



# CREATIVE KINGSTON

A PROGRESSIVE,  
KINGSTON  
CULTURAL

CREATIVE  
ARTS  
STRATEGY

CITY  
&  
2018-2022





# CREATIVE KINGSTON

A PROGRESSIVE, CREATIVE CITY  
KINGSTON ARTS &  
CULTURAL STRATEGY 2018-2022



The City of Kingston acknowledges the Kulin Nation as the custodians of the land on which the municipality is a part and pays its respect to their Elders past and present. Council is a member of the Inter Council Aboriginal Consultative Committee.

Cover:  
Shuttermain  
Guru Dudu Silent Disco  
The Makers Festival, Moorabbin 2018

Title page:  
Shuttermain  
Pop Up Bar  
Moorabbin 2018

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## MAYOR'S FOREWORD

It is with great pleasure that I present our new Arts and Cultural Strategy, Creative Kingston. Building on our municipality's track record for arts and community development, we present a Strategic Plan that expands, supports, delivers and enhances new and existing arts and cultural activity. The strategy outlines the many ways that residents, groups, businesses and visitors can participate in and celebrate arts and culture in the City of Kingston.

Developed with considerable community input alongside Council officers and the Arts and Cultural Advisory Committee, this strategy presents a long-term approach to arts and cultural development in Kingston with a focus on the next four years. The Strategy aligns with Council's Plan 2017-21 where everyone in Kingston feels healthy, connected and part of a vibrant community and prosperous local economy.

The Arts and Cultural Strategy's five key priority areas elucidate a future where arts and culture is inclusive, activated, enterprising, connected and celebratory. The Strategy goes beyond art as merely decorative or an 'add on' to our daily lives, highlighting instead the ways creative engagement achieves core social, economic, cultural and community outcomes. It prioritises programs that support community health, wellbeing and participation.

With this in mind, I thank the 720 community members who contributed their ideas and vision for arts and culture in Kingston, and the people who attend Kingston Arts programs each year. I encourage everyone to take part and benefit from the aspirations described here and to continue to engage with Council as we seek to provide better programs, networks and opportunities. I look forward to the cultural participation of creative communities and the development of creative economies envisaged by Creative Kingston 22.

Mayor, Cr Georgina Oxley



## EXECUTIVE SUMMARY

Creative Kingston is the City of Kingston's new Arts and Cultural Strategy that looks to provide the ideal environment for our creative industries to contribute to the positive growth, economy and liveability of the City.

Victoria's creative industries make up eight per cent of the economy and contribute almost \$23 billion and 220,000 jobs.<sup>2</sup>

The City of Kingston already has a growing arts and cultural scene. It hosts a variety of creative organisations, community groups, industries, artists and entrepreneurs and is home to a number of high quality arts facilities, artist studios and significant Aboriginal cultural sites and meeting places. The City's culturally and linguistically diverse communities continue to share their heritage through rich arts and cultural experiences.

Creative Kingston represents Council's commitment over the next 4 years to provide increased opportunities and access to cultural experiences, to enable artists and creative thinkers to play a more active role in developing

our society and to strengthen the City's creative assets. It envisages artists, industries and Council will work closely together and listen to creative alternatives and share resources to better meet community needs.

Essential to its success will be its ability to forge new creative partnerships, increase networking opportunities and grow the sustainability of creative industries through fundraising and skills-based training. The Kingston Arts and Cultural Strategy requires Council to broaden its approach to the arts by working across multiple departments such as Economic Development, Communications and Events, City Strategy and Libraries and Education.

This Strategy links to every major theme of the Council Plan 2017-21 with the aim of increasing capacity for more people to engage and participate in arts activity and cultural production.

By implementing this Strategy, we seek to act on our community's desire to position Kingston as a progressive, creative city.



“Remember that the arts touch many people – all genders, generations, and abilities. Its ability to connect as well as communicate is needed more and more in current times.”

“I would like our city to be a place that embraces the future by creating spaces for the community to come together and share experiences. I would like the City of Kingston to foster the arts community, and engage people in meaningful projects.”

“Cultural opportunities should include a council policy whereby all departments are required to include some kind of creative or cultural component when planning for the future.”

“I think Kingston Arts Centre does a good job. My partner and I always enjoy the shows and activities. Keep thinking outside the square!”

“A range of activities are needed to accommodate different cultural groups.”

“Art provides all sorts of benefits – social, employment, economic, education, environment, health and well-being. Other things don’t do all this.”

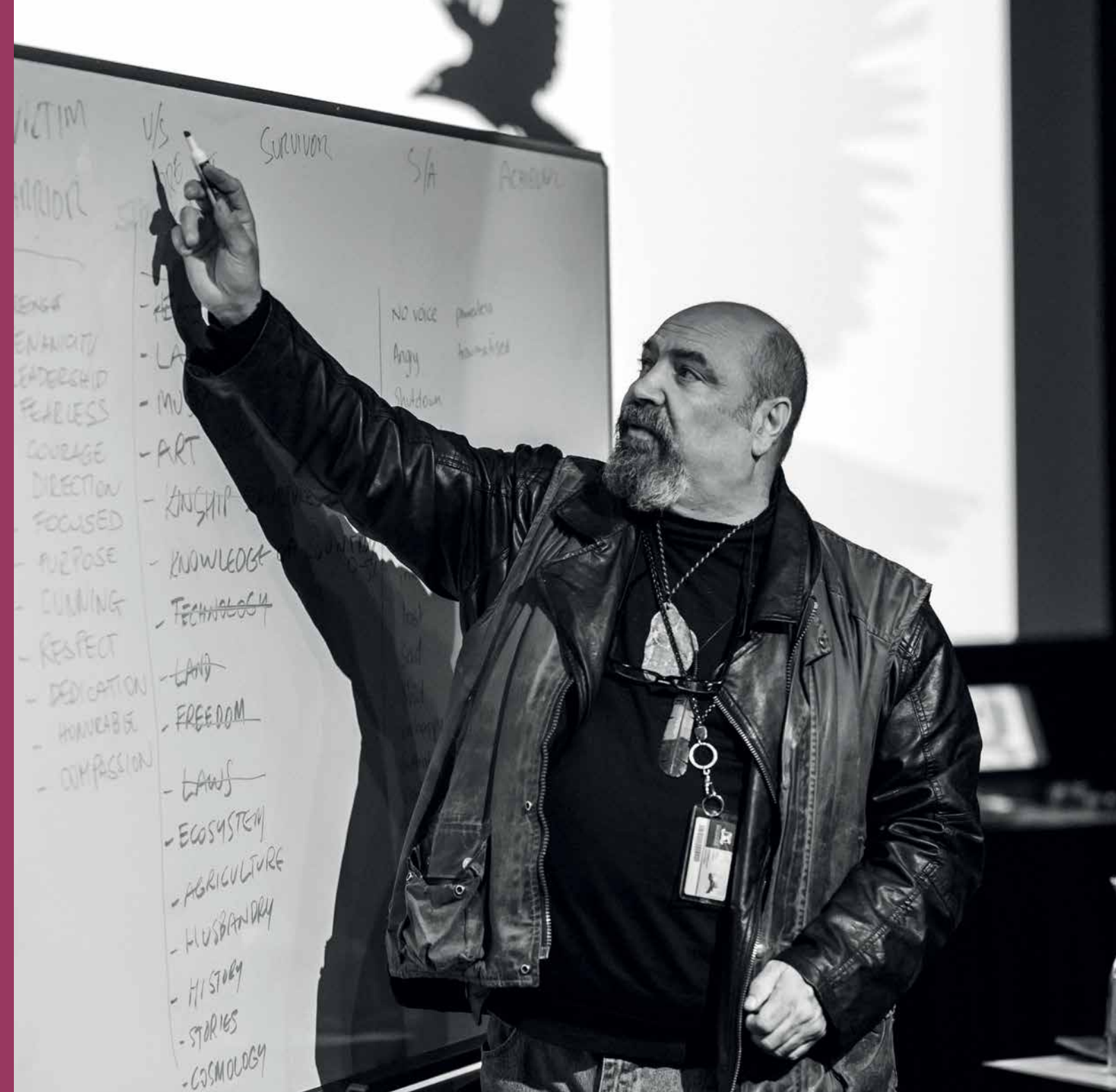
“I think the arts are vitally important, especially as the world becomes diverted and disconnected. But arts can bring people together. Arts integrated and exposed into the public realm is what I’d like to see.”

