibrant, playful and tells the unique
Ballarat story**

Delivering a world class creative precinct at the heart of the Ballarat CBD will see the central city along Lydiard Street to the Federation University SMB campus in the south transform in coming years.

Achieving high quality outcomes for the public realm will provide tangible evidence of the success of Ballarat as a creative city.

The strategic directions and actions are set out in the *Creative City Masterplan*.

Target

Increase footfall in nominated locations in the creative precinct by a factor of 8 between 2018 and 2030.

**Goal 7 –
Ballarat is a city where strong creative
capabilities are used throughout industry and
embedded within the community**

The City of Ballarat is committed to building the creative skills and capabilities of local industry and the community in Ballarat to achieve the full STEAM vision.

This will contribute to a stronger local economy and a more self-sustaining community in the long term.

It will be essential to take full advantage of education assets, key employers with an interest in STEAM innovation and existing policy making around the promotion of innovation.

Target

Increase the proportion of STEAM qualified professionals in the Ballarat labour force from 14 per cent to 20 per cent by 2030.



Linda Franklin
Picture by Bowie Wallace, 2020

MEASURING THE SECTOR



Ballarat Town Hall
Picture by Jen Finlay, 2020

The Arts & Culture Unit within the City of Ballarat is responsible for the establishment and ongoing management of a sector specific database.

Established in 2019 the database reflects the current information held within the city and represents more than 1,200 individuals, organisations, and businesses.

While it is a good start to understanding the creative sectors within our city, we recognise it is not yet representative of all creatives in Ballarat.

One of our major objectives for 2021 and 2022 is to build the robustness of our data and interrogate the sectors further.

The following chart reflects the profile of our sector in December 2020.

The next steps of building on our knowledge includes the creation of a Creative Industry Sector Survey.

The Creative Industry Sector Survey will measure the industry's net worth and value to our economy.

The survey will consider measurables such as the proportion of income made by our creative sector through their creative industry actions. We know that many artists, makers, and others have many different income streams, many rely upon a gig economy and others have their creative outlet as a hobby.

We want to track the micro, right through to the business successfully employing others through to the multinational business that chooses to make Ballarat its base.

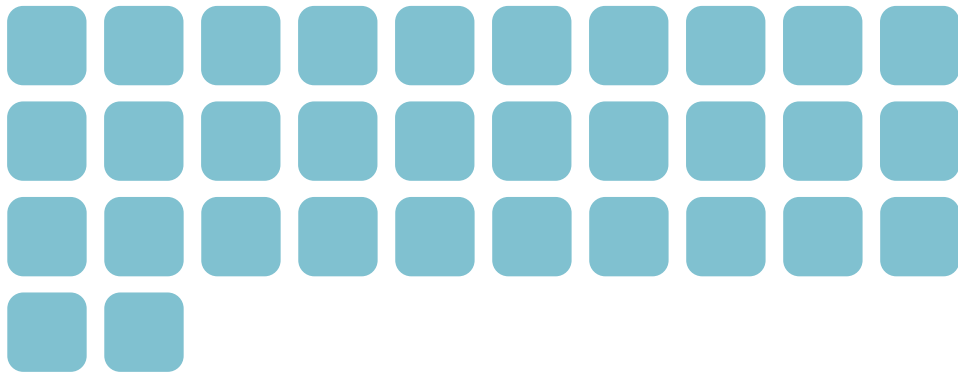
Lake Wendouree
Picture by
Jen Finlay, 2020



ORGANISATIONS BY CREATIVE SECTOR

DECEMBER 2020

Visual Arts - 32%



Music - 18%



Performing Arts - 8.5%



Design - 4%



Photography - 3.5%



Multimedia - 3%



Craft - 3%



Events - 3%



Fashion/Textiles - 3%



Sculpture - 3%



Writing - 3%



Ceramics - 2.5%



Education - 2%



Rare Trades - 2%



Health - 2%



First Nations - 1%



Other - 6.5%



Data from the City of Ballarat Arts & Culture creative database - December 2020

AWARD WINNING THINKING

The *Creative City Strategy and Masterplan* was a different way of thinking developed through a system of co-design, placing the community at the heart of the decision making.



The strategy and complementary masterplan has since attracted acclaim from across Australia, winning the Planning Institute of Australia's Best Planning Ideas – Large Project in September 2020 and Economic Development Australia's Economic Development Strategic Thinking Award in October 2019.



Tomas Lineker
2020

SUPPORTING OUR COMMUNITY

The City of Ballarat's Community Impact Grants invested concerted time and energy into attracting increased numbers of applications from the creative community. As a result increased funding has been directly channelled into arts and culture initiatives designed and implemented by the Ballarat community. In addition, strategic partnerships are negotiated with flagship events such as the Ballarat International Foto Biennale.

ORGANISATION	PROJECT / EVENT
ROUND 1	
Ballarat Neighbourhood Centre	Re-connecting Through Art
Child & Family Services	Captain Moonlight Rides Again
Ballarat Lyric Theatre	We Will Rock You – Musical
ROUND 2	
Ballarat Arts Foundation	BAF Mentoring Program
Soldiers Hill Artist Collective	SHAC Exhibition and Curation Tools
With One Voice Choir	WOV Ballarat
ROUND 3	
Ballarat Arts Alive - Auspice for Let's Talk Peace Ballarat	Community Event
LaNCE TV	LaNCE TV in Concert



Lament, 2020
Photography by Charlotte Grimes

BECOMING A UNESCO CREATIVE CITY OF CRAFT & FOLK ART

Ballarat was designated a UNESCO Creative City of Crafts and Folk Art in 2019.

This important designation focuses our city's attention on the development of a resilient and sustainable creative sector, with a specific focus on the crafts of ceramics and textiles and folk art of First Nations.

This energy has helped us reveal and celebrate our 150-year-old Federation University, home to one of Australia's oldest art schools.

It has also focused the city's attention on retracing the steps of the First Nations peoples of the land on which Ballarat sits.

Working in close collaboration with representatives of Traditional Custodian communities, and all other Aboriginal and Torres Strait Islander groups who call Ballarat their home, we work to support the sharing, documentation and act as witness to the reinstatement of traditional crafts.

Additionally, our city is preparing for growth. We seek to capture the craft and skills of new people arriving.

1

Creating a new economic heartbeat

Craft and folk art have helped our city survive throughout time. We have a responsibility to harness these skills and create environments where we can support practitioners to become sustainable.

2

Celebrating, protecting and reinterpreting the rare and forgotten crafts

Heritage is critical for our city. Rare crafts, fine skills and artisanal experience are important to conserve, preserve and research.

3

A welcome platform for our newer community members

As a Creative City of Craft and Folk Art we seek to integrate and harness knowledge, growing new trades and sectors, sustaining and broadening skills.

4

Reinvigorating the skills of our indigenous communities

With a traceable heritage of more than 65,000 years, the skills and crafts of indigenous peoples of the Wadawarrung, the Dja Dja Warrung and others from the Kulin nation, have been severely interrupted. We are dedicated to supporting First Nations peoples in determining cultural ownership and reawakening craft forms.

In 2020 our achievements for the first year of our UNESCO Creative City activity included working with our colleagues in Bendigo (UNESCO Creative City of Gastronomy), Geelong (UNESCO Creative City of Design) and Melbourne (UNESCO Creative City of Literature) we established the Victorian Creative Cities Network.

