

2023

# MEMBERSHIP MONITORING REPORT BALLARAT

CITY OF CRAFTS AND FOLK ART



Rare Trades Centre (c) Chris Puro



## Executive Summary

In 2019 the City of Ballarat in Victoria Australia was named as a designated UNESCO Creative City of Crafts and Folk Arts. This 2023 Monitoring Report highlights the City of Ballarat's comprehensive programs, at local, national, and international levels, which foster and deliver financially viable and dynamic creative communities and ecologies. The City of Ballarat's Creative City programs deliver against the United Nations Frameworks, specifically the 2030 Agenda for Sustainable Development and the New Urban Agenda.

The City of Ballarat's Creative City Unit takes responsibility of delivering four-year plans of creative sector development and financial sustainability for a city with a population of more than 115,000 – tailoring initiatives on ceramics, textiles and putting the work of First Nations people first as part of our UNESCO obligations. Additional areas include working on retaining intangible cultural heritage, protecting, and reinstating lost trades, as well as developing a strong craft ecosystem which includes diverse individual practitioners through to mid-sized and larger businesses.

The Creative City Unit works within the local government of the City of Ballarat, additionally supporting creative practitioner training and education, exhibition and performance space management and curation, as well as oversight and implementation of the city's Public Art collection. The Creative City unit is dedicated to monitoring and evaluation of impact, regularly assessing the creative sector and actively including co-design processes to ensure that tangible and intangible cultural assets are tracked and supported.

The City of Ballarat's Creative City unit works in collaboration with a wide array of different local, national and international connections to help deliver against the UNESCO obligations. This has included the foundation of the Victorian Creative Cities Network made up of the 4 creative cities across the Victorian State (including Geelong as a UNESCO City of Design, Bendigo as a UNESCO City of Gastronomy and Melbourne as a UNESCO City of Literature). Relationships have been forged with Jajpur in India, a city seeking to establish its craft credentials, and Baguio, The Philippines, a city that has with our sub-network coordinator in Jinju and are participating in the 2023 Jinju Traditional Crafts Biennale.

The City of Ballarat more broadly is invested in building a cleaner, more efficient and more profitable environmentally sustainable future. The City's new processes, targets and collaborations are now underpinning Council's operations. The Ballarat Biodiversity Vision and Commitment, our action on Climate Change and our transition towards a circular economy are just a few examples of how the City is embedding sustainability as outcome and measure of success.

While managing our environmental commitments the City of Ballarat is also committed to implementing novel and compelling actions which actively support the creative sector. Arts and culture are the fastest growing sector of the Ballarat economy. Since 2016 the numbers of total jobs in the sector have more than doubled. We are ensuring our programs deliver sustainable economic development, supporting liveable wages and ensuring access to creativity and culture for all. Between 2016 and 2021 the creative sector has grown at a staggering 67%, outperforming the rest of the Ballarat economy which only grew 11% over the same period. Ballarat is confident it is showing the way in delivering sustainable futures which have cultural and creative economies at its heart.

## General Information

**Name of the city:** City of Ballarat

**Country:** Australia

**Creative field:** Crafts and Folk Art

**Date of designation:** 2019

**Date of submission of the current report:**  
30 November 2023

**Entity responsible for the report:**  
City of Ballarat, Creative City Unit

**Previous reports submitted and dates:** nil

**Focal points of contact, including:**

- The designated focal point in charge of the daily management of the designation:  
Tara Poole, Coordinator Creative City – [creativecity@ballarat.vic.gov.au](mailto:creativecity@ballarat.vic.gov.au)
- Communication officer within the Municipality, responsible for broadening the outreach of the city initiatives: Pat Nolan, Communications Officer, City of Ballarat – [patnolan@ballarat.vic.gov.au](mailto:patnolan@ballarat.vic.gov.au)
- Website – [creativeballarat.com.au](http://creativeballarat.com.au)
- Instagram – @CreativeBallarat

# Contribution to the Programme's Global Management

Number of UCCN Annual Conferences attended in the last four years (please note that a regular participation in the Conference is compulsory)

2021: UNESCO Creative Cities online meeting organised by the City of Santos, Brazil. Attended online by Coordinator Creative City, Tara Poole

Please note that there was no 2020 Annual Conference.

Hosting of a previous or future UCCN Annual Conference

- None to date

Hosting of working or coordination meeting(s) addressed to one or more UCCN creative field representatives (notably sub-network meetings)

- Establishment of the Victorian Creative Cities Network of the UNESCO Creative Cities located within the Victorian State, Australia and securing State Government funding for the operation of this group
- Discussions and skill sharing between UNESCO Creative Cities in New Zealand and Scotland

Hosting of international conference(s) or meeting(s) on specific issues salient to the Creative Cities with a large participation of members of the Network

- March 2023 hosted the Victorian Creative Cities Network Conference to discuss provocations about operating creative cities. Attendance of international UNESCO Creative Cities including City of Gastronomy, Launceston; applicant UNESCO Creative Cities including Hobart, Tasmania; national commentators, and researchers.

Financial and/or in-kind support provided to UNESCO in order to strengthen the sustainability of the UCCN in different areas including management, communication and visibility (dates, types of contribution, factual or estimated amounts, main objectives, etc.)

Date	Action	Type of investment	Outcome
2019	Established the Creative Ballarat website and outreach program	Financial and in-kind	A strong website presence which educates the community about the benefits of being a member of the UNESCO Creative City network
2020	Established Victorian Creative City Network (VCCN)	In-kind	Strong national and statewide network established between Victorian cities
2021 - 2022	VCCN hosted regular meetings to share knowledge and experience	In kind	Quarterly conferences and meetings between all 4 Victorian creative cities
2021	Hosted a First Nations-led craft conversation to promote Ballarat's status and the work of the UNESCO network	Financial and in-kind	Funded the Dr Clare McGregor (Wadawurrung) to attend and network with community. Engaged the Australian National Commission for UNESCO to fund exhibition and event activation.
2022	Contributed to the research UNESCO and the Making of Global Cultural Policy, University of Western Sydney	In-kind, funded by the Australian Government	Currently underway
2023	Secured financial contribution from Victorian State Government for the promotion of the Victorian UNESCO Network and the work of the UNESCO Creative Cities worldwide	Financial, funded by the Victorian State Government, and in-kind	Currently underway. A state-wide communications campaign to promote the UNESCO Creative Cities network. Due to launch in 2024.