“Creative Kingston is opportunities for artists to not only exhibit and perform but interact with the public to enrich people’s perceptions of art and engagement, instilling a sense of cultural and social ownership of our locale.”

“Creative Kingston could offer more opportunities for artists to develop their skills through mentorships, arts grants, workshops and competitions.”

“Workshops are where people can participate, not just watch or listen to professionals.”

Quotes from community members



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Cultural Awareness Workshop with Richard Frankland  
Korreen Enterprises  
Moorabbin 2018





Shuttermain  
 'Hello'  
 Charmaine Mumbulla, NAIDOC  
 The Bridge Projection Space, Moorabbin 2017



Shuttermain  
 Inking Kombi workshop at The Makers Market  
 Moorabbin 2017





























# INTRODUCTION

## PURPOSE OF THE NEW ARTS & CULTURAL STRATEGY

The purpose of this Arts and Cultural Strategy is to redefine how Council addresses the expansive role of the arts within our community.

Building upon Kingston Art’s previous Arts and Cultural Strategy, which aimed to foster a stronger, more engaged and healthier community, Creative Kingston looks to develop a wider approach across Council that encourages creativity to flourish in all aspects of community life.

From this new framework, the Arts and Culture Strategy aims to create a more inclusive, activated, enterprising, connected and celebrated environment that will have far reaching cultural, economic and social benefits, beyond the life of the strategy itself.

Digital platforms offer more and more opportunities for social connection, for arts practice and for communication. We need to keep abreast of new systems and rethink the nature of the arts and the arts’ social role in a digital age. We will continue to develop outreach through face-to-face engagement, and mobilise digital channels that connect communities, networks and artists, and engender broader awareness of new and existing programs.



# THE ROLE OF COUNCIL IN ARTS AND CULTURE

The City of Kingston has an important role to play in developing and nurturing the city’s creativity.

Council currently offers a wide variety of arts and cultural programs and opportunities for communities living within and outside the City. It facilitates cultural activity through an annual calendar of creative programs and events across its primary arts spaces. It provides funding opportunities for creative initiatives, support for professional development and offers a range of arts-focused spaces for community use.

Kingston is home to a growing arts and cultural scene which includes professional and recreational artists, cultural groups and organisations, creative industries and entrepreneurs.

Through various consultations with these groups and the wider community, as well as a comprehensive literature review and relevant benchmarking of local, national and international trends, a series of key priorities have been identified that will develop Council’s approach to arts and culture over the next 4 years.

- Integral to this approach is the desire to:
- understand and support community values and aspirations;
  - develop a contemporary, enterprising and holistic approach within Council that encompasses the arts, cultural engagement, City strategy and planning;
  - identify community needs and service gaps through responsive, creative programming;
  - provide greater opportunity for cultural learning and expression throughout the City of Kingston.

# GLOSSARY OF TERMS

**Arts** – In this report, ‘Arts’ includes engagement with theatre, dance, visual arts and craft, music, literature, First Nations arts and cross-art form engagement. It includes attending the arts live, creative participation in the arts, engaging online, listening to music and reading books.

**Creativity** – Creativity, like inventiveness, is a fundamental curiosity. It is our imaginative capacity to generate new ideas, images and ways of thinking; new patterns of behaviour; new combinations of action. It is an innate and universal trait.

**Public Art** – Public art takes place in a public space – usually not a dedicated arts space. Public spaces can be defined as both privately owned and public property accessed or visible from public thoroughfares and other open spaces. Traditionally, the meaning of public art has been applied mainly to permanent installations, but it also includes temporary, ephemeral, interactive and performance works.

**Creative industries** – As a most basic definition, creative industries can be distinguished from other industries in that creativity is used to create value for their consumers. While all industries will include an element of creativity within them to a greater or lesser extent, creative industries are different because they use creativity to create value for their clients and the products or services created are intellectual property. Due to their dynamic nature, the creative industries are not simply defined and consist of a wide variety of businesses and individuals. (Creative Industries Innovation Centre, 2013)

**Culturally and linguistically diverse** – This includes people who responded ‘yes’ to the question: Do you identify as a person from a culturally or linguistically diverse background? This could include Auslan, as well as first generation migrants or those who self-identify with the language or cultural practices of heritages that differ from Anglo-Australians. This differs to other CALD measures such as those based on country of birth or language spoken at home. Community arts and cultural development (CACD) – includes activities where communities, in collaboration with professional artists, are directly involved in the

conception, creation and presentation of their own cultural and artistic expression.

**First Nations** – The words ‘Aboriginal and Torres Strait Islander’, ‘First Nations’ and ‘Indigenous’ are used interchangeably in this report to refer to the Aboriginal and Torres Strait Islander peoples of Australia, and their arts and cultural expressions. First Nations survey respondents self-identified. Some, but not all of the First Nations respondents, also identified as CALD. First Nations arts were not defined based on creative control – it was up to survey respondents to identify whether they engaged with First Nations arts based on their own interpretation.

**Literature** – Reading, creative writing and attending literary events (e.g. writers festivals, talks, storytelling and book clubs).

**People with disability** – This includes people who responded ‘yes’ to the question: Do you identify as a person with disability and/or do you have an impairment that creates disabling barrier/s which limits the activities you participate in or attend unless access is provided.

**Online engagement** – This could include viewing arts online; using the internet to create or learn to create arts; sharing, researching or reviewing arts online; following or engaging with artists through social media; and listening to recorded music online.