The Creative Cities Network will be an important tool in promoting the creative sectors within Ballarat and assist in attracting new creatives to make Ballarat their base.

We commenced a working relationship with First Nations craftspeople and initiated listening to the skills and knowledge of current practitioners.

We worked with Deanne Gilson, prominent Wadawurrung woman and practising artist. We recorded her story concerning her practice and work and supplied this to the 9th China-Suzhou Craft & Design Cultural Expo, profiling Deanne's work on the world stage.

In 2019 Young Djab Wurrung Gunditjmarra designer, Tarni Jarvis, was one of only 9 VCE students across Victoria invited to display her work in the annual Top Design exhibition held at Melbourne Museum in the category of Product Design and Technology.

Tarni's work - *Parramal Puna Punai*, or Little Emu Girl – was a garment that took over 100 hours to create from ethically and sustainably sourced materials and was inspired by artworks seen in the Koorie Heritage Trust and Koori fashion designers like Lyn-AI Young.

In 2020 the City of Ballarat produced a short video with Tarni explaining her work, profiling the complexity and detail. This was shared with the wider Ballarat community.



Ana Petidis, *Open Studio*
Photography by Bowie Wallace, 2020



Tarni Jarvis pictured with her work
Parramal Pun Panai, 2019

CREATIVITY DURING CRISIS

COVID-19 reached Australian shores in March 2020 and the activities and plans for the *Creative City Strategy* faced a rapid set of changes.

The City of Ballarat knew that the impact of lockdown would hit the arts and culture sector first. This is a group who could ill-afford to manage the impacts. Additionally, the rest of the community would be needing information, connection and entertainment.

Within 48 hours of the announcement of the lockdowns, we developed a cultural response strategy. The resulting program - *Be Kind Be Creative* - was the City of Ballarat's cultural response to the first lockdowns experienced by the city between March – June 2020.

The City of Ballarat chose to invest in an economic stimulus for the micro-business and the creative practitioner as one of the first steps to take, rather than leaving it to last.

The *Be Kind Be Creative* program took a close look at the predicted needs of the wider Ballarat community as the crisis continued and ensured there were activities to respond to the anticipated changes in mood and morale.

Be TV – Children's TV Program

Six weeks of children's entertainment in a half-hour TV program, with a specific focus on the Ballarat region, Be TV provided a valuable way for kids to connect and carers to relax. It countered the loss of connection primary aged school children were having from their peers and their school environment.

The TV program was a welcome respite for parents and an important way for social connections to be strengthened across community. Plus, it was a chance to see different faces and hear different stories.

Be TV brought together complex parts of the Council, from library staff, animal refuge, youth, and early childhood.

The program blossomed into a collection of different projects, considering the need to include diverse creative practices – everything from videography, sound, visual arts, music and spoken word.

There were ten different programs of arts and cultural activity – from podcasts, to kid's TV programs, digital choirs, artist commissions, video productions and workshops amongst others.

All services purchased were from local suppliers, creatives and makers within Ballarat and surrounds.

Over 135,000 people were reached through the combined initiatives, at a cost of less than a \$1 per person.

More than 13% of the community who were reached by the program responded by drawing, downloading, listening, viewing, singing, crafting, and participating. Sixty-three different artists, creatives, producers, designers, musicians, and others were directly funded through the initiatives, all of them paid to produce creative content.

Over 100 different community groups, businesses and individuals provided input and support throughout the *Be Kind Be Creative* program.



Once Upon a Podcast – Capturing the Stories of a City in Lockdown

Podcasts became hugely popular during COVID-19 lockdown, as everyone was looking for new forms of entertainment. *Once Upon a Podcast* devoted itself to unlocking stories from lesser known voices from across the Ballarat community, helping people to connect to each other and to document the historic moment of a city under lockdown.

Seven episodes of 20-minute collections of stories were released weekly on themes of hope, selflessness and resilience.

The entire series was produced locally by a production house who engaged the services of poets, musicians and artists of all kinds. The series was described by listeners at various times as “inspiring”, “world class” and “very real”.

ONCE UPON A LOCKDOWN

STORIES OF A CITY IN ISOLATION



Design a COVID-19 superhero

What does a COVID-19 superhero look like?

Contemporary artist and ceramicist Vipoo Srivlasa took inspiration from the dramas of our community and used them to create a collection of ideal superheroes as ceramic sculpture.

Through online submission we provided our community with the chance to give inspiration for a superhero vision. What special powers and personality traits would a superhero need to overcome COVID-19 and restore community calm?

The resulting ceramic pieces were exhibited in the Art Gallery of Ballarat in 2021.

1300 Roar – turning angst into music

The second set of lockdowns revealed our community’s sense of frustration. Taking this energy, we supported the commissioning of a piece of music which harnessed the power of voice and turned it into something new.

Through dialling a 1300 number, Ballarat residents could record their outrage into a message bank and their words would be morphed into music.

The resulting composition – written and performed by Rae Howell and Brannoc Whetter - was a stirring combination of found sound and melancholy.

COVID Superheroes
COVID Response
by Vipoo Srivlasa 2020



ECONOMIC VIABILITY OF THE CREATIVE SECTOR DURING COVID-19

The City of Ballarat is committed to understanding the economic wellbeing of arts and culture practitioners and the *Be Kind Be Creative* initiative provided a valuable opportunity to assess the health and resilience of the sector, both prior to the pandemic as well as during.

A self-reporting survey was released to the community in 2020. This survey investigated the proportion of income artists, makers and others secured through their work in the creative industry under 'normal' circumstances.

The intent was to identify how many streams of income came from the creative sector, bearing in mind that many creatives have more than one job.

We wanted to also understand how Ballarat creatives had been financially impacted by lockdown and the COVID-19 crisis.

Fifty-nine artists, creatives and makers completed the survey from May to end June 2020.

The research revealed the following:

- 31% of respondents reported working full time in the creative sector, and 42% reported working part time, prior to the pandemic.
- Prior to the pandemic 37% of surveyed creatives reported receiving more than 2/3 of their income from the creative industries. During the pandemic and lockdown this fell to a staggering 10%.
- 71% of all creatives reported a drop in their income since the beginning of the pandemic.
- Just under a third of creatives reported that their income had remained the same or had increased during the pandemic.
- Drops in creative income are easy to mask, however, with many securing incomes through non-creative industries. 22% of those surveyed reported only working in the creative sector in their personal time.

This one-off research paved the way for the creation of an ongoing financial sustainability analysis of creative industries and practitioners which will commence in 2021.

A Creative Sector Industry Survey will be developed to deliver a set of indicators so we can measure the financial sustainability of the creative sector year-on-year.

The outcomes of both research pieces directly informs the delivery of arts and culture programs.

Qua Ran Tin E & Covid-19
By Mel Jane Wilson, Random Co-lab
Photographs Courtesy of Artist, 2020





Be Here Now, Music Events (Streamed Online)
Photograph by Alex Grose, 2020

SECTION 2

OUR CREATIVE CITY IMPLEMENTATION PLANS

The *Creative City Strategy* was signed off listing a range of responsibilities for all sides of the city to implement.

The wider community was encouraged to enact their responsibilities, as were local businesses and organisations and institutions.

The City of Ballarat too had a list of obligations within the strategy it had identified as necessary to implement.

The following pages outline those obligations and report on the progress against each item. The goals we have identified are supported by comprehensive implementation plans, each with their own set of KPIs and planned outcomes.