Serving as cluster coordinator or deputy coordinator and period

- Not served at this time

Participation in the evaluation of previous applications (number of applications evaluated per Call for Application), and/or of previous Membership Monitoring Reports (number of reports evaluated per reporting exercise)

- Evaluation of the 2023 application for the city of Ulaanbaatar, Mongolia





## Facts about Ballarat and its Creative Sector

*Ballarat is the gateway to Goldfields region of Western Victoria.*

**Population:** 115,847

**Population growth rate:** the population growth rate in Ballarat is twice the rate of regional Victoria

**Median age:** 39

**Average household size:** 2.35, but nearly one in three live on their own

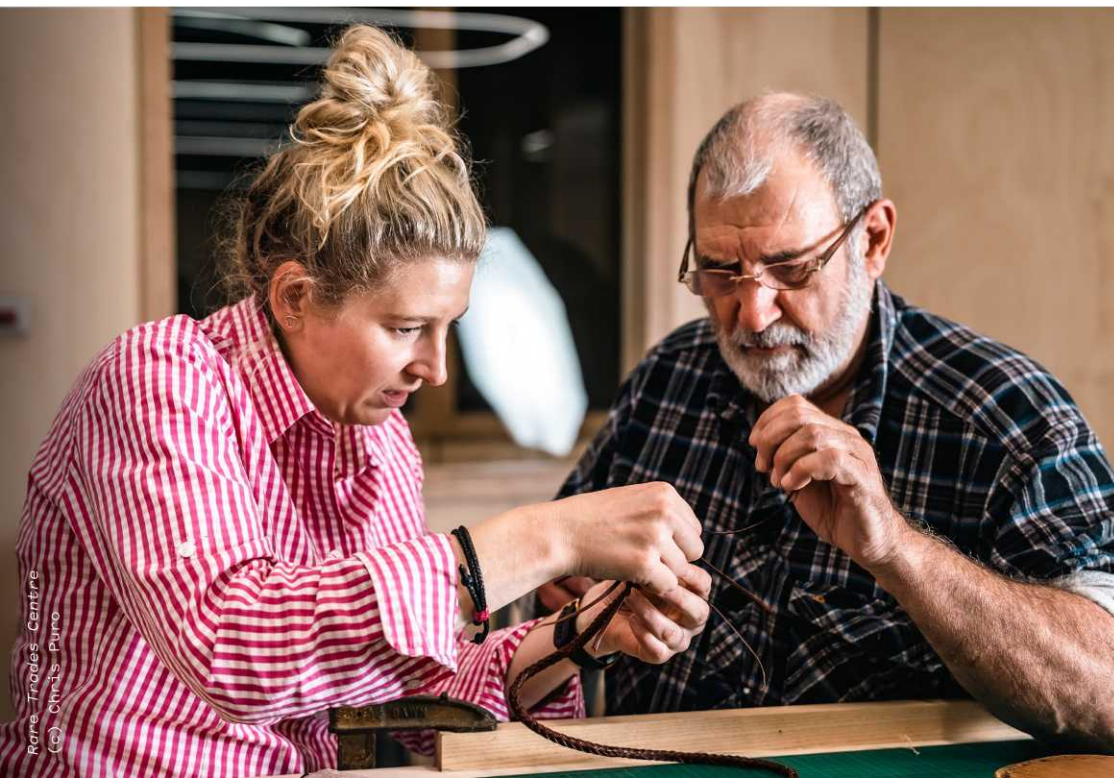
**First Nations population:** 1.8%

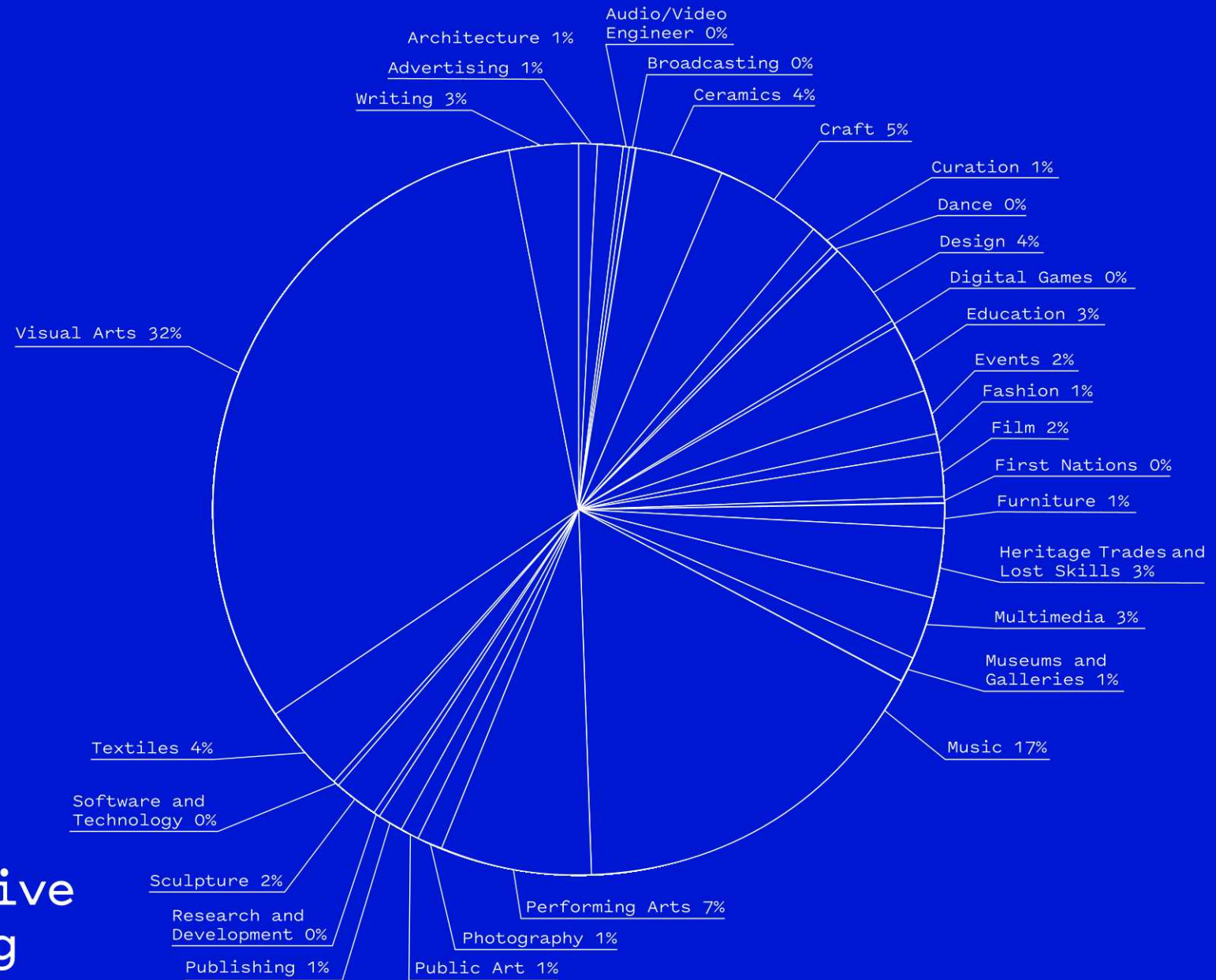
**Born Overseas:** 11%

**Speak a language other than English at home:** 7%

**Creative sector:**

- 1587 people identify as being part of the creative sector
- 28 different creative sectors offering 85 different industry services
- Number of self-reported craft practitioners doubled in less than a year between 2021 and 2022
- Largest practitioner group remains visual artists (407) followed by those in the music industry (213)

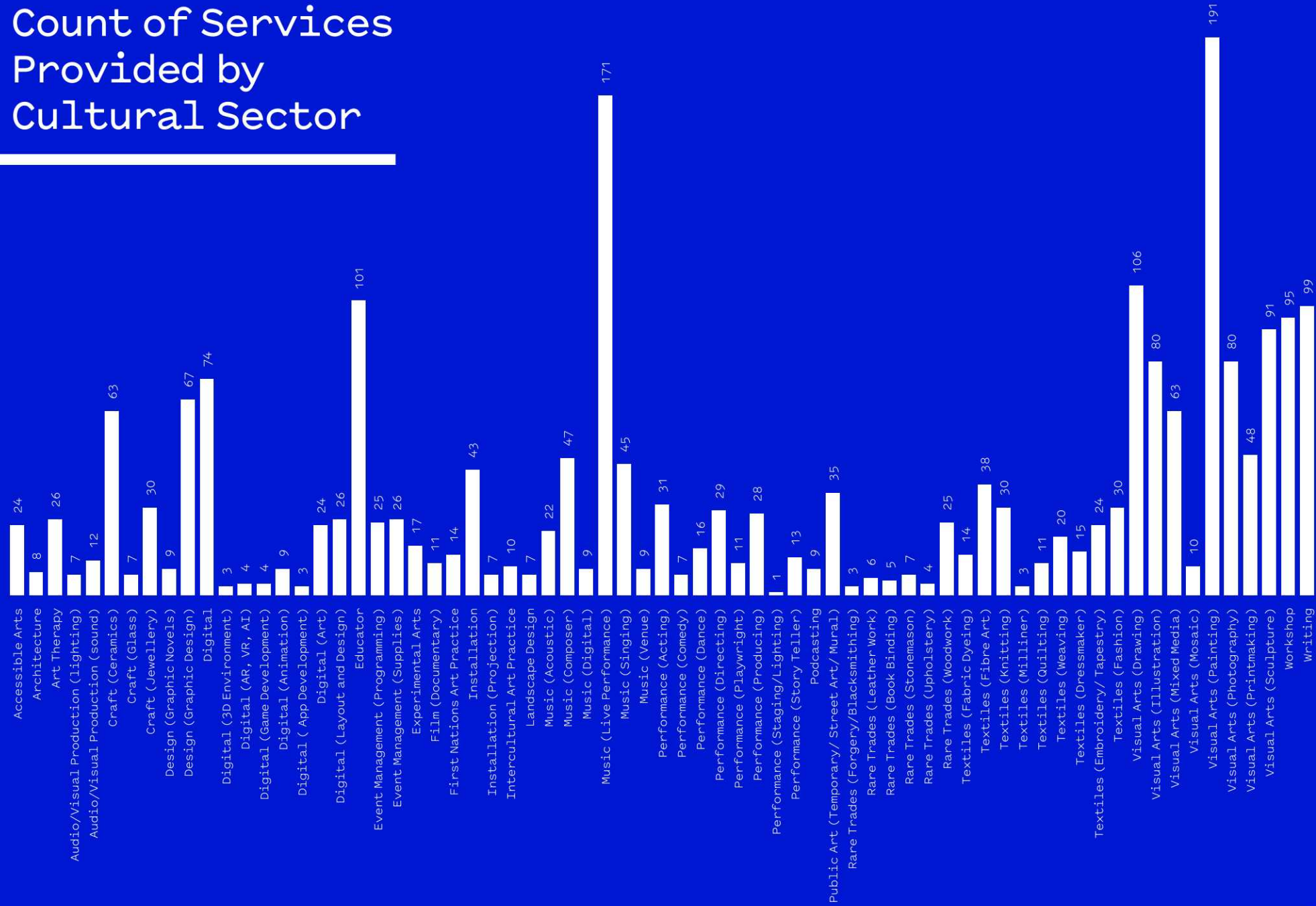




Ballarat Creative  
Sector Tracking  
June 2023



# Count of Services Provided by Cultural Sector



# Achievements at the Local and City Level to Achieve UCCN Objectives

Main Initiatives, Partnerships, Measures and Policies	Integrating culture and creativity into local development strategies, policies and plans	Making culture and creativity an essential component of urban policies and actions for sustainable development, notably through participatory approach and partnerships involving the public and private sectors and civil society	Strengthening the creative economy, notably through the creation, production, distribution and enjoyment of cultural goods and services	Improving access to and participation in cultural life, notably for marginalized or vulnerable groups and individuals, and fostering youth engagement and gender equality	Developing hubs of creativity and innovation and broadening opportunities for creators and professionals in the cultural sector	Bolstering awareness-raising on the UCCN, as well as enhancing the impact of culture and creativity in sustainable urban development and supporting research, analysis and dissemination in this particular field
<i>Strategies and plans</i>						
2019 Creative City Strategy and Masterplan	x	x	x	x	x	x
2021 Public Art Policy	x	x	x	x		
2022 Community Infrastructure Plan	x	x		x	x	
<i>Sector development</i>						
2019 - 2023 Training, sector building and education	x	x		x		
2020 – 23 Craft Lab			x	x	x	x
2022-23 Creative Experience Development program for tourism	x	x	x		x	