**Visual arts and craft** – Includes painting, sculpture, photography, light art, digital art, street art, crafts, woodwork, and textiles.

**Theatre** – This includes any traditional and experimental theatre, circus, acting or being part of a production.

**Music** – This could include playing an instrument, singing, composing music, and attending live music such as opera, classical music, musical theatre, art music and contemporary popular music.

**Dance** – This could include any classical, contemporary and organised social dance.

# SOCIAL AND ECONOMIC BENEFITS OF THE ARTS

Local, national & international trends

*“The benefits of creative arts pursuits for all participants are well documented and therefore all area of arts and crafts should be developed for the health and wellbeing of both individuals and community.” Community member*

Across the globe, governments issue national strategies that target their cultural industries, creative businesses and workforces, aiming to achieve positive social and economic outcomes.<sup>3</sup>

Research shows the arts can yield significant long-term economic, social, cultural and environmental benefits as well as encourage fairness, justice and non-discrimination in relation to access to cultural participation. Economies produced by the arts generate benefits to employment in related services and manufacturing sectors, and promote economic diversification, tourism, revenues, trade and innovation.<sup>4</sup> Urban planners can also make deliberate connections between the arts and culture to improve economic outcomes by capitalising on local assets.<sup>5</sup>

Further international studies recognise the ability of cultural industries to revive declining urban areas<sup>6</sup> and encourage social inclusiveness by promoting arts and culture assets. Using the arts to activate urban spaces helps to drive economic development by contributing to demands for transport, food and beverage services, and accommodation.<sup>7</sup>

**Social benefits:**

85% of Victorians who live in outer metropolitan areas report that the arts have a big impact on their lives, improving social connections and wellbeing, building empathy, helping to deal with stress, anxiety and depression, and positively influencing child development and education.<sup>8</sup>

National, state and local research data shows that 98% of Australians engage in the arts<sup>9</sup> and 48% of outer-metro Victorians participate in creative arts practice. 83% of Australians recognise that the



arts make important social contributions, shaping identity, reflecting cultural diversity and offering different perspectives on life and issues. The vast majority of Australians appreciate First Nations arts as an important part of Australia’s culture. Across Australia, young people are the most active participants in cultural activity, one third of Australians participate in arts events from their own culture and 14% of Victorians participate in Community Arts and Cultural development.

Current state government policy recognises that the arts and creative industries deliver projects with strong social and economic impact. \$14.5 million has been allocated to creative projects targeting education and mental health sectors, and economic impacts via creative design, innovation and improved business capability.<sup>10</sup>

Economic benefits:

More people participate in the arts than in the AFL, NRL, soccer, super rugby, cricket and NBL combined, with Victoria’s market share continuing to exceed its share of the population.<sup>11</sup>

In 2013, 4.03 million Victorians spent \$5.1 billion directly on cultural activities, the equivalent of \$421.5 million per month. Almost half this amount was spent on ticketed admissions. 48% of Victorian outer metropolitan residents report that arts events bring customers to local business. In 2011, 131,500 Victorians were employed in cultural activities as their main job, rating above the mining industry as one of the country’s largest employers. 11,600 Victorians volunteered across 120 cultural organisations, 61% of all international visitors came to Victoria for cultural reasons and 60% of Victorians donated to arts and cultural organisations.<sup>12</sup> At the same time, data collected in 2014 shows people in Melbourne’s South-East and the Mornington Peninsula anticipated spending less on arts and had Victoria’s lowest proportion of arts and cultural volunteers. Those volunteers anticipated spending less time volunteering on arts events.<sup>13</sup> The main reasons for non-participation were the costs of tickets and travel. The Kingston Arts and Cultural Strategy aims to address these issues by providing free or affordable arts and cultural activities and creating participatory events with outer Kingston communities.

CITY OF KINGSTON  
COUNCIL PLAN 2017-2021

Kingston’s Arts and Cultural Strategy aims to make Kingston a place the community wants to be, aligned to the five goals featured in Our Roadmap, Kingston’s Council Plan 2017-21.

- Goal 1.** Our well-planned, liveable city supported by infrastructure to meet future needs
- Goal 2.** Our sustainable environment with accessible open spaces
- Goal 3.** Our connected, inclusive, healthy and learning community
- Goal 4.** Our free moving safe, prosperous and dynamic city
- Goal 5.** Our well-governed and responsive organisation

Our Roadmap envisages a diverse, dynamic community where we all share a sustainable, safe, attractive environment and a thriving economy.

BACKGROUND

CITY OF KINGSTON AT A  
GLANCE

The City of Kingston is made up of 21 suburbs and is one of the largest municipalities in metropolitan Melbourne. It comprises substantial residential areas with significant industrial and commercial centres, non-urban and agricultural areas, major parks and gardens, natural wetlands and 13 kilometres of unbroken coastline.

In 2016, the census estimated the City of Kingston population to be 159,023, with a forecast growth to over 185,000 (15.8%) residents by 2036.<sup>14</sup>

Nearly one third (31%) of the population is born overseas, of which 22.7% were born in a non-English speaking country.<sup>15</sup> There are 579 Aboriginal and Torres Strait Islander people currently living in the City of Kingston, which makes up 0.4% of the population.<sup>16</sup>

Currently 5.0% of the population living in the City of Kingston report the need for assistance with daily living due to disability, which is on a parity with the Greater Melbourne average of 4.9%. However, this percentage does not include people with carer responsibilities. The 2015 Survey of Disability, Ageing and Carers reports that over 18% of all residents living in the City of Kingston are affected by disability.<sup>17</sup>

FUTURE POPULATION  
TRENDS IN KINGSTON

Like all Melbourne councils, Kingston faces the challenge of providing quality services, well-maintained infrastructure and a thriving local economy as the population continues to grow. Other demographic and social changes during this time are expected to affect household structure, dwellings and developments, cultural diversity and areas of relative socio-economic disadvantage.



Kingston has an ageing population consistent with the rest of Australia. Groups aged 75 to 79 years and 80 to 84 years will show the greatest growth, forecast to increase by 53% and 50% respectively<sup>18</sup> between 2016 and 2036.

In 2016, there were 61,553 households in Kingston. This is forecast to increase by 17.8% to 74,910 in 2036.<sup>19</sup> The most prevalent household type in 2016 was couples with children, with 20,144 households or 33% of all households. In 2036, there will be more people living alone, with this household type anticipated to have the largest increase between 2016 and 2036.<sup>20</sup>

The suburbs of Highett and Moorabbin are forecast to show the greatest increase in dwellings and development between 2016 and 2036 with 124.6% and 93.5% growth respectively.<sup>21</sup> This increase is particularly relevant to the new Arts and Cultural Strategy, as Kingston Arts Centre and Kingston City Hall are both located in Moorabbin.