PLATFORMS AND CATAPULTS

The implementation plans follow the *Creative City Strategy* platforms and catapults which provide a high-level framework for achieving our vision. These were translated into 22 actions we stated we would do to make it happen.

Platform 1: Creative Participation is Vibrant and Sustainable

Catapult 1

Visible Creativity – Always Something Happening

- A1:** Inspire with an annual program of stimulating, frequent and authentic creative events and offers within Ballarat
- A2:** Take opportunities to use temporary and other structures and spaces as canvas for local creative expression

Catapult 2

Improving access, sustaining creative industry professionals

- A3:** Provide income streams and pathways to support Ballarat's creative industry professionals
- A4:** Facilitate the development of the broad range of skills required by creatives to sustain and grow their creative businesses

Catapult 3

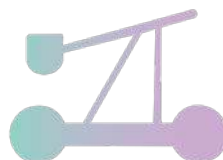
Sustainable funding and investment

- A5:** Deliver creative industry funding models which are sustainable and increase investment in the local creative sector
- A6:** Encourage greater investment in the city by creative industry organisations and businesses, leading to increased jobs and funding for the local creative sector

Catapult 4

New audiences, participants and markets

- A7:** Provide creative skill development opportunities for the public, especially those not usually engaged in traditional arts, culture, innovation or creativity
- A8:** Involve more marginalised socio-economic groups, schools, sporting clubs and community groups in the arts and creative industries.
- A9:** Reduce barriers for everyone to access inspiration around all segments of Science, Technology, Engineering, Arts and Maths (STEAM)
- A10:** Properly understand audience segments and their aspirations



Platform 2: Creative Talent is Attracted and Supported

Catapult 5

Can-do Creativity

A11: Support a strong creative learning ethos in Ballarat which produces the skills and talent we need to realise the vision of the *Creative City Strategy*

Catapult 7

Unleash the thinkers, doers and influencers

A15: STEAM Up Ballarat – apply our creative capacity to discover breakthrough innovations for industries and community

Catapult 6

More places to create and share

A12: Continue to unlock underutilised real estate in Ballarat to support creative industries

A13: Facilitate opportunities for creative practitioners to assess technical expertise and equipment to continually inspire new skills and the development of their creative practice

A14: Develop more opportunities for creative co-working, mentorship / networking and professional development

Platform 3: Creative Industry and Precinct is World-Class

Catapult 8

Ground-breaking institutions and cultural offerings

A16: Demonstrate Ballarat's bold, innovative and creative spirit to our community and to our visitors through the world-class offerings of our major institutions and venues

Catapult 9

Love and embrace the cultural and heritage canvas

A17: Tell the distinctive Ballarat story of our people, culture and place, through our creative works and offerings to our local community and to our cultural visitor market

Catapult 10:

Creative precinct distinctiveness and creativity in the public domain

A18: Ballarat's *Creative Precinct Masterplan* is implemented and owned by everyone

A19: Ballarat's *Creative Precinct Masterplan* is a place to live, create, study and visit

A20: Ballarat's *Creative Precinct Masterplan* is a place that showcases and celebrates Ballarat's assets, stories and people

A21: Ballarat's *Creative Precinct Masterplan* is a place that supports playfulness, flexibility and experimentation

A22: Ballarat's *Creative Precinct Masterplan* is a place of people-friendly streets and comfortable spaces that celebrate Ballarat's seasons

PROGRAMMING AND OUR VENUES

PROGRAMMING	STATUS
<p data-bbox="247 271 577 304">THE COMMITMENT</p> <p data-bbox="62 338 762 443">The Art Gallery of Ballarat is committed to curating and facilitating an annual program that involves local creatives and artists.</p> <p data-bbox="62 483 284 589"> Catapult 1: A1 Catapult 2: A3 Catapult 8: A16 </p>	<p data-bbox="965 271 1391 304">THE 2020 REPORT CARD</p> <p data-bbox="820 338 1533 517">The Art Gallery of Ballarat holds 12 Backspace exhibitions annually dedicated to community regional artists. The Art Gallery is an important part of the city's Community Art Pathway Program delivered by the Creative City team.</p> <p data-bbox="820 557 1528 734">Backspace exhibitions for 2020 with local artists included Geoff Bonney, Cake Industries, David Frazer, Ruby Pilven and Madeline Cruise, Mairin Briody, the Pitcha Makin Fellas, Ballarat Photography Group.</p>
<p data-bbox="62 772 710 878">Eureka Centre is committed to developing and presenting an annual program of exhibitions and events that involves local creatives and artists.</p> <p data-bbox="62 913 284 1059"> Catapult 1: A1 Catapult 2: A3 Catapult 8: A16 Catapult 9: A17 </p>	<p data-bbox="820 772 1513 1059">Lily Mae Martin's Overburden exhibition opened in the Eureka Centre on 3 February and was commissioned to run until 2 August 2020, closing early due to COVID-19 restrictions. A live streamed artist's talk (29 Mar) was presented during the closure and a catalogue was produced. The major work from the exhibition was acquired by the Art Gallery of Ballarat.</p> <p data-bbox="820 1099 1522 1346">Talking History is a program featuring writers, artists and researchers exploring history. The program was live in March (Alice Barnes) and resumed as a live streamed event with Fred Cahir (July), Beth Kicinski (September), Marg Dobson (October). The Peter Tobin Oration was presented by David Bannear (December).</p> <p data-bbox="820 1386 1477 1491">Eureka commemorative programming (5 Dec) of online content included a puppet and theatre performance by Rat City Players.</p>
<p data-bbox="62 1532 751 1637">Her Majesty's Theatre and Civic Hall are committed to curating and facilitating an annual program that involves local creatives and artists</p> <p data-bbox="62 1677 284 1783"> Catapult 1: A1 Catapult 2: A3 Catapult 8: A16 </p>	<p data-bbox="820 1532 1513 1783">Her Majesty's delivers a diverse programme of live performance annually with a significant local amateur theatre season. The theatre delivers seasons by BLOC and Lyric Theatre companies whilst supporting the delivery of some 12 local dance schools and the historic and extensive RSSS competitions.</p> <p data-bbox="820 1823 1525 1890">The venue is utilised by local groups for 6 months of the venue's calendar annually.</p> <p data-bbox="820 1930 1497 2036">The theatre is committed to further supporting the development of the theatre and live performance sector.</p>

THE COMMITMENT

THE 2020 REPORT CARD

All venues facilitate information-sharing and knowledge exchange, through the hosting of relevant and appropriate conferences, workshops, podcasts and panels alongside planned performances and exhibitions.

Catapult 1: A1
Catapult 2: A3
Catapult 8: A16

The Art Gallery runs comprehensive public programs for every exhibition. Specific exhibitions may have panel discussions and workshops.

Her Majesty's provides masterclasses, workshops associated with productions, while further workshops associated with eisteddfods, primary and secondary school productions, dance classes occur regularly.

Eureka Centre provides ongoing events, exhibitions and public talks and children's creative workshops which engage local practitioners.

All venues actively work to negotiate and secure world-class touring acts

Catapult 1: A1
Catapult 8: A16

The Art Gallery is working with the Ballarat International Foto Biennale on their international exhibition for 2021. Other international works are on hold due to pandemic issues.

Her Majesty's regularly works with international touring artists who form part of the annual programme.

All venues are involved in the design and implementation of audience identification, participation and satisfaction research.