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<i>Creative Infrastructure</i>						
2022 Rare Trades Centre		x	x	x	x	
2022 Federation University Ceramic Program	x	x	x	x	x	
2023 Perridak Art Gallery		x	x	x	x	
2023 Arts Incubator	x		x	x	x	
<i>Cultural Mapping</i>						
2022 Arts & culture infrastructure analysis	x	x		x	x	
2020-23 Yearly tracking and assessment of creative sector	x	x		x		x





## Strategies and Plans

### 2019 Creative City Strategy and Masterplan (2020-2030)

An award-winning Council endorsed Strategy and Masterplan which takes a comprehensive analysis of building and supporting healthy creative ecosystems. The Creative City Strategy was awarded the 2019 Economic Development Strategic Thinking Award, Economic Development Australia and the Masterplan was the winner of 2020 Best Planning Ideas, Planning Institute Australia. The ethos of the strategy guides the implementation actions across the City of Ballarat, ensuring that creative thought, decision and action are integrated between public and private spheres. The requirements of the UNESCO designation are captured within the Creative City implementation plans and actions against a clear set of targets are tracked on a yearly basis. The focus of the strategy is to help support creative practitioners, businesses and industry to establish sustainable models of operation, nurturing the spark of creativity – but responding to the creative individual's definition of what sustainability means to them. The application of the Creative City Strategy to the UNESCO designation falls under four key pillars:

**Pillar 1** - New economic heartbeat. Craft and folk art helped our city survive - change means we could lose these skills.

**Pillar 2** - Celebrating, protecting and reinterpreting the rare and forgotten crafts. Heritage is critical for our city. Rare crafts represent important elements in conserving this asset.

**Pillar 3** - A welcome platform for our newer community members. Integrating and harnessing knowledge, growing new trades and sectors, sustaining and broadening skills.

**Pillar 4** - Reinvigorating the skills of our indigenous communities. Supporting the restoration and reinterpretation of lost knowledge as economic drivers.

[SDG 11](#) | [SDG 8](#) | [SDG 9](#)

### Public Art Policy (2021)

In 2021 the City of Ballarat refreshed its Public Art Policy after completing an audit of over 120 significant permanent pieces which exist within its collection. The Public Art Policy 2021 now permits the collection to tell contemporary stories or to help add newer interpretation and deeper understanding to past tales by giving voice to experts in heritage, civic spaces, landscape, community history and more. The Policy will directly shape the way the City of Ballarat harnesses open spaces and creates a more liveable city. The Policy will be supported by a series of 5 guiding documents that provide clarity around Governance, Maintenance, Conservation, Curation and Collection Management. The auditing and valuing of the collection have helped establish a deeper appreciation of provenance, as well as reveal gaps in the overall catalogue. This has shaped new directions in commissioning both permanent and temporary pieces.

[SDG10](#) | [SDG11](#) | [SDG3](#)

### Community Infrastructure Plan (2022-2037)

Community infrastructure includes the buildings and spaces where our community comes together. Our community infrastructure is designed to allow our community to connect, to express creatively, to learn about or experience new cultural experience, to be active and to access vital services. The City of Ballarat's community infrastructure helps to strengthen our sense of belonging through the provision of important cultural services. These facilities are integral to promoting health and wellbeing and supporting a sustainable, innovative, and inclusive community. Through the application of rigorous and transparent processes, the City of Ballarat is targeting investment to provide equitable, accessible, and sustainable community infrastructure across the municipality that meets the needs of our community, now and into the future. This plan provides clear direction about the City of Ballarat's community infrastructure investment priorities over the next 15 years, with specific focus and allocation to creative and cultural practices.

[SDG3](#) | [SDG9](#) | [SDG10](#) | [SDG11](#) | [SDG16](#)

## Sector Development

### Craft Lab and The Great Takeaway (2021-)

Celebrating the traditional skills and contemporary craft practices of over 50 practitioners, Craft Lab is an event hosted on a yearly basis since 2021, offering a rich and engaging program of activities. In May 2023 Craft Lab 23 had seventeen featured exhibitors and thirty-six display exhibitors, attracting more than 5,500 visitors over 10 days. Craft Lab extended its offerings to include a three-day workshop program, the International Wool Back-to-Back challenge and an exclusive highlight dinner event – the Great Takeaway. These offerings ran alongside the core Craft Lab components of featured exhibitors, an extensive central display and a changing program of pop-up demonstrations over the two weekends. The event succeeds in its intent to introduce new communities to craft practice, provide innovative and unique experiences and permit the craft and creative sector to flourish.

[SDG 8](#) | [SDG 9](#) | [SDG 11](#)

### Training, sector building and education (2019-)

Since 2019, the City of Ballarat has delivered comprehensive training and education programs to help build and support the creative sector. The training and education program is based around pathways – helping people and organisations identify the level of sustainable practice they are seeking and assisting them to grow skills and build their business accordingly. A spectrum of services is provided. From entry level education on how to run a business, tax and accounting, basic marketing, right through to sophisticated mentoring and career development. For the craft focus area we provide 8-month long career and professional development training for a selected cohort.



This group is individually assessed and supported, with career advice provided by Craft Victoria, through to providing residencies and exhibition opportunities. In 2021/22 over 100 creative practitioners were supported through direct training and education services. In 2022/23 this increased to over 125.

[SDG8](#)



## Creative Experience Development program (2022-23)

The Creative Experience Development program is designed to empower local entrepreneurs and businesses wanting to expand their experiences for high quality, transformative experiences. The City of Ballarat understands that creative and cultural experiences are a unique attribute to our City and attract vast numbers of tourists and travellers. In 2022/23 the investment delivered by cultural tourism was \$109million. In 2022 the City of Ballarat identified creative practitioners and businesses to assist them in developing brand aligned experiences which fill product gaps in the local visitor economy. The Ballarat Creative Experiences ran in Autumn 2023 after an intensive selection process, identifying 6 creative practitioners and businesses who were seeking to establish or grow existing craft or creative offerings. Their concepts were tested and refined, they were provided with copywriting and marketing support, established on a booking platform and then actively promoted through the City of Ballarat's marketing and tourism program. The model was a powerful way of working with creative practitioners to help establish and grow creative industries.