Of Kingston residents who were born overseas, the most prevalent countries of birth are the United Kingdom, India, China, Greece and New Zealand. It is anticipated that the City will diversify further.<sup>22</sup>

Areas of social-economic disadvantage will continue to be located in the outer regions of the municipality.<sup>23</sup> The new Arts and Cultural Strategy seeks to benefit these disadvantaged areas by ensuring creative programs play a more pivotal role in serving community needs. It is also interested in opportunities for broader partnerships and collaborations with arts and cultural groups throughout broader Kingston. Baum's study of suburban Australia identified that Levels of participation in social and civic activities were significantly influenced by socio-economic status, with a relative lack of involvement of people with low income and education levels'.<sup>24</sup>

## STRENGTHS AND ASSETS IN OUR COMMUNITY

The City of Kingston boasts a vibrant arts and cultural scene, hosting a variety of arts spaces, arts and cultural organisations and services, professional and non-professional artists, creative industries and arts workers.

The shopping precincts of Chelsea, Cheltenham, Highett, Mentone, Moorabbin and Mordialloc continue to thrive with pop-up events, public art and live music. The City's industrial precincts are increasingly being utilised for artist studios, co-working spaces and as sites for creative projects. Community festivals are held within an abundance of open spaces and Aboriginal connections to land are preserved through the traditional gathering place around Mordialloc creek.

A large number of community groups within the City facilitate visual arts, dance, music, theatre and spoken word programs and opportunities. There are also a range of arts access organisations for people living with a disability or in need of social support.

Areas such as Edithvale, Parkdale and Mordialloc are home to a flourishing community of local designers, artists and artisans. There has also been a steady increase of creative businesses operating throughout the municipality, ranging from small start-ups to suppliers and manufacturers of some of Melbourne's leading cultural venues and events.

The new Arts and Cultural Strategy seeks to encourage community-led activity by facilitating spaces, strategically deploying the department's assets for community use, opening up networking channels and supporting professional development opportunities.

## EXISTING ARTS AND CULTURAL SERVICES WITHIN KINGSTON

The City of Kingston Arts and Cultural Department, Kingston Arts aims to build on the City's strengths by increasing the profile and support of creative industries within our community and fostering more opportunities for creative engagement and cultural tourism.

Kingston Arts already achieves this in a number of ways including through the delivery of a comprehensive and diverse calendar of performing, visual and community arts programs and by facilitating commercial and community hire across three primary arts spaces: Kingston Arts Centre, Kingston City Hall and Shirley Burke Theatre.

Kingston City Hall is the City's largest cultural venue. It plays host to a wide-range of multicultural celebrations, school concerts, business expos and is steadily reviving its past history as a destination for live music in Melbourne's South East. Recently, it has undergone significant upgrades to the foyer and outdoor forecourt areas utilising indoor-outdoor spaces for free egress, to ensure that this iconic building continues to meet the growing needs of our community.

Since 1993, the Kingston Arts Centre has repurposed the former Moorabbin Town Hall into a thriving, versatile venue for arts and cultural activity. The building includes two gallery spaces, artist studios and a black box style theatre with retractable seating, enabling it to cater for a breadth of programmed events and contemporary artistic practices.

Situated in Parkdale's bustling shopping precinct, the Shirley Burke Theatre has become an important facilitator of local arts and community theatre, resulting in a vibrant program of events that sees the venue fully utilised throughout the year.

Kingston Arts' performing arts program operates across these three venues, showcasing Melbourne's finest talent and acting as a platform for emerging artists. The visual arts galleries G1, G2 and The

Bridge projection space promotes artistic excellence and innovation with diverse and thought-provoking contemporary art exhibitions. The G3 Artspace provides a program focused on community access.

Annual programs and events include the Lens Mist Photographic Art Prize, Makers Market and Kingston City Hall Pop Up Bar.

The City of Kingston provides support to artists through an annual Arts Grants program and the provision of affordable studio spaces. It supports community art groups through Community Grants, affordable, well maintained spaces and operational services.

Each of these initiatives enhances, strengthens and acts on our community's desire to position Kingston as a liveable and creative city.





# KEY PRIORITIES

The Arts and Cultural Strategy proposes five priority areas intended to generate positive economic, cultural and social impact in Kingston:

**PRIORITY 1: INCLUSIVE**  
ENHANCE OPPORTUNITIES TO  
ACCESS AND PARTICIPATE IN  
ARTS AND CULTURE

**PRIORITY 2: ACTIVATED**  
INCREASE ACTIVITY IN EXISTING  
CREATIVE PLACES AND SPACES

**PRIORITY 3: ENTERPRISING**  
STRENGTHEN CREATIVE  
INDUSTRY CONNECTIONS AND  
PARTNERSHIPS

**PRIORITY 4: CONNECTED**  
BUILD STRONGER SOCIAL  
CONNECTIONS ACROSS  
COMMUNITIES

**PRIORITY 5: CELEBRATED**  
EMBRACING OUR UNIQUE  
HISTORY, HERITAGE, PLACES  
AND EVER-CHANGING  
COMMUNITY

Key priorities will be implemented by:

- Working closely across Council departments
- Creating partnerships across agencies

Working with:

- Artists
- The wider community
- Federal and state governments
- Philanthropists
- Educational institutions
- Commercial and non-profit enterprises



# PRIORITY INCLUSIVE

## 1:

## ENHANCE OPPORTUNITIES TO ACCESS AND PARTICIPATE IN ARTS AND CULTURE

The City of Kingston continues to grow in dynamic and diverse ways, culturally, demographically and socially. It is important these changes are reflected within the arts.

Being inclusive in our actions enables people of all ages, gender, sexual orientation, ability level, disability, socio-economic circumstances and location to have the opportunity to participate, share their perspectives and feel included within our multilingual society.

## WHAT WILL WE DO?

- Work more closely with Aboriginal elders and community members to ensure arts and cultural programs such as NAIDOC celebrations, have greater local relevance and outcomes
- Conduct regular audience surveys to improve marketing and promotional activity and better inform future programming and planning decisions
- Develop and implement specific place-based art and cultural programs for disadvantaged communities
- Increase access to interactive and participatory arts activities at Council-run festivals
- Contribute to Council's seniors program in consultation with Kingston's positive aging network, improve communications with seniors about upcoming programs
- Work closely with multilingual, intercultural communities on intergenerational projects to ascertain activities that serve their needs, and implement via partnerships with other Council departments
- Explore the logistics of a broader arts and recreational 'What's On in Kingston' calendar across all Council departments

## WHAT WILL WE CONTINUE TO DO?

- Provide and evaluate programmed, community-oriented events, activities and competitions
- Provide and facilitate disability programs and services
- Continue to promote arts-related community events and commercial venue-hire events via a 'What's on in Kingston' calendar

Jacqui Shelton  
'Go Have A Look' Art Day South residency  
G1 + G2 Moorabbin 2018





# PRIORITY 2: ACTIVATED

## INCREASE ACTIVITY IN EXISTING CREATIVE PLACES AND SPACES

Ensuring every community member has greater access to creative spaces and places in Kingston has been a key theme throughout the community consultation for this Arts and Cultural Strategy.