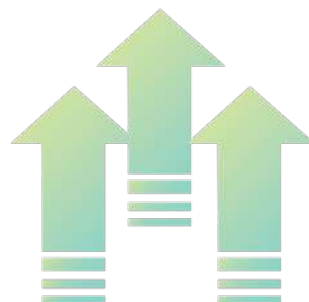
Catapult 4: A7
Catapult 4: A10

A collaborative research program into audience identification and participation has been commissioned.

Identify the world-class performers, makers and creatives from and within the Ballarat region – actively seek to promote their work within our institutions and events.

Catapult 1: A1
Catapult 2: A3 & A4
Catapult 8: A16
Catapult 9: A17

The Art Gallery has identified local artists who have world-class reputations hosting a David Noonan exhibition in 2020. Wadawarrung woman Kait James (exhibition planned 2021) has been identified as a talent to watch and nurture.



THE COMMITMENT

THE 2020 REPORT CARD

Compilation of a shared calendar between all venues, outlining the proportion of local content and suppliers.

Catapult 1: A1
Catapult 2: A3

The Art Gallery, Her Majesty's Theatre and Eureka Centre meet regularly as part of the Arts & Tourism group, mapping out activities over a three-year period.

This is an open discussion concerning sharing of skills, plans, expertise and commitments

All venues create and maintain an educational program which introduces diverse communities to a variety of artforms.

Catapult 4: A7 & A8
Catapult 5: A11

The Art Gallery runs a comprehensive education program, targeting various at-risk communities.

Her Majesty's actively engages with all preschool, school age and tertiary level stakeholders. Where programming opportunities present that align to curriculum, further educational engagement is provided.

Eureka Centre's Education Program included creative strategy drawn from the visual and performing arts.

All venues participate on a regional, state or national stage, ensuring Ballarat's creative voice is heard at the highest levels of government.

Catapult 9: A17
Catapult 2: A6

The Art Gallery's Director Louise Tegart is the current president of Public Galleries Association of Victoria and on the board of the Foundation for Living Australian Artists.

Gallery staff encouraged to take part in leading industry awards and advocacy roles.

Her Majesty's Daniel Henderson is a member of the Victorian Association for Performing Arts Centres and a member of Performing Arts Centres Australia. Technical and box office staff are also members of affiliated VAPAC committees.

Eureka Centre Manager Anthony Camm is a committee member of the Australian Museums and Art Galleries Association (Victoria).



Cake Industries installation at the Art Gallery of Ballarat, 2019

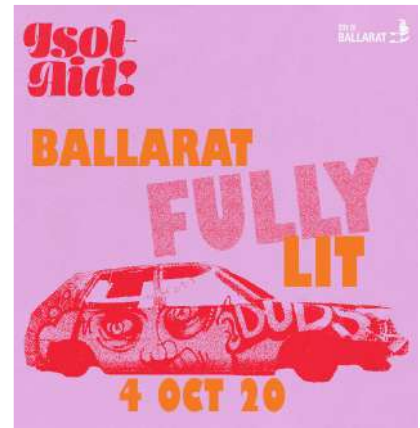
BALLARAT'S FESTIVALS AND EVENTS

Ballarat is renowned for its calendar of events and festivals. The activities are a mainstay of the creative economy.

In 2020 we commenced work to ensure creatives were more closely aligned into the production of the City of Ballarat's events and festivals.

This included streamlining the EOI and RFQ processes, commissioning artists directly and including their works at the centre of festivities.

Fully Lit Isol-Aid Festival
Ballarat, 2020



FESTIVALS AND EVENTS	STATUS
<p>THE COMMITMENT</p>	<p>THE 2020 REPORT CARD</p>
<p>Major touring festivals and activities hosted by external organisations in the city are actively encouraged to pass on skills and/or offer opportunities to appropriate local creative practitioners.</p> <p>Catapult 1: A1 & A2 Catapult 2: A3 & A4 Catapult 3: A6</p>	<p>The number of external touring festivals and activities delivered in 2020 were significantly decreased due to the impact of COVID-19</p>
<p>Enhance major touring festivals and events by piggy-backing creative initiatives upon their activities</p> <p>Catapult 2: A3 Catapult 3: A6</p>	<p>Cross-department planning has meant that advance planning is easier, with major touring festivals and event activities identified earlier to permit improved complementary creative initiatives. Programs such as Fringe Benefits Music Festival were directly built to make the most of the Spilt Milk Music Festival, supporting venues and local performers.</p> <p>In 2020, the City of Ballarat worked closely with the Road Nationals Cycling Championship to integrate creative initiatives into the program of events by contracting Cake Industries to create an engaging installation present throughout the cycling event.</p>
<p>Actively identify and negotiate for appropriate and relevant touring exhibitions, shows and festivals to include Ballarat.</p> <p>Catapult 1: A1 Catapult 8: A16</p>	<p>The City of Ballarat was not in a strategic position to investigate and seek touring events in 2020 due to the impact of COVID-19.</p>

FESTIVALS AND EVENTS

STATUS

THE COMMITMENT

THE 2020 REPORT CARD

Design and implement audience identification, participation and satisfaction research for each initiative implemented by the annual City of Ballarat events, arts and culture program.

Catapult 4: A10

The City of Ballarat established a framework to help articulate the merits of each festival and event implemented through an annual program. This includes, where possible, economic assessment of the sustainable practice of sector members, audience reach, participation and satisfaction amongst others.

Each event is measured by recording demographic information, audience data and economic impact. Since the beginning of 2020 changes have been made to post-event surveys to record satisfaction levels of creative programming.

Provide a service to the creative sector to assist in the navigation of City of Ballarat regulatory processes for creative activities and projects.

Streamline the planning and application process.

Catapult 1: A2
Catapult 4: A8 & 9
Catapult 3: A6

The City of Ballarat team has established a street art fact sheet to help streamline applications for the activation of temporary public art.

The City of Ballarat conducted a series of workshops to assist to navigate the regulatory processes including risk management.

Improve the tracking of the creative sector.

Catapult 2: A3 & A4
Catapult 4: A7, A8 & A10
Catapult 7: A15

The City of Ballarat has established the tracking of creatives with the establishment of a database that identifies and breaks down the skills and abilities of our creative sector.

The creative sector is also being included in comprehensive assessments to help understand economic health.

Evaluate the creative, visitor and economic impact various creative industry organisations and festivals bring to the city.

Catapult 2: A3
Catapult 3: A6

The City of Ballarat evaluate the impact events have on the city by examining changes in expenditure flows, based on electronic transactions made by locals and visitors.

THE COMMITMENT

Ensure all major events coordinated across the city, where there is City of Ballarat involvement, integrate the work of creative sectors and practising artists into their activities, for example into sporting events and initiatives.

Catapult 2: A3

Catapult 3: A6

Catapult 4: A7 & A8



Begonia Festival
Ballarat, 2020

Major event partners are required to 'leave a legacy' of knowledge to the city. Ensure that all major festivals and activities hosted by external organisations in the city pass on skills and/or offer opportunities to appropriate local creative practitioners. Document and track impact.

Catapult 2: A4

Catapult 4: A7

Catapult 5: A11

THE 2020 REPORT CARD

The reworking of events throughout 2020 has seen the creation of an online clearing house of opportunities for creatives to apply for current work and gigs. This includes offering Expression of Interest and Requests for Quote for all City of Ballarat coordinated festivals and activities. This has dramatically increased the different creatives and local makers who have been engaged to participate.

