

City of Gold Coast Draft Culture Strategy

2013-2023

The Draft Culture Strategy 2013-2023 outlines the next chapter in our City's cultural story and will guide City of Gold Coast's approach to cultural investment and activity over the next ten years. It provides a coordinated and confident vision for the City's cultural future that will inform our planning, programming and funding priorities.

As the Gold Coast has developed and grown, so have the expectations of our residents, visitors and investors. Increasingly we are recognising the important contribution arts and culture make to our city's liveability, reputation and economy.

Our city already has a thriving creative scene and we are home to some incredible artists and cultural industries – something we need to promote and celebrate more. We also need to look at new ways of supporting creativity in a growing

and changing city including a world class Cultural Precinct at Evandale, greater focus on creativity in our local neighbourhoods, signature events and festivals that are 'distinctly Gold Coast' and support for our homegrown artists.

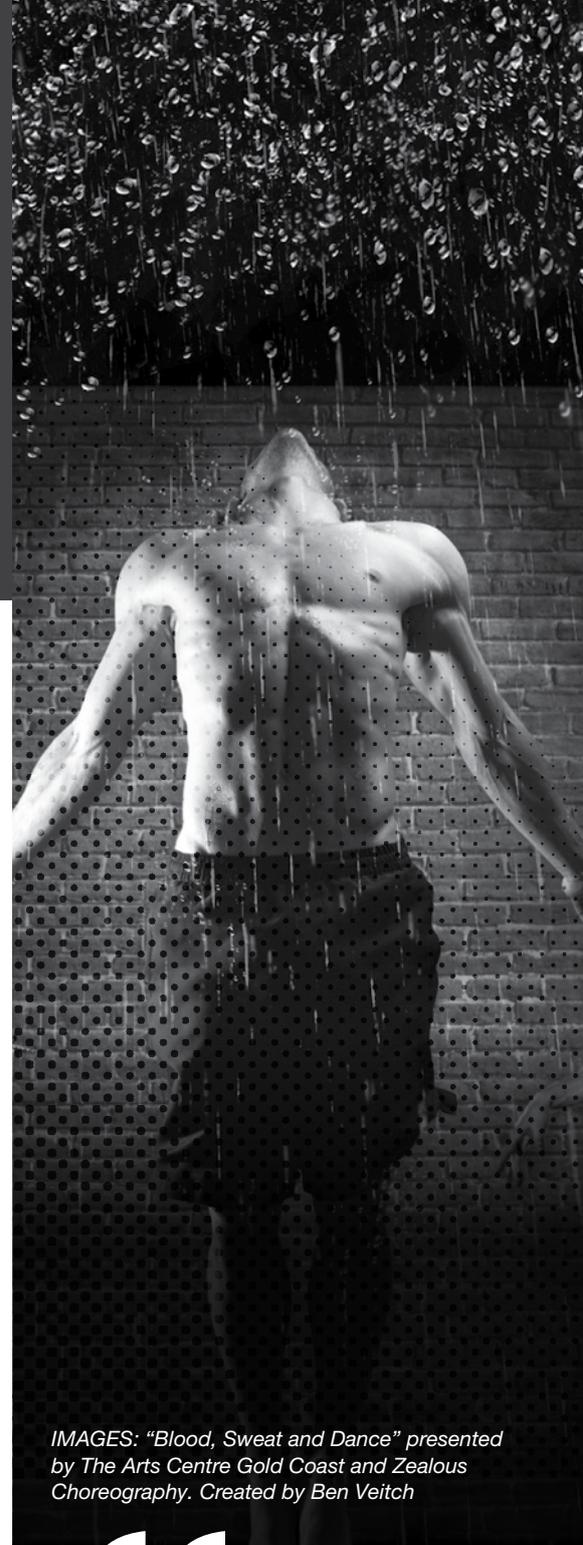
And with the Commonwealth Games coming to town in 2018, it's time to get ready for the world stage.

The Draft Culture Strategy 2013-2023 proposes four transformational outcomes for the City over the next ten years:

- Our culture is distinctly Gold Coast
- A place where culture is everyday
- A community that values its cultural heritage
- A city where creativity creates opportunity

There are 20 key actions identified in the strategy designed to achieve these outcomes

Culture defines us as a community and as a city.
Culture creates a sense of belonging.
Culture is central to our social and economic growth.
Culture is created by us and belongs to us.



IMAGES: "Blood, Sweat and Dance" presented by The Arts Centre Gold Coast and Zealous Choreography. Created by Ben Veitch

“...the set of distinctive spiritual, material, intellectual and emotional features of society or a social group, that encompasses, not only art and literature, but lifestyles, ways of living together, value systems, traditions and beliefs

UNESCO, 2001
unesdoc.unesco.org

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Overview of key actions

1 Our culture is distinctly Gold Coast	1.1 Develop a digital cultural portal for the city
	1.2 Programming that is 'distinctly Gold Coast' and promotes our outdoor lifestyle, spectacular natural environment and our city's youthful spirit
	1.3 Culture built into our major infrastructure projects
	1.4 A Cultural Tourism Plan
	1.5 Establish a creative hub for multicultural arts and programs that promote and celebrate our city's diversity

2 A place where culture is everyday	2.1 Undertake an audience research project and deliver audience development initiatives
	2.2 Develop a new operational model for the Cultural Development Unit
	2.3 Establish the Gold Coast Design Council
	2.4 Establish a working group to develop and promote creative spaces and cultural hubs across the city
	2.5 Become a signatory to UNESCO's Agenda 21 for Culture

3 A community that values its cultural heritage	3.1 Develop and deliver an Indigenous Cultural Plan
	3.2 Develop a coordinated approach for managing the City's cultural and heritage collections
	3.3 Establish a Conservation Architect Service
	3.4 Provide support to assist heritage property owners to conserve our unique built environment and heritage rich places
	3.5 Build and expand on the work identified in the Gold Coast Landscape Character and Heritage Study

4 A city where creativity creates opportunity	4.1 Funding programs that support sector development
	4.2 Establish and support collaborative creative spaces and incubators
	4.3 Develop and deliver a Cultural Economy Plan
	4.4 Deliver a development program for artists and cultural industries
	4.5 Broker partnerships and networks including establishing a Culture Task Force

To have your say on the Draft Culture Strategy 2013-2023 visit goldcoastculture.com.au