Facilitating and providing new and existing spaces that encourage members of different communities to meet and connect with one another ensures that people not only live together, but build relationships, share values and aspirations, and take care of one another. This Strategy will explore new ways for gathering and meeting in non-standard venues such as neighbourhood hubs, shopping precincts, as well as maintaining and upgrading existing facilities.

As Kingston continues to grow and develop, Council will continue to maintain its arts venues and spaces, creating numerous opportunities for active participation in the arts.

## WHAT WILL WE DO?

- Explore and test the viability of accessible non-standard meeting places, indoor and outdoor, through partnerships and community support
- Showcase, support and enhance community-led arts programs and activities
- Ensure our public programs continue to be based in diverse sites around the municipality, accessible to precincts, public transport and supported through popular information channels
- Improve access and awareness of creative spaces through an updated Arts and Cultural Marketing Strategy aligned to Council's Communications Policy, utilising existing and emerging media channels
- Update Kingston Arts' ageing online ticketing system to enhance customer service
- Re-establish Kingston City Hall as a hub for live music performance and establish mentoring opportunities through a new recording studio at Kingston Arts Centre
- Explore the viability of a new performing arts venue in Chelsea through funding from the State Government in line with Council's 2017-21 Plan
- Conduct a feasibility study for Kingston Arts to operate as a stand-alone not-for-profit organisation within Council to improve internal operations and procedures

## WHAT WILL WE CONTINUE TO DO?

- Continue to invest in building improvements to the Kingston Art Centre, Kingston City Hall and Shirley Burke to ensure they remain safe working environments and offer high quality and accessible public spaces
- Review and streamline arts venue hire procedures and booking systems to be more user-friendly
- Continue to provide and promote low cost and subsidised venue hire

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Pop Up Bar  
Moorabbin 2017





# PRIORITY 3: ENTERPRISING

## STRENGTHEN CREATIVE INDUSTRY CONNECTIONS AND PARTNERSHIPS

With over 65,500 people already working in the City of Kingston and the emergence of new businesses and industries, there is an exciting opportunity to enhance the City's creative economy. By building on our existing creative assets within the community, forging new connections and partnerships, and encouraging professional development and skills-based training, we will aim to produce a thriving creative ecosystem that will see greater investment by artists and businesses and job opportunities throughout Kingston.

- Investigate a creative business accelerator program and different funding models to assist the establishment and growth of creative enterprises
- Investigate advocacy, reduced and subsidised rental and marketing support for creative groups and industries
- Expand Council's existing artist studio program to cater to a wider range of artists and provide greater opportunity for collaboration

## WHAT WILL WE CONTINUE TO DO?

- Enhance existing public programs in response to demand and demographic change
- Continue to work across Council when researching and developing new arts initiatives.
- Continue to strengthen relationships between Council departments
- Continue to fund competitive grants to support emerging talent and local creatives and highlight outcomes generated
- Continue to explore partnerships with creative industries to facilitate capacity building within the creative sector

## WHAT WILL WE DO?

- Develop an annual program of professional development, networking and mentoring opportunities with leading thinkers and practitioners for artists, creative industries and organisations
- Review and re-establish internship, volunteer and work experience opportunities
- Facilitate arts and cultural groups and businesses by promoting them on Council's My Community Life platform and through Economic Development activities
- Encourage creative input to be considered during the initial planning phase of major projects across Council
- Seek new funding opportunities from state government, federal government, philanthropic and business sources, to better resource existing arts and cultural projects and programs, and to resource new initiatives outlined in this strategy

Georgia Rouette  
Mural by Bailer  
Chelsea 2018





# PRIORITY 4: CONNECTED

## BUILD STRONGER SOCIAL CONNECTIONS ACROSS COMMUNITIES

Recent demographic information has revealed that, despite almost half of the population in Kingston playing an active role within their community, feelings of social isolation continue to be reported. 'Social networks and social ties have a beneficial effect on mental health outcomes, including stress reactions, psychological wellbeing, and symptoms of psychological distress including depression and anxiety (Kawachi & Berkman 2001)'.<sup>25</sup> Baum et al. (2000) found mental health status was more strongly correlated with levels of participation in social and community life than physical health'.<sup>26</sup> By broadening the reach of arts activity and participation across all communities and age groups, stronger social connections can be formed.

Through this Arts and Cultural Strategy we will create numerous opportunities for various communities to engage and connect with each other, and remain connected through:

- new arts programs that encourage sharing and collaboration
- community-driven projects
- embracing digital platforms to improve connectivity

## WHAT WILL WE DO?

- Increase connections between Council and local schools to develop stronger, mutually beneficial programs and partnerships
- Explore the development of a youth street art program for schools and young people with less access to contemporary art practice, arts facilities and arts participation.
- Revise perceptions of what public art can be, and share and promote the benefits of socially-engaged public art
- Support literary programs for local writers across Council departments
- Conduct an annual audit of arts and cultural community groups and meeting spaces across Kingston to create a shareable resource

## WHAT WILL WE CONTINUE TO DO?

- Continue to conduct regular audience and participant surveys to improve the quality of services to the community
- Continue to improve the Kingston Arts website and maintain an active presence on social media in line with Council's Social Media Policy
- Continue to utilise Council's online community engagement platform 'Your Kingston Your Say' to receive feedback on arts projects and policies
- Continue to support arts activities and events facilitated by community groups within Kingston through spaces for hire, grants and strategic opportunities
- Continue to operate Kingston's Arts and Cultural Advisory Committee and ensure it remains an effective mechanism for Council by inviting new committee members with diverse arts experience and expertise

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Pop Up Bar  
Moorabbin 2017





# PRIORITY 5: CELEBRATED

## EMBRACING OUR UNIQUE HISTORY, HERITAGE, PLACES AND EVER-CHANGING COMMUNITY

Kingston has much to celebrate with a large majority (78.5%) of the community feeling positive about their local area.<sup>27</sup> By celebrating our surroundings we create a sense of place that better informs us about our society and how much it has developed over time. Council can play a leading role in this area by promoting our unique natural and built environments, safeguarding community assets and deepening engagement with historical sights and traditional Aboriginal gathering places.

Actions such as these not only benefit our local economy through increased cultural tourism but help shape a positive picture of the City we live in and the future we aim to build.

## WHAT WILL WE DO?

- In consultation with Aboriginal Elders, continue to explore and mount artworks and place-based activities that expand understanding and interpretations of our Indigenous heritage
- Research the feasibility of an integrated or temporary public art program that revitalises public places and spaces, and celebrates Kingston's history and diversity
- Demonstrate linkages between the arts, capacity building and local economic vitality by celebrating success stories within Kingston's creative sector.
- Investigate new digital evaluation tools to better measure our arts and cultural impact

## WHAT WILL WE CONTINUE TO DO?

- Continue to fund temporary and permanent art in public spaces that are meaningful, have local significance and community involvement
- Review and update Council's public art acquisition, commissioning and decommissioning policies to ensure best practice
- Protect Kingston's civic art collection by investigating suitable storage space and an artwork inventory management system

C Hazelwood  
Baluk Arts weaving workshop  
The Grange Reserve 2018





# IMPLEMENTATION AND REPORTING

This Arts and Cultural Strategy outlines Council's commitment to arts and cultural provision for the community. The Arts and Cultural Services team will oversee and coordinate the implementation of the key actions in this Strategy. The team will also support and work collaboratively within Council and with external stakeholders and the community to implement agreed key actions. The team will monitor and report progress made on a regular basis.