Additional work is needed into 2021/22 to embed creativity into sporting and other activities.

The following major events directly engaged local creatives as suppliers, either through open request for quote or targeted approaches.

Ballarat Begonia Festival – commissioning of artists for installations, activations and event curation and management.

Ballarat Heritage Weekend – online production 2020

Ballarat Virtual Winter Fest – Expressions of interest circulated to the creative sector for COVID-19 proofed events and activities. Commission and development of creative production. Support for tech industry and game development industries.

2020 Spring promotion – COVID-19 lockdowns resulted in the creation of a reactive initiative for Spring.

This drove an unexpected increase in funds and opportunities to the creative sector.

Christmas 2020 – COVID-19 lockdowns and prevention mechanisms saw changes in the development of creative brief, and increased production work directed to the creative sector

Following on from the review of City of Ballarat events throughout 2020, there are resolutions to include creative requirements into each contract.

In all conversations with event organisers the events unit advocates for external event organisers to use and prioritise local businesses and look for opportunities to engage creative industries.



ARTS & CULTURE AS A SECTOR

The core of the implementation of the *Creative City Strategy* is to support creative micro-enterprises, sole practitioners and other artists, makers and creators. We use the *Creative City Strategy* to create healthy ecosystems where creative industry can flourish and grow. Additionally, the strategy obligated the City of Ballarat to working to attract mid-sized creative industries to town, providing a strong infrastructure for businesses, organisations, associations and others to establish themselves in our city.

ARTS & CULTURE SECTOR	STATUS
<p>Development of a centralised database focused on the creative industries and sectors. Establish a searchable resource database of works.</p> <p>Catapult 2: A3 & A4 Catapult 4: A8 & A9 Catapult 5: A11, A13 & A14</p>	<p>The City of Ballarat has created and maintains a comprehensive database tracking self-reported artists, makers and creatives.</p> <p>To date approximately 1700 are represented on the database with 900 being very active and involved.</p> <p>The creation of a searchable image and works database is also underway, providing clear information on the rights and copyright held on works. The City of Ballarat also provides regular data on the economic profile of the creative sector.</p> <p>Next steps include the creation of economic benchmarking to measure the size and health of the creative industries.</p>
<p>Coordinate strategic activities to attract mid-sized and larger creative sector private businesses to Ballarat.</p> <p>Catapult 4: A9 Catapult 7: A15</p>	<p>Preliminary work has commenced on profiling the needs of the digital game industry and creative technology sectors.</p>

Steph Wallace, Artist
Photograph by Her
Golden Point, 2020



ARTS & CULTURE SECTOR

STATUS

Ensure all relevant arts and creative based EOIs are circulated to identified groups internally and externally

Catapult 2: A3
Catapult 5: A13

The earliest commitment was to transparency of EOIs and RFQs.

All relevant arts and creative based EOIs are now published externally on the Creative Ballarat website managed by the City of Ballarat. Over the calendar year of 2020, 31 different EOIs and RFQs were published online amounting to nearly \$700,000 worth of creative work directed to the sector.

An improved selection and evaluation system was also implemented. Commitment was made to casting more widely for creative applicants and seeking to improve the diversity of applicant.

Support and promote initiatives to introduce the wider Ballarat community to STEAM programs and activities.

Catapult 4: A9
Catapult 5: A11
Catapult 7: A15

The City of Ballarat has an ongoing commitment to support and promote STEAM.

The City of Ballarat has coordinated the Get into Games Expo for high school students for over a decade, more recently showcasing Ballarat-based digital gaming studios to local and national industry leaders as part of the event.

The City of Ballarat invested in hosting the first regional outreach of the internationally renowned Pausefest Festival in the city in 2019 and 2020 and has also organised eSports exhibitions for the community as part of the State Government's Digital Innovation Festival.

In addition, the City of Ballarat is a member of both the Central Highlands Innovation and Entrepreneurship Group, and the Ballarat Tech School Committee – both committees seek to introduce entrepreneurship and STEAM learning to our community and students.



Jem Olsen, Textile Artist
Photograph by Bowie Wallace, 2020

ARTS & CULTURE SECTOR

STATUS

Host ongoing focus groups from across the sectors to continually test the temperature of the creative community. Identify at-risk communities and structure sector specific responses.

Catapult 2: A4

Catapult 4: A7, A8, A9 & A10

Catapult 5: A14

The City of Ballarat has established bi-monthly coffee catch ups, offering a 'doctor is in' style of meeting where creatives, makers and others can bring their questions, concerns and challenges to Council.

Additionally, the City of Ballarat has undertaken research into the financial resilience of the Ballarat creative sector, especially at the onset of lockdowns and restrictions throughout the pandemic (March – August 2020).

This research has been helpful in identifying at-risk creative groups who require additional or tailored support programs. This is helping to shape our activity plans for 2021.

Additionally, the City of Ballarat has undertaken to support the development of a social entrepreneurship network.

Provide a service to the creative sector to assist in the navigation of City of Ballarat regulatory processes for creative activities and projects. Streamline the planning and application process.

Catapult 1: A1 & A2

Catapult 4: A9

The City of Ballarat provides a 'Business Concierge' service to any Ballarat-based citizens or business who are wanting to start or expand their business. A Council Officer provides support and advice on applicable processes such as planning, building or regulatory approvals required, as well as facilitate connections to industry groups, support services or others who may be able to assist.

Institute a creative sector benchmarking program, to assess and evaluate the sector's sustainability. Assess the impact that creative industry investment has upon Ballarat's wider national and global reputation.

Catapult 2: A4

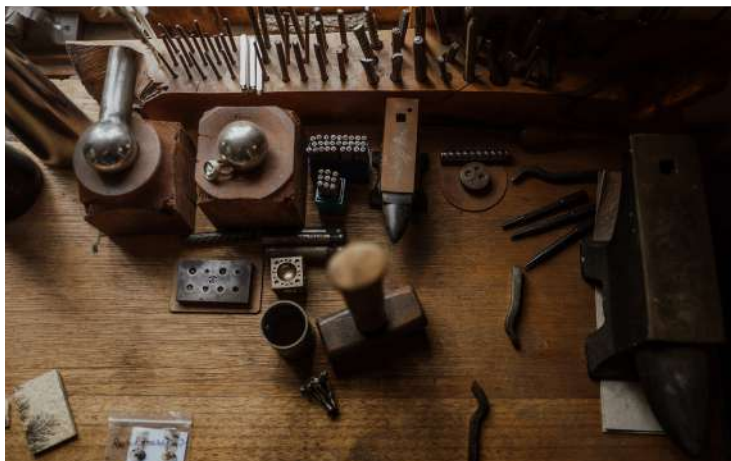
Catapult 4: A10

Catapult 7: A15

The City of Ballarat has established a whole of city marketing campaign (ballarat.com.au) based on robust market research which identified the city's creative offerings as a key driver for the visitor economy.

The City of Ballarat has invested in the development of a Creative Sector Census. This census will benchmark the sustainability of the sector and commence tracking on a yearly basis.

The City of Ballarat also continues to track the economic growth of the creative sector in the context of the entire city economy, to understand trends in economic contribution and jobs and to identify opportunities for future investment attraction.