[SDG8](#) | [SDG 11](#)

## Creative Infrastructure

### Arts Incubator (2023-)

Craft and creative practitioners often express their need for space for trial and experimentation, however the cost of rent and occupying spaces within the centre of the city is prohibitive. Population growth and city development will continue to put pressure on the affordability of creative and cultural spaces. The City of Ballarat, with the support of the State Government of Victoria, opened an Arts Incubator to provide 'sandbox' environments for creative practitioners.

The spaces are offered rent-free to a selection of community organisations who provide a range of different cultural services and creative supports. The Arts Incubator currently includes theatre and performance developments spaces, rehearsal space for live music, dedicated environments for young people to gather and work as well as film studios. The Arts Incubator is also now home to a rescued industrial loom, salvaged before being dumped. Organisations are now seeking to maintain the cultural heritage of the use of the loom and will offer weaving and other skills development opportunities.

[SDG 9](#) | [SDG10](#) | [SDG 12](#) | [SDG 4](#) | [SDG 8](#)

### Perridak Gallery (2023-)

Opened in 2023, Perridak Art Gallery is an initiative of the Ballarat and District Aboriginal Cooperative (BADAC). This new gallery shines a light on First Nations artists and creators from the local district. Designed to communicate a sense of 'being on country', the Gallery houses a wide variety of art forms – from visual through to traditional cultural skills such as weaving and tools. The Gallery profiles First Nations artists from the region, both Traditional Custodians of Wadawurrung land on which the City of Ballarat sits, and those First Nations families from other lands who have made Ballarat their home. The Gallery was opened after a need was identified for local Aboriginal artists to have a venue to sell and display their artworks. BADAC provides programs and supports to First Nations people in the local area. With over 170 staff, BADAC is an important employer and support for the First Nations community. BADAC intends for Perridak Arts to be another step forward on the path to self-determination and aims to help protect intangible cultural heritage. Today Perridak Arts is an important location for visitors and residents alike.

[SDG10](#) | [SDG1](#) | [SDG 3](#) | [SDG 4](#)



## Rare Trades Centre (2022-)

The Australian Centre for Rare Arts & Forgotten Trades (Rare Trades Centre for short) was established in 2022 as a place dedicated to the preservation and perpetuation of rare skills, knowledge and practice to ensure the language of 'making' in Australia is not lost to history and remains alive and accessible for future generations. Industrialisation, mass production and globalised markets have had a huge impact on Australia's 'making' industries with skills and knowledge that were once commonplace, now rare. The Rare Trades Centre is a place dedicated to safeguarding this important part of Australia's national heritage and offers public programming including workshops, masterclasses, events and residencies. The Centre for Rare Arts and Forgotten Trades is a not-for-profit organisation and part of the Sovereign Hill Museums Association.

[SDG 9](#) | [SDG 4](#)

## Federation University Ceramic Studio Business Program (2022)

This project tested the viability of a variety of community ceramic and pottery programs within the asset of Federation University's ceramic studio located within Ballarat's central business district. A successful funding application was made to investigate the development of new projects and programs, delivering test cases to permit community members to access the resource of the state-of-the-art ceramic studio, to support professional ceramicists and potters within the city and to deliver income streams to Fed Uni. This project was endorsed by Federation University's Vision 2022-2025 and University City Masterplan.

[SDG 8](#) | [SDG 9](#) | [SDG 12](#)

## Cultural Mapping

### Creative Sector Tracking Report (2021-)

To better assess needs and requirements of the creative sector, the City of Ballarat undertakes an annual Creative Sector Tracking Report. This report analyses a growing database of creative practitioners and businesses, assessing their household income and measuring confidence in the creative industry sector. The survey is issued out to more than 500 creative individuals, micro-enterprises and businesses. It provides a snapshot into the changing profile of the sector, measures more than twenty-five different creative activities and asks questions about whether the creative practitioner believes that their practice is financially viable and sustainable. The results help shed light on confidence, perceptions of progress and an understanding of where obstacles may lie. The information informs the Creative City targets and ultimately shapes the direction of tailored programs. The third year of data is now being collected and work is underway to engage Monash University to further interrogate the numbers to provide improved insights.

[SDG 8](#) | [SDG 10](#) | [SDG 9](#)

### Arts and Culture Infrastructure Report (2022)

The Arts and Cultural Infrastructure Report conducted in 2022 provides an analysis of:

- The current supply and function of private and public arts and cultural facilities in the City of Ballarat
- An analysis of the creative ecosystem and anticipated changes and trends impacting the ecosystem into the future
- Identification of the cultural infrastructure needs of the local sector now and into the future, based on an analysis of previous community and sector consultation, targeted sector engagement, and future cultural infrastructure service models and industry trends

- Council's actions to address identified needs, including current cultural infrastructure commitments and identification of strategic opportunities requiring future exploration.

The analysis has led to the identification of six strategic priorities for the City of Ballarat arts and cultural infrastructure and a series of short-, medium- and long-term actions.

[SDG 11](#) | [SDG 9](#) | [SDG 8](#)



# Cooperation at the Inter-City and International Level to Achieve the Objectives of the UCCN

Main Initiatives, Partnerships, Projects, Exchange Programs, Measures or Studies in collaboration with one of more UNESCO cities	Strengthen international cooperation between cities that have recognised creativity as a strategic factor of their sustainable development	Stimulate and enhance initiatives led by member cities to make creativity an essential component of urban development, notably through partnerships involving the public and private sectors and civil society	Strengthen the creation, production, distribution and dissemination of cultural activities, goods and services	Develop hubs of creativity and innovation and broaden opportunities for creators and professionals in the cultural sector	Improve access to and participation in cultural life as well as the enjoyment of cultural goods and services, notably for marginalised or vulnerable groups and individuals	Fully integrate culture and creativity into local development strategies and plans
<i>Strategies and plans</i>						
Victorian Creative Cities Network (Bendigo, Geelong and Melbourne)	x	x	x		x	x
Conference on Creative Provocation (Bendigo, Geelong, Melbourne, Launceston)	x	x	x	x		
International research into UNESCO Making of a Global Cultural Policy (Uni Western Sydney, Uni of Melbourne, Uni of South Australia)	x	x				x
Assist development of Craft Ecosystem, Jajpur, India	x	x	x		x	x
Participation in Indian Ocean Craft Triennial, Perth Australia	x	x	x	x	x	
World Craft Council and Garland Magazine – strategic relationship	x	x	x		x	
Ballarat artists participate in the 2023 Jinju Traditional Craft Biennale, South Korea	x	x		x		