GOALS	MEASURES
<b>Inclusive:</b>  <i>Increase participation and access to arts</i>	<i>Level of participation by CALD, seniors, youth and disadvantaged communities in cultural events</i>  <i>Effectiveness of community evaluations to improve future planning and decision making</i>  <i>Improvements to accessibility</i>  <i>Level of community satisfaction with outcomes of programmed activities</i>
<b>Activated:</b>  <i>Build capacity in our creative places and spaces</i>	<i>Hire demand for Council operated venues for art and cultural related activities</i>  <i>Council arts venues satisfy building audits and community requirements</i>  <i>Amount of tickets sold and attendance at programmed events</i>
<b>Enterprising:</b>  <i>Strengthen our creative industries ecosystem to deliver greater economic impact</i>	<i>Number of creative industries in Kingston</i>  <i>Amount of people employed in creative occupations</i>  <i>Gross value added by creative industries in Kingston</i>  <i>Creative industries level of satisfaction with Council partnerships and processes for doing business</i>
<b>Connected:</b>  <i>Improved social connections throughout our community</i>	<i>Reach through social media activity</i>  <i>Evidence of planning and decision making being informed by community feedback</i>  <i>Schools and communities participating in arts programs</i>  <i>Evidence of new relationships formed across different communities and generations through Council run and/or community initiated arts programs</i>
<b>Celebrated:</b>  <i>Enhance our creative impact and profile</i>	<i>Amount of projects involving local creative talent</i>  <i>Community pride in local history and Council-managed assets</i>  <i>Enhanced reputation and community interest garnered through strong programming and outcomes</i>  <i>Value of creative industries contribution to the local economy through sales, investment, reputation and brand</i>  <i>Value of cultural tourism</i>  <i>Value as a destination for large-scale productions, entertainment and creative opportunities</i>

# GUIDING PRINCIPLES

Realising the actions and goals outlined in this Strategy requires Council to consider the way it works with our community and partners. By defining a number of key guiding principles, we will ensure this Strategy works effectively with the community to achieve its desired outcomes.

This will occur through an adherence to:

- A respect for diverse community interests through active listening, mutual understanding, effective communication and engagement
- An informed, evidence-based and representative decision-making process with accountable and transparent reporting
- Operating with integrity and engendering trust
- Striving to improve the quality of life, while balancing the challenges that come from population growth
- The responsible management of finances
- A flexible, can-do, innovative, best practice approach that achieves outcomes efficiently
- Building on our City’s rich history of welcoming people from all over the world and provide an inclusive place to live, learn and work
- Leaving a positive legacy for future generations by strengthening community heritage and assets



*"I want art that's accessible to everyone, interwoven into the general community, and not a separate entity."*

*"More pop ups – things like pop up parks, the pop up bar at Moorabbin, pop up outdoor cinema."*

*"A place where there are activities for children of all ages and abilities; performing arts; flexible spaces and facilities; opportunities for creative people to meet; where new online technologies are used."*

*"Kingston should be a place where anybody can express arts and culture freely."*

*"Provide art for free or low cost and people will come."*

*"I think the City/Arts Hall in Moorabbin could certainly be the lifeblood of the area."*

*"Creative Kingston is a place that utilises spaces not traditionally used for performance and this is done by exploring the entire Kingston area."*

*"Provide creative spaces where people can come together and share their ideas and creative products, especially creatives in small business."*

*"Increase participation through schools, seniors groups, going to 'gathering places', universities, disability organisations and services."*

*"A couple of times a year, have industry forums for local arts people such as a breakfast, to network, share and create."*

*"Love the multicultural festivals celebrating how lucky we are to have such a diverse community."*

*"Bring the arts to the people, rather than have them go to a specific event or place."*

*"Build an arts social network that is led by the sector and supported by the sector."*

*"I want to know more about the indigenous peoples of our area."*

*"Have creative installations that make people go 'wow'!"*

Quotes from community members

## DEVELOPMENT OF THIS STRATEGY



APPENDIX A.  
OVERVIEW OF  
CONSULTATION PROGRAM

Community input for this strategy was captured through a variety of communication efforts, online activities and engagement options to encourage broad participation and generate quality input. Pop-up activities were conducted in Council arts venues and public locations across the municipality, written submissions were accepted via email and telephone calls and a small number of face-to-face interviews and workshops were conducted with key stakeholders of interest. As a result of these data gathering approaches, the participation outcomes presented in the below table were achieved.

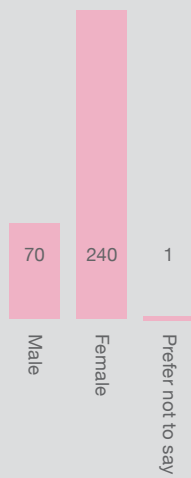
Engagement activity	Participants
Your Kingston Your Say: Online survey responses	125
Your Kingston Your Say: Quick poll activity	31
Pop-up surveying: Dotmocracy activity	300
Pop-up surveying: Paper survey responses	154
Pop-up surveying: New idea submissions	49
Paper survey responses: Focus Groups, Kingston City Hall drop-box and post	32
Focus group participants (community)	11
Workshop participants (staff)	25
Workshop participants (community)	13
Written submissions	1
Interviewees	9
Total participants engaged	750

Participation Overview

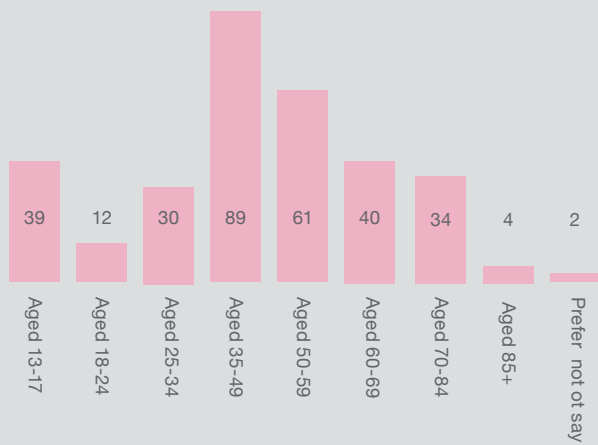
While participant demographics were captured to varying degrees during the consultation period, available data shows a broad cross-section of the Kingston community and beyond participated:

- Many participants reside in Kingston and the majority are female
- Participants are a variety of ages, with many aged 35 to 49 years
- A large majority of participants speak English as the main language at home
- Participants live in a variety of household structures, many live with a partner/spouse and child(ren) or a partner/spouse
- While many participants do not identify with diversity characteristics, responses were received from individuals who identified with all prescribed diversity characteristics
- Participants included members of the general public with an interest in arts and culture, part-time and full-time hobbyists or professional artists, members of community arts groups, business operators, suppliers and students
- Many participants have been active in arts and culture in Kingston in the past 12 month's e.g. attendance at a public library, a market or an event or activity at a Kingston Art and Cultural Venue. Some participants have not attended or participated in arts and culture in Kingston in the past 12 months

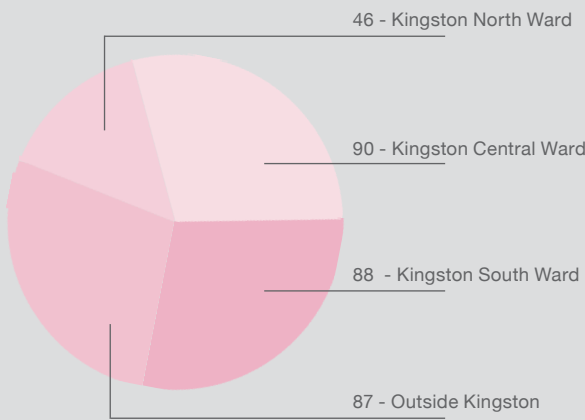
Survey participation by gender



Survey participation by age



Survey participation by council ward





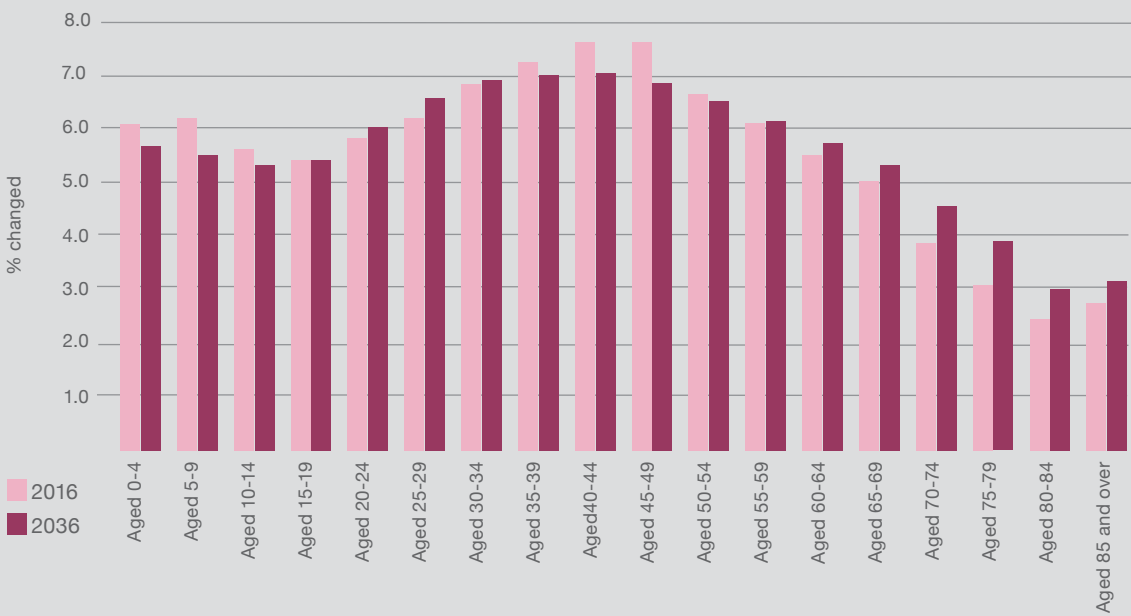
APPENDIX B.  
KEY DEMOGRAPHICS - NOW  
AND LOOKING INTO THE  
FUTURE

This section presents information on age groupings, household structure, forecast dwellings and development, cultural diversity and a socio-economic index of relative disadvantage, as well as arts and cultural community groups in Kingston.

Ageing Demographics

In 2016, Kingston’s population of 159,023 people was spread across all age groups with the largest demographic being people aged 40-44 and 45-49 years. Looking towards 2036, Kingston’s population will age at a rate consistent with the rest of Australia, and the most populous age groups will be slightly younger at 35-39 and 40-44 years.

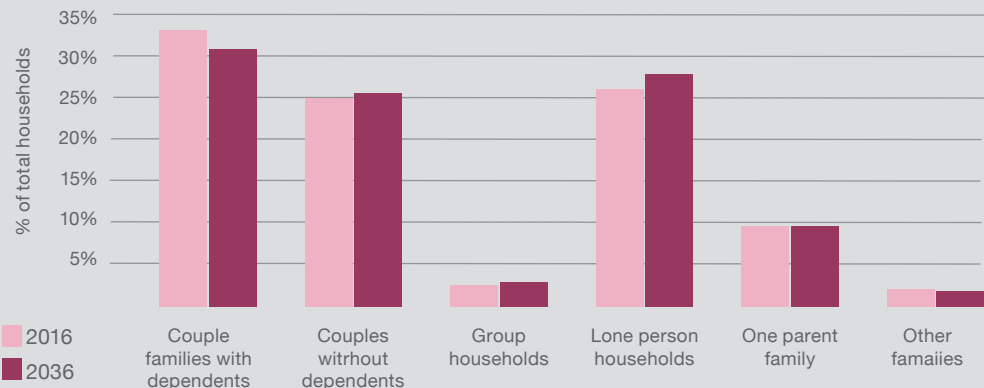
Forecast population change by five year age groups  
2016 to 2036



Forecast household change

In 2016, there were 61,553 households in Kingston. This is forecast to increase by 17.8% to 74,910 in 2036. Further, the average household size in Kingston was 2.5 people, forecast to decrease to 2.44 people in 2036. The most prevalent household type in 2016 was couples with children with 20,144 households or 33% of all households. In 2036, there will be more people living alone.

Forecast household type change 2016 to 2036



Dwellings

Suburbs forecast to have the greatest increase in dwellings between 2016 and 2036 are Highett and Moorabbin with 124.6% and 93.5% growth. This forecast is particularly relevant to Creative Kingston 2022, as Kingston Arts Centre and Kingston City Hall are both located in Moorabbin. In 2016, there were 63,795 private dwellings in Kingston in 2016. This is forecast to increase to 77,276 in 2036.

Culturally and Linguistically Diverse

Nearly one-third (31%) of the Kingston population in 2016 was born overseas, of which 22.7% were born in a non-English speaking country. The most prevalent countries of birth are the United Kingdom, India, China, Greece and New Zealand.



One-quarter (26%) of the Kingston population speaks a language other than English, of which 4.3% or 6,488 people speak English not well or not at all. These languages include Greek, Mandarin, Italian, Russian, Cantonese, Vietnamese, Hindi, Punjabi, Arabic and Filipino/ Tagalog.