Rachel Grose, Silversmith
Photograph by Bowie Wallace, 2020

ARTS & CULTURE SECTOR

STATUS

Investigate the assessment of art infrastructure (including spaces and incubators) needs that bring together arts practitioners, creative industries and businesses to collaborate and cross-fertilise ideas and concepts.

Catapult 6: A12 &13

As assessment has commenced regarding the arts infrastructure the city will need as it grows.

Investigation has begun into the community's requirements for services currently provided by the City of Ballarat, including gallery and exhibition spaces, community art and workshop spaces, enterprise zones, incubation and shared workspaces and studios, as well as performing arts spaces and others, and recommendations for investment against a set of growth indices. This recommendation will result in comprehensive plans outlining the total cultural infrastructure requirements the city needs. Work to complete in 2021.

Work collaboratively with major not-for-profits, City of Ballarat run organisations and others to help attract external funding for events, festivals and programming.

Work to attract and secure major world-class organisations, associations and bodies to use the city as a satellite, touring location, research centre or HQ.

Catapult 6: A13 & A14

The City of Ballarat sought and was successful in securing UNESCO Creative City designation as a City of Crafts and Folk Arts.

The City of Ballarat coordinated a group of premier ceramicists and practitioners, drafting a submission to host the 2025 Australian Ceramics Triennale 2025. This submission was ultimately unsuccessful but has resulted in the creation of a stronger ceramics network.

A new contract of support for the Ballarat International Foto Biennale was signed.

The City of Ballarat is a founding member of the new Victorian Creative Cities Network, linking together Geelong, Melbourne and Bendigo.

New strategic relationships have been forged with Creative Victoria, Regional Arts Victoria, Visit Victoria, Craft Victoria, Australian Museum and Galleries Association, the Koorie Heritage Trust, Theatre Networks Australia and Music Victoria amongst others.

Facilitate get-to-know you and networking sessions between creative practitioners, industry representatives and wider businesses to kickstart conversations.

Catapult 6: A14

Catapult 7: A15

The City of Ballarat invested in a series of meet ups and masterclasses throughout 2019 called Start Up Ballarat, bringing together groups including games developers, creative industry practitioners, social enterprises and successful start up founders to share their experiences and create new business networks in the city – some of which continued throughout 2020.

ARTS & CULTURE SECTOR

STATUS

Support existing initiatives that seek to place creative makers and industries into unused locations.

Catapult 6: A12



Public Art Installation,
Gallery Annexe, 2020

The City of Ballarat is seeking to engage and work with the community organisation Ballarat Evolve, tailoring a response to the unused commercial and retail locations within Bakery Hill throughout the development. Temporary public art is being explored for application within Bakery Hill during the development.

Investigation has begun into the community's requirements for services currently provided by Council, including gallery and exhibition spaces, community art and workshop spaces, enterprise zones, incubation and shared workspaces and studios, as well as performing arts spaces and others, and recommendations for investment against a set of growth indices.

This recommendation will result in comprehensive plans outlining the total cultural infrastructure requirements.

Establish relationships with institutions, major businesses to help uncover the innovators and inventors.

Catapult 7: A15

The City of Ballarat has a range of formal and less formal arrangements in place with government bodies, tertiary and training institutions and other city business leadership groups to identify and assist in the development of investment opportunities for the city.

It is through this work we are introduced to and support some incredible innovators in our city.

Directly implement arts business training programs for creatives and arts practitioners and assist in helping them develop sustainable business practices.

Catapult 2: A3

Catapult 5: A11

Catapult 6: A13 & A14

The City of Ballarat has established a comprehensive training and workshop program which started in mid-2019. The face-to-face workshops covered a range of topics including financial controls and governance, marketing art and creating a sustainable business model.

Throughout 2020 the training and resources moved to an online offering and was expanded to include the resources offered by associations and representative bodies.

Face-to-face and streamed training programs are planned to commence again in 2021 and tailored to specific areas of need.

Actively seek out creative industry leaders to visit and share their skills and knowledge with Ballarat's own creative sectors.

Promote cross industry knowledge.

Catapult 2: A4

Catapult 4: A8 & A9

The City of Ballarat arts training and workshop program engages with experts within their field, industry and arts associations and calls on them to present their skills and knowledge to our networks of creatives.

We have hosted representatives from Auspicious Arts, PauseFest, Craft Victoria and others.

ARTS & CULTURE SECTOR

STATUS

Facilitate get-to-know you and networking sessions between creative practitioners, industry representatives and wider businesses to kickstart conversations.

Catapult 6: A14
Catapult 7: A15

The City of Ballarat invested in a series of meet ups and masterclasses throughout 2019 called Start Up Ballarat, bringing together groups including games developers, creative industry practitioners, social enterprises and successful start up founders to share their experiences and create new business networks in the city – some of which continued throughout 2020.

ADDITIONAL ARTS & CULTURE ACTIONS IDENTIFIED FOR 2022/2023

Identify and approach funding and research bodies, such as CRCs, to introduce them to Ballarat based organisations and individuals.

Catapult 6: A14
Catapult 7: A15

Negotiate the placement and structure of creative and artist-in-residency programs across the city, within private, not-for-profit and institutional environments.

Catapult 1: A2

Identify and facilitate funding opportunities for creative skills training organisations. Establish or seek support from other bodies for training funds and scholarship programs for a diverse array of creative industries and arts practitioners.

Catapult 2: A3
Catapult 3: A5 & A6

Seek and attract new creative businesses and industries to the city, through a focused investment attraction campaign. Identify relevant trades, creative and crafts organisations and provide attractive opportunities to support them to move or establish their operations in the city.

Catapult 3: A6

Document and identify the STEAM Creative Industry practitioners and compile data. Profile the industry breakdowns. Identify and document the numbers of lodged patents and innovations created within Ballarat. Document the size and impact that STEAM based solutions, businesses and innovations bring to the city.

Catapult 7: A15

Assist creative skills training organisations and individuals to reach additional audiences and provide networking and linking opportunities. Support the establishment of creative educational providers in the city. Work with non-traditional creative environments to engage with the creative sector to share knowledge and skills.

Catapult 3: A6
Catapult 6: A13 & A14
Catapult 7: A15

Seek relevant funding, sponsorships and scholarships for our identified STEAM sectors and industries.

Catapult 3: A5 & A6
Catapult 7: A15

Work to package up incentive programs for relevant and appropriate creative industries