## **Victorian Creative Cities Network - Bendigo, Ballarat, Geelong and Melbourne (2020-)**

The creation of the Victorian Creative Cities Network in 2020 was initiated in response to four Victorian cities all securing UNESCO Creative City designation in four distinctly different fields. Council and city representatives coordinated regular meetings to share knowledge and skills, with the Cities of Geelong and Melbourne providing valuable insights to both Ballarat and Bendigo on the operation of the network. The regular sessions have now grown to provide networking, research and information provision – with each city offering an introduction into their specialist creative area. In 2021 the State Government announced they would support the Victorian Creative Cities Network with an investment of \$170,000 to promote the connections between the four cities over a three-year period. This investment will be channelled into a strategic communications program to educate the wider community about the global implications of the UNESCO Creative City Network and the benefits it brings to the regional and metropolitan cities of Victoria.

[SDG 11](#) | [SDG 17](#) | [SDG 8](#) | [SDG 10](#)

## **Conference on Creative Provocation - Bendigo, Geelong, Melbourne, Launceston, Perth, Hobart (2023)**

Held in the state-of-the-art and newly launched Rare Trades Centre, the Conference on Creative Provocation brought together commentators from New Zealand, Tasmania and Western Australia to join the Victorian Creative Cities Network in examining the power of creative cities. The University of South Australia and Monash University also contributed to the discussion, examining the continued impacts of globalism on the creative sector and the challenge of retaining traditional skills. Spirited discussion and debate gave way to participants taking part in a lesson in metalwork.

[SDG 4](#) | [SDG 8](#) | [SDG 9](#) | [SDG 10](#) | [SDG 12](#)

## **International research into UNESCO Making of a Global Cultural Policy (Uni of Western Sydney, Uni of Melbourne, Uni of South Australia)**

The City of Ballarat is taking part in an Australian Research Council funded project researching the role that UNESCO, the UN body with a cultural mandate, plays in the formation of cultural policies around the world. By focusing on UNESCO's influence on cultural policy in the global South, the project utilises qualitative methods to probe its operation at multiple activity levels in different national and local contexts.

This analysis involves the comprehensive study of three influential UNESCO fields of operation – the Expert Facility, the International Fund for Cultural Diversity, and the Creative Cities Network – as well as of the broader contexts within which they function.

[SDG 17](#)

## **Development of Sustainable Craft Ecosystem, Jajpur India (2021-)**

The City of Ballarat welcomes the opportunity to work alongside other applicants to the UNESCO Creative Cities Network and in 2021 started work to support the energies of the Indian city of Jajpur in protecting their intangible cultural textile heritage. Representatives from the City of Ballarat now work alongside the United Nations Human Settlements Programme (UN-Habitat) and sit on the Global Advisory Board for Jajpur (GABJ). Ballarat has also participated in the Jajpur International Craft Summit.

[SDG3](#) | [SDG5](#) | [SDG 8](#) | [SDG 9](#) | [SDG 11](#) | [SDG 17](#)

## **Participation in Indian Ocean Craft Triennial (2021)**

The Indian Ocean Triennial Australia (IOTA) is a not-for-profit arts organisation based in Perth, Western Australia, that presents the Indian Ocean Craft Triennial every three years.

The Festival consists of a major international exhibition, a conference and a large satellite festival. In 2021 the City of Ballarat presented the concepts on establishing a creative city and discussed the idea of viability as artist, and building this into the economy.

[SDG8](#) | [SDG 9](#) | [SDG 17](#)

## **World Craft Council and Garland Magazine - strategic relationship (2022-)**

An ongoing relationship, the City of Ballarat connects with the World Craft Council in Australia providing advice on the UNESCO Creative Cities Network. The City of Ballarat has provided links to the well-respected publication Garland Magazine, extending the influence of the Network more broadly.

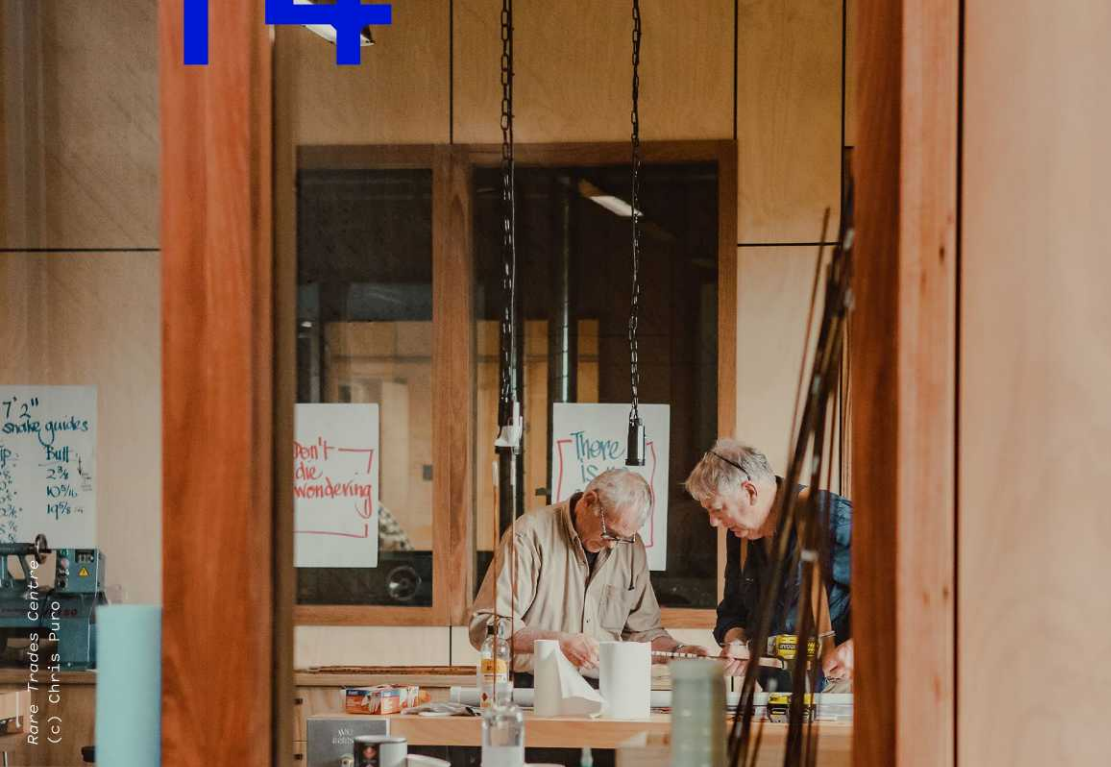
[SDG 17](#)