Many culturally and linguistically diverse community members live in Clarinda, Clayton South, Oakleigh South and Waterways.

Disadvantaged Areas

Socio-economically disadvantaged areas could particularly benefit from improved access to affordable arts and cultural spaces, activities and events. The Socio-Economic Indexes For all Areas (SEIFA) developed by the ABS rank areas according to relative socio-economic advantage and disadvantage. In 2011, the most disadvantaged areas in Kingston were located in Clayton South, Clarinda, Chelsea, Bonbeach and Carrum.

Community Activity

There are a variety of arts and cultural community groups actively serving Kingston which provide opportunities for partnership and collaboration. Council hosts 'My Community Life', which is a website for local community groups to promote events and volunteering opportunities.

APPENDIX C.  
COUNCIL STRATEGIES,  
PLANS AND POLICIES

This Arts and Cultural Strategy acknowledges and complements several Council plans and strategies. As demonstrated by the variety of documents listed below, there are many opportunities for cross-collaboration between Council departments and the community:

- Aboriginal Policy and Action Plan 2014-2019
- Coastal Management Plan 2014
- Council Plan 2017-2021
- Disability Action Plan 2015-2019
- Family and Children's Strategy 2013-2017
- Festival and Events Policy
- Graffiti Management Plan 2012-2017
- Kingston Energy Efficiency Strategy 2012-2017
- Kingston Integrated Water Cycle Strategy 2012 (as part of Council's sustainability plan)
- Kingston Positive Ageing Plan 2014-2019
- Kingston Property Strategy 2017-21
- Kingston Public Health and Wellbeing Plan 2017-2021
- Library Strategic Plan 2017-2021
- Living Kingston 2035
- Multicultural Action Plan 2017-2021
- Positive Aging Plan 2014-2019
- Prosperous Kingston – a framework for economic sustainability 2016
- Youth Strategy 2012-2016

*“We have the acknowledgement, we have got the sorry speech, we have got artwork by kids, they walk in here and they feel comfortable with the fact that they welcome Aboriginal people and I think that really helps with their confidence, they feel part of the group. So that is what a lot of organisations are trying to do. How to make people feel comfortable coming in... using the arts to make people feel comfortable... Art can make people feel welcomed and valued because people are showing stuff, artworks, and artefacts.”*

Community member

ACKNOWLEDGEMENTS

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The execution of the community engagement program and development of this Strategy was supported by Cochrane Research Solutions.



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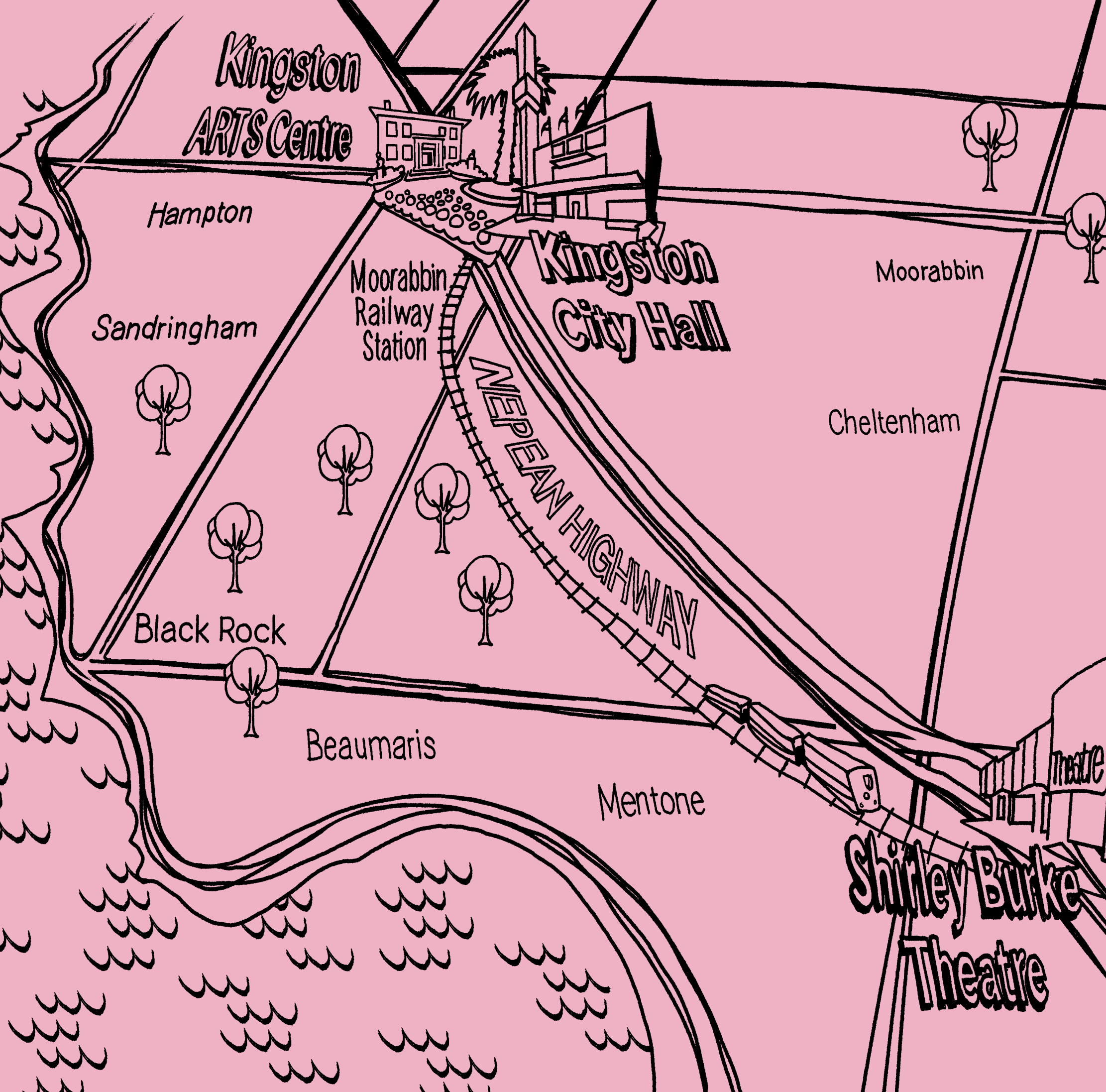
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Kingston City Hall  
985 Nepean Hwy  
Moorabbin 3189  
Photo Matt Harvey 2019

Kingston Arts Centre  
979 Nepean Hwy  
Moorabbin 3189  
Photo Matt Harvey 2019

Shirley Burke Theatre  
64 Parkers Road  
Parkdale 3195  
Photo by unknown

[www.kingstonarts.com](http://www.kingstonarts.com)  
(03) 9556 4440  
[arts@kingston.vic.gov](mailto:arts@kingston.vic.gov)

Kingston Arts - Moorabbin and Parkdale  
Illustration by Hugh Marchant





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