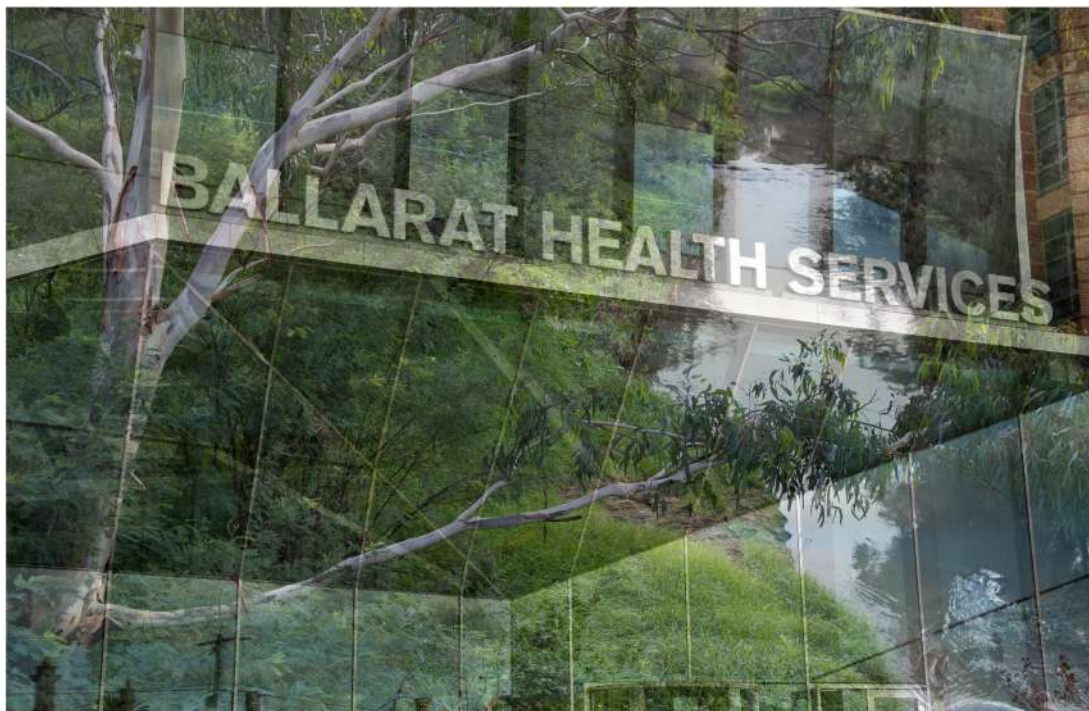
Catapult 3: A5



MARKETING WHO WE ARE

Communicating who the city is and how we represent a truly creative city, attracting new creative individuals, organisations and others.

MARKETING	STATUS
<p>THE COMMITMENT</p> <p>Ensure that local creatives, artists, makers and producers are engaged to deliver services and content for marketing campaigns.</p> <p>Catapult 2: A3</p>	<p>THE 2020 REPORT CARD</p> <p>Artists, creatives and makers were included in the development of all marketing campaigns across the city – from the marketing of specific venues to the marketing of the city as a whole.</p> <p>Tracking of these practitioners is yet to be implemented, and data will ultimately be used to measure the economic viability of the sector and practitioners.</p>
<p>Ensure the creative city is enshrined within the marketing and tourism outreach for the city</p> <p>Catapult 8: A16</p>	<p>2020 saw the reorganisation of the city’s tourism offerings, refocused as a result of COVID-19. Strong steps were made to integrate creative practitioners, makers and artisans into the refreshed marketing tools.</p>
<p>Design and implement target market identification of the cultural tourist for city-wide marketing initiatives, and provide guidance to Events, Venues and Arts & Culture.</p> <p>Catapult 4: A10</p>	<p>Work commenced on outlining the target audience profiling.</p>



Natural Absorption I
Lynden Nicholls & Ros Pach 2020

COMMUNITY ART

Community art and culture is a crucial component of building a healthy creative ecosystem. The Community Art program is designed to introduce all levels of ability to the idea of creativity, supporting emerging and early-entry practitioners across a diverse array of mediums and genres. We seek to make creativity and art non-confrontational, easy to understand and even easier to access.

Art is seen as the language of all.

COMMUNITY ART

STATUS

THE COMMITMENT

THE 2020 REPORT CARD

Consolidate all community art activities of the City of Ballarat

Community art programs were consolidated into pathways of support. Visual art and music pathways are now available. The pathways are designed to provide clear and simple instruction for community members seeking to be involved in the creative sector, providing guidance on accessing support and opportunities.

Catapult 1: A1
Catapult 2: A3

All information about opportunities for the creative sector in Ballarat is centrally housed on the Creative Ballarat website. Over 26,000 people visited the website in 2020.



SHAC Member
Emergence Exhibition
Ballarat, 2020

The Live Music Strategy (due for completion in 2021) was embraced within the Creative City Strategy – directly resulting in a new live music program called Be_Hear/Now, and a strategic alliance established with Music Victoria.

Be_Hear/Now linked emerging performers to established ones and provided strong platforms for performance. The online and live mix of activities reached more than 10,000 people in 2020 and had the support of State Government departments.

Creation of a centralised database of creative sector service providers; providing access to these both within the City of Ballarat and to others throughout the community.

A full database of creative practitioners has been built, holding more than 1,700 contacts. Additional practitioners are added daily. These contacts are regularly invited to submit for open EOIs and RFQs through the newly established Creative Ballarat website.

Catapult 5: A11
Catapult 2: A3 & A4
Catapult 4: A7 & A8

Successful and non-successful candidates are tracked to ensure that work is widely shared.

Align with relevant bodies and associations.

Current memberships have been renewed and new ones established with Music Victoria, Craft Victoria, NAVA, Theatre Networks Australia, Arts Law Australia.

Catapult 2: A4
Catapult 3: A6

COMMUNITY ART	STATUS
THE COMMITMENT	THE 2020 REPORT CARD
<p>Facilitate information-sharing and knowledge exchange, through the hosting of relevant and appropriate conferences, workshops, podcasts and panels.</p> <p>Catapult 1: A1 Catapult 2: A3 & A4 Catapult 4: A7 Catapult 5: A11 Catapult 7: A15</p>	<p>The City of Ballarat produces a monthly Arts & Culture newsletter to over 900 subscribers.</p> <p>Networking and catch up sessions are hosted monthly, moving to a virtual environment during the pandemic.</p> <p>A comprehensive training and workshop program established with the 2020 series of workshops moving from in-person to online.</p> <p>2020 saw the hosting of workshops and presentations in conjunction with Creative Victoria, including the release of influential cultural audience research by Morris Hargreaves and McIntyre; and commissioning of Craft Victoria to run marketing advice workshops especially for visual artists.</p>
<p>Establish and maintain a regular ongoing training program for creatives and practitioners.</p> <p>Provide regular and ongoing supply of resources, and ensure it is part of the arts and culture programming. Track performance of the program.</p> <p>Catapult 2: A4 Catapult 5: A11 Catapult 6: A14</p>	<p>Comprehensive training programs for the arts and culture sector are now underway. There are two levels of training.</p> <p>There is a constantly available ongoing set of resources on how creatives can become more sustainable, advice on tax and finance, as well as GST issues. The second level of training is designed to tailor to specific issues which are raised by the community – such as harnessing the right digital platform to promote your work, advocating for yourself in the music scene and managing your mental wellbeing in a gig economy.</p>
<p>Proactively identify creative practitioners, artists and creative industries in the wider city as they establish their businesses or move to the city.</p> <p>Catapult 2: A4 Catapult 4: A10 Catapult 9: A17</p>	<p>This project is ongoing as we establish new connections to creative practitioners and businesses.</p>
<p>Track and document the economic health and resilience of the creative sector.</p> <p>Catapult 2: A4 Catapult 3: A6 Catapult 4: A10 Catapult 5: A11</p>	<p>A Creative Sector Census is being activated for the 2020/2021 Financial Year. Designed to be an annual measure, it is intended this project will identify weaknesses in the creative sector network.</p>

THE COMMITMENT

THE 2020 REPORT CARD

Maintain clear pathway for creatives and artists to make and display their work.
To examine the opportunities for new locations and opportunities for creatives to make and display their work.

Catapult 1: A1 & A2

Catapult 2: A4

Catapult 6: A12

Community Art Pathways Program for visual arts and music has now been established. All details now housed on the Creative Ballarat website.

Secured new free exhibition and performance space on Lydiard Street.