## **Participation in Jinju Traditional Craft Biennale (2023)**

Australian artist, ceramicist Marian Fox, was selected to attend the 2023 Jinju Traditional Craft Biennale. Marian's work will be on display in this world class event, and has been provided with an invitation to attend the launch and opening of the event in November 2023.

[SDG 17](#)





## The Next Four Years

The City of Ballarat's four-year actions for the Creative City designation operates as a vital part of the City's Creative City Strategy. The Creative City Strategy, designed to be reviewed in 2030, is dedicated to creating a city where the creative practitioner and industry alike can thrive.

Since the Creative City Strategy was endorsed in 2019, the Creative City team has a clear picture of the creative ecology and its needs within Ballarat. The Creative City Strategy provides a unifying framework for actions that are tracked and measured. The Creative City Strategy provides pathways for the creative sector for exhibition and performance, as well as training and education opportunities. Exhibition timetables, regular grant-making and community outreach is underway. The implementation of the strategy supports a growing community of artists, makers, creatives, and practitioners.

An assessment of the city's current arts and culture infrastructure was completed in 2022, providing a series of recommendations for provision standards of arts and culture infrastructure for a city of Ballarat's size.

Application of the Creative City Masterplan has included helping shape major programs such as Bridge Mall, Bakery Hill and Federation University Camp Street Precinct. Creative discussions and co-design initiatives have been included in discussions on growth zones and the upgrade of community infrastructure and assets.

The Creative City team will continue to deliver several strands of programming and activity over the next four years:

- Community Arts Programming and Outreach.
- Sector Development.
- Arts and Culture Infrastructure, including the Creative City Masterplan.
- Public Art Collection Management, Commissions and Conservation.
- UNESCO Creative City obligations alongside Geelong, Bendigo and Melbourne.





# The Next Four Years: Local and State-Based Initiatives Delivering UCCN Objectives

A maximum of three main initiatives, programs or projects aimed at achieving the objectives of the Network at a local level.

Initiative	Objectives	Stakeholders	Beneficiaries	Outcomes
<b>Craft Lab 24-28</b>	<ul style="list-style-type: none"> <li>To build sector resilience and financial viability</li> <li>To improve quality of innovation and production</li> <li>To extend networks</li> <li>To advocate and promote craft practitioners beyond Ballarat</li> <li>To provide an innovative and compelling visitor experience</li> <li>To build cultural pride</li> </ul>	<ul style="list-style-type: none"> <li>Ballarat's craft practitioners</li> <li>Supporting local industries</li> <li>Craft relevant institutions (Federation University, Centre for Rare Trades)</li> <li>Advocacy and support networks (Craft Victoria, Creative Victoria, Creative Australia)</li> <li>Export and brokering bodies</li> </ul>	<ul style="list-style-type: none"> <li>Ballarat's craft sector</li> <li>Related supporting industries</li> <li>Visitors</li> <li>Residents</li> </ul>	<ul style="list-style-type: none"> <li>Continued build of Ballarat's reputation as a creative city</li> <li>Stronger craft connections between Ballarat artists and those internationally</li> <li>More financially resilient craft sector</li> <li>Development of new craft manufacturing opportunities</li> <li>Increased cultural tourism overnight stays and spend</li> </ul>
<b>Victorian Creative Cities Network communications strategy (2023-2026)</b>	<ul style="list-style-type: none"> <li>To develop and implement a creative communications strategy and action plan</li> <li>To generate mainstream coverage about the value delivered of UNESCO Creative Cities</li> <li>To produce supporting collateral and assets</li> <li>To support each of the city's visitor economy objectives</li> <li>To reinforce Victoria's reputation</li> </ul>	<ul style="list-style-type: none"> <li>Four Victorian Creative Cities of Ballarat (Craft), Bendigo (Gastronomy), Geelong (Design), Melbourne (Literature)</li> <li>Government bodies including Creative Victoria and Creative Australia</li> <li>Residents of the four cities</li> <li>Visitors to the four cities and the wider State</li> </ul>	<ul style="list-style-type: none"> <li>Creative sectors in each of the four Creative Cities</li> <li>State of Victoria</li> <li>Associated and supporting industries including hospitality, retail and accommodation</li> <li>Visitors</li> <li>Residents</li> </ul>	<ul style="list-style-type: none"> <li>Greater audience awareness and understanding of the impact and value of the UNESCO Network</li> <li>Increased numbers of cultural tourists to the four Victorian cities</li> <li>Driving up levels of investment from cultural tourism</li> <li>Improved global reputation</li> </ul>
<b>Creative City Strategy and Masterplan 24-28</b>	<ul style="list-style-type: none"> <li>To refine the second stage of the City of Ballarat's Creative City Strategy</li> <li>Establish programs of 'export' and brokerage for the creative industries</li> <li>Establish programs of attraction for mid sized creative industries to settle in the city</li> <li>To implement the intention of the Creative City Masterplan to activate the city's identified arts and culture precinct</li> </ul>	<ul style="list-style-type: none"> <li>28 different creative sectors within Ballarat's cultural ecosystem</li> <li>Craft, makers and artisans</li> <li>Residents</li> <li>Visitors</li> <li>State and Federal Government agencies</li> <li>Community groups and organisations</li> </ul>	<ul style="list-style-type: none"> <li>Artisans, makers and artists within the Ballarat region</li> <li>Related supporting industries</li> <li>Residents</li> <li>Visitors</li> </ul>	<ul style="list-style-type: none"> <li>Deliver a more robust and resilient creative sector</li> <li>To further integrate creative thinking and design into the development of the city</li> <li>To establish creative arts and infrastructure relevant to a city of Ballarat's size</li> <li>To establish export pathways and brokerage programs for the city's practitioners</li> </ul>

