

BALLARAT'S *Creative City* STRATEGY

2040

Project Overview

Photo Credit: SDP Media

What is it?

The City of Ballarat is committed to elevating the conversation about creative industries in Ballarat and our position in the Australian arts scene.

We want Ballarat to be top of mind as regional Australia's leading creative city, and we want the community to value the arts and be focused on how we achieve a united vision.

This begins with the Ballarat Creative City Strategy.

Ballarat's Creative City Strategy will provide a significant opportunity for all those involved in the arts and creative industries in Ballarat to have an engaging conversation about our arts ecology: what we value, what we can be, and how we can position ourselves as Australia's leading regional creative city.

These conversations, supported by research, will produce two key outputs:

- > A strategy to develop a vision, and guide the ongoing development of arts and culture, and other creative industries in Ballarat.
- > A master plan to guide the future development of the arts and culture precinct in the city. This will include a feasibility study for the expansion of the Art Gallery of Ballarat.

The project will be all-encompassing, focussing not only on traditional arts, but also other forms of creative industries, including theatre, public art, film, live music, visual arts and grassroot-level events.

We want to see

- > improved confidence of the city to pursue new creative industries and endeavours;
- > an enriched cultural life for the community;
- > a flourishing cultural sector which enhances Ballarat's reputation nationally; and
- > greater overall sustainability for creative industries in the city.

The objectives of the project are to

- > Articulate the contribution creative industries make to Ballarat;
- > Establish a collective vision and objectives for the future development of the creative sector in Ballarat;
- > Understand how to reduce any physical or cultural/structural barriers to further developing a thriving, vibrant creative sector in Ballarat; and
- > Develop a vision and master plan for the physical development of the arts precinct in the CBD, to support the development of a nationally-recognised creative city

Timing

The project will commence with a community conversation in early 2018, with both the strategy and master plan being delivered by late 2018.

For more information

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