Currently investigating additional ways for creatives to make and display their work.

Facilitate and assist local creatives in accessing streams of funding inside and outside the city. Help directly kickstart creative sectors, practitioners and organisations to achieve outcomes.

Catapult 2: A3

Catapult 3: A5

Currently investigating a Ballarat specific fund for creatives to be administered by Regional Arts Victoria. Review of direction in 2021.

Creative sector actively encouraged to submit their grant applications into the revamped Community Grants program.

Rewrite and implement a new Public Art Policy. Development of a temporary and ephemeral art program, complementing the Public Art Program.

Catapult 1: A1 & A2

Catapult 9: A17

Catapult 10: A21

The Public Art Policy was reworked, with comprehensive redrafting of the structure.

The program was issued for consultation with intent to submit to Council for approval in mid 2021.

Track temporary and ephemeral art through audit research of the city surrounds. Identify 'future heritage' artworks for conservation and management.

Catapult 9: A17

Catapult 10: A21

The Public Art collection has had initial catalogue updates in 2020 with all artworks to be eventually catalogued and housed on the Victorian Collection Online Database.

The next stage is to complete a significance, condition, valuation and insurance status report in 2021/2022.

Establish and advocate for a model of fair rates practice in line with recommendations across all creative industries.

Catapult 2: A4

The Art Gallery of Ballarat has established a model of fair rates in line with the National Association of Visual Artists recommendations.

All Council EOIs and RFQs for the creative sector are advised to apply fair rates recommendations from expert bodies such as NAV, Music Victoria and MEAA.

ADDITIONAL COMMUNITY ART ACTIONS IDENTIFIED FOR 2022/2023.

Negotiate and support funding applications from external bodies and institutions, assisting in match-funding arrangements where practicable.

Catapult 3: A5

Identify, support and promote the existing creative learning opportunities that Ballarat currently offers – both formal and informal.

Identify and celebrate the movers and shakers who are offering their services to share their skills, knowledge and experience.

Catapult 5: A11

Catapult 6: A14

Catapult 7: A15



Art Space
Ballarat, 2020



Charlotte Grimes
Exhibition 'The Ineffable'
Unicorn Lane, 2020



Federation University 2nd Year Visual Arts Students Unicorn Lane
2020

THE CREATIVE CITY MASTER PLAN

In 2020 the *Creative City Masterplan* was closely reviewed, taking into consideration the wide variety of programs and aspects that fall into the application of the *Masterplan*. A desktop program was initiated to evaluate the existing urban design guidelines, and an assessment undertaken to identify the steps necessary to develop a Design Charter for Ballarat. More work is planned in this area in 2021.

CREATIVE CITY PLAN

Application of the *Creative City Masterplan*

Catapult: 10

THE 2020 MASTERPLAN

Investigation of the process to develop a citywide Design Charter.

Development of proposed Public Realm palettes.
Development of Urban Design Guidelines.

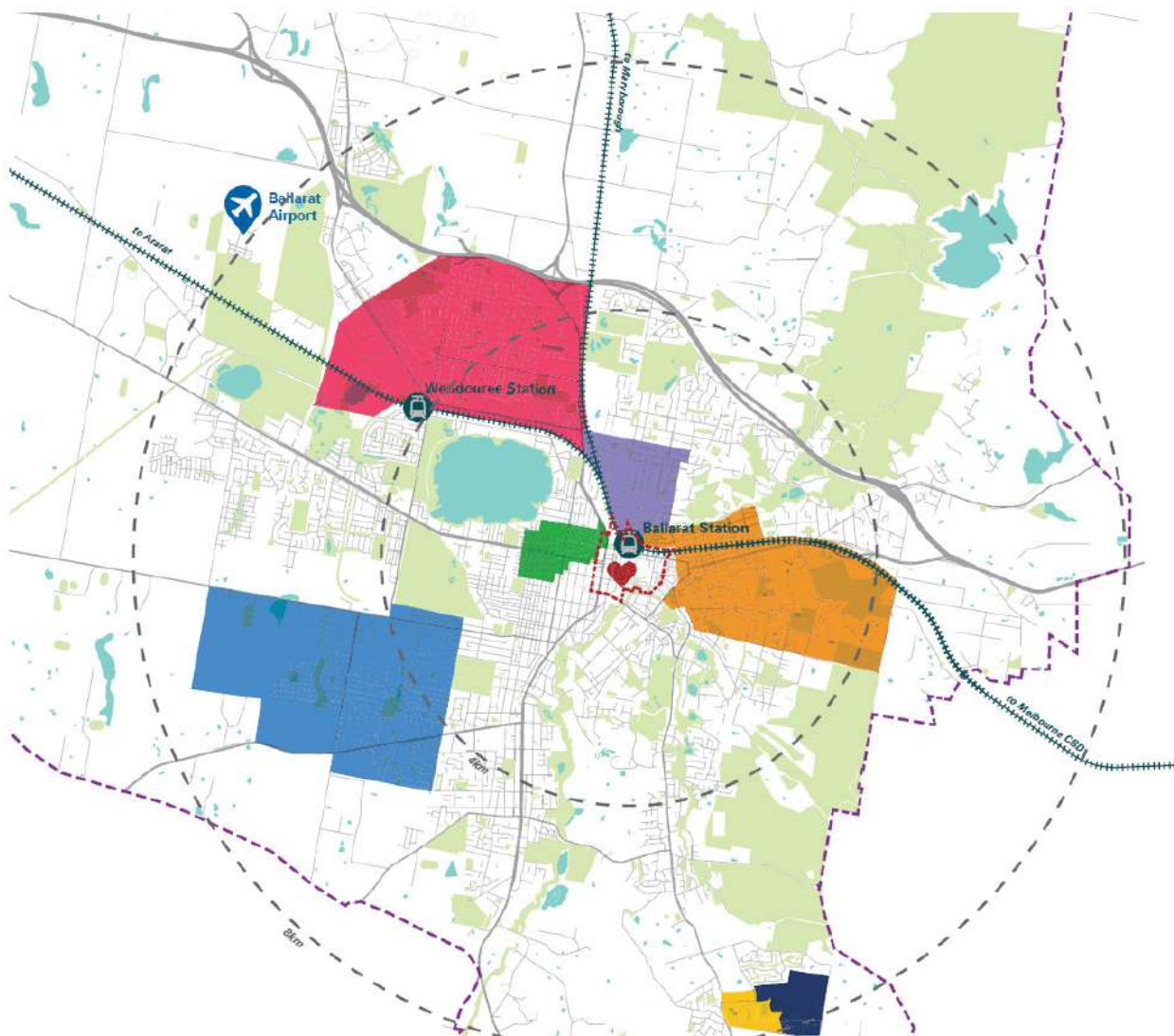


Figure 1.1
Ballarat's Creative Precinct can be seen as the heart of Ballarat's broader creative ecology

Legend

- Ballarat's Creative Precinct
- Ballarat East
- Health and Knowledge Precinct
- Federation University Mt Helen Campus
- Ballarat Technology Park
- Soldiers Hill
- Delacombe
- Wendouree



Sanitise Online Music Streaming Festival
Photograph by Alex Grose, 2020



www.ballarat.vic.gov.au
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United Nations
Educational, Scientific and
Cultural Organization



UNESCO City of Crafts and Folk Art

Designated
UNESCO Creative City
in 2019

www.creativecityballarat.com.au
Nurturing the spark of creativity

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