# The Next Four Years: International Initiatives Delivering UCCN Objectives

Initiative	Objectives	Stakeholders	Beneficiaries	Outcomes
<b>Jajpur International Craft program (2024-2028)</b>	<ul style="list-style-type: none"> <li>Identify potential collaborations between Australia and India – artisan exchange programs, joint exhibitions, workshops</li> <li>Resource share</li> <li>Compilation of roadmap of programs of working</li> </ul>	<ul style="list-style-type: none"> <li>Cities of Ballarat, Australia and Jajpur, India</li> <li>Creative sectors within both cities</li> <li>State and Federal government agencies</li> </ul>	<ul style="list-style-type: none"> <li>Cities of Ballarat, Australia and Jajpur, India</li> <li>Creative sectors within both cities</li> <li>State and Federal government agencies</li> </ul>	<ul style="list-style-type: none"> <li>Deliver a more robust and resilient creative sector</li> <li>Greater audience awareness and understanding of the impact and value of the UNESCO Network</li> <li>Shared international experiences</li> <li>Retention of intangible cultural heritage</li> </ul>
<b>World Heritage Listing for Ballarat and the Goldfields</b>	<ul style="list-style-type: none"> <li>To share the story of the Central Victorian Goldfields with people from across the globe</li> <li>Create social, cultural and economic opportunities</li> <li>Secure tentative listing for consideration by State and Federal Governments</li> </ul>	<ul style="list-style-type: none"> <li>16 regions of the Central Victorian Goldfields</li> <li>Creative sectors of all towns and cities involved</li> <li>State and Federal government agencies</li> <li>Community groups and interest bodies</li> <li>First Nations peoples</li> </ul>	<ul style="list-style-type: none"> <li>Individual creative makers through to small, med and large creative industries</li> <li>Cultural tourism operators</li> <li>Wider communities</li> </ul>	<ul style="list-style-type: none"> <li>Increased economic viability and more employment across a wide range of sectors</li> <li>Establish the region as internationally competitive</li> <li>Place the region on the world stage</li> </ul>
<b>Export ready and brokerage program</b>	<ul style="list-style-type: none"> <li>Identify and structure an 'export ready' program to profile the works of Ballarat practitioners and businesses on the world stage</li> <li>To facilitate opportunities for Ballarat craft practitioners to engage with the UNESCO Craft Cities networks</li> <li>To develop a brokerage program to promote the commercial opportunities for practitioners</li> </ul>	<ul style="list-style-type: none"> <li>Creative industries and makers within the City of Ballarat</li> <li>State and Federal government agencies</li> <li>First Nations peoples and their representative agencies</li> </ul>	<ul style="list-style-type: none"> <li>Individual creative makers through to small, med and large creative industries</li> </ul>	<ul style="list-style-type: none"> <li>Pathways for makers and industry to export their works</li> <li>A more robust and resilience creative sector</li> <li>Greater economic certainty</li> </ul>

The estimated annual budgets for the implementation of the above plan are included within the City of Ballarat's annual reports. These budgets are committed to on a yearly basis.

Where appropriate, the City of Ballarat will apply for grant funding to deliver on agreed initiatives.



# Communication and Awareness

MEDIA CHANNEL	INTENT	OUTCOME
Creative Ballarat website	To serve the creative community, maker and industry with relevant information about opportunities, educational tools and success stories. Designed to capture data on the individual maker and industry body, logging and tracking to evaluate impacts.	An informed and educated creative community. High morale and close engagement with the content of the city. Supporting the economic viability of practitioners by providing jobs and opportunities. Promotion of the city's practitioners on a regional, national and international scale. Growth of mailing and database of makers and creatives in the city, providing an accurate picture of the creative ecosystem.
Creative Ballarat newsletter	Up-to-date information on recently released opportunities, jobs and training. Profiling of individual makers and others. Circulation of wider opportunities.	High morale. Informed community. High response rates to opportunities, jobs and training.
Victorian Creative Cities Network communications program – strategy, implementation plan, media buy and advertising	Supported through 100% funding from the Victorian State Government. To develop and implement a creative communications strategy and action plan. To generate mainstream coverage about the value delivered of UNESCO Creative Cities. To produce supporting collateral and assets. To support each of the city's visitor economy objectives and to reinforce Victoria's reputation as the Creative State.	Greater awareness of the UNESCO Creative City network amongst the wider Victorian population. Improved understanding of the importance of creative sector inputs. Improved cultural tourism numbers throughout the State, visiting all four UNESCO Creative Cities.



## Initiatives Undertaken in Response to and for the Recovery from COVID-19



Rare Trades Centre  
(c) Chris Puro

COVID had a significant impact upon the creative sector within Ballarat. The immediate impact was felt by creatives, artists, makers and businesses alike. In 2020 the Be Kind - Be Creative was a City of Ballarat initiative that supported the voice of the community, by the community and for the community. Be Kind - Be Creative was the City of Ballarat's cultural response to the first lockdowns experienced by the city between March - June 2020. It was designed as an economic stimulus for some of the city's most vulnerable communities. 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 those reached responded by drawing, downloading, listening, viewing, singing, crafting and participating. 63 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.

Since the beginning of the pandemic the City of Ballarat has paid close attention to the wellbeing of the creative sector. This takes place through annual confidence reporting and assessment of the programs which are being implemented. The application of the Creative City Strategy has provided some basic support network but is being tested by economic downturns, infrastructure needs, changes in creative sector practice and consumption, dramatic changes in audience behaviour, the pandemic, and the development of new technologies. Coupled with rising population growth and the increasing demand from tourism for greater cultural content, the pressure on the creative sector has never been greater. This environment is resulting in significant challenges to the Strategy's key objective of making Ballarat "the home of the sustainable practitioner".

There are a range of areas where the Creative City Strategy will strengthen its impact and relevance by updating and evolving its actions and initiatives over the next four years, changing its form in order to respond to real world problems.