

# Cultural Plan

## Cultural Vitality in Holroyd City

2006 – 2011



Holroyd City  
*Built Around People*

# Cultural Plan: Cultural Vitality in Holroyd City

Mayor's message	i
Acknowledgments	
<b>Contents</b>	<b>Page</b>
Introduction	1
Cultural Framework	2
What is Culture?.. A reflection of community values and aspirations	3
Recognising the Importance of Cultural Planning	4
Cultural Planning in Holroyd City	5
Cultural Landscape of Holroyd City	7
Our Vision: The future of Culture in Holroyd City	9
Cultural Policy Principles	10
Cultural Action Plan (CAP)	11
Core Platforms	12
Platform 1 – Creativity	13
Platform 2 – People	16
Platform 3 - Collaboration	22
Platform 4 - Place	25
Glossary of Terms	29

## Mayor's Message

A Creative City embraces the creative ideas and thoughts of the community and encourages its members to think outside the square. Creative City's are dynamic, energetic, smart and innovative. Holroyd has a rich creative arts community which inspires and contributes to strengthening the arts sector in Western Sydney.

This Cultural Plan seeks to expand the creative potential of our community and to enrich and contribute to our personal, family, social and working lives. It aims to have our neighbourhoods reflect our identity, embrace our heritage, and be vibrant and rejuvenated. Investing in creativity, learning and knowledge for our future workforce, young people in education and families is important. There is a need to focus on the local economy and skilling of our community in a variety of ways if we are to grow and develop.

Holroyd will continue to promote the talents and embrace the diversity of our community. We have a proud history of families which have called Holroyd home for a number of generations, and a great record of community participation which has built friendships and community spirit. Maintaining and expanding these networks will continue to foster a connected city. It is wonderful when the whole community comes together to meet, share and celebrate.

Providing opportunities for businesses, organisations, the community and Council to work together will strengthen the local community, improve quality of life and allow the identified needs of the community to be considered in planning issues.

Increasing cultural vitality in Holroyd City is a long term commitment of Council. This five year plan and its objectives will enable Council to deliver on this commitment.

Clr Dr John H Brodie  
Mayor

## Acknowledgments

Holroyd City Council would like to thank everyone who participated in the discussions, meetings, and surveys to develop our Cultural Plan. Your support and involvement has created an in-depth plan with practical actions that are coupled with aspirational visions for the future of Holroyd City.

In particular, Council would like to recognise the Holroyd City Arts Advisory Committee for their contribution to the development of the Cultural Plan. Holroyd City Council looks forward to working in collaboration with the community to advance cultural vitality over the next five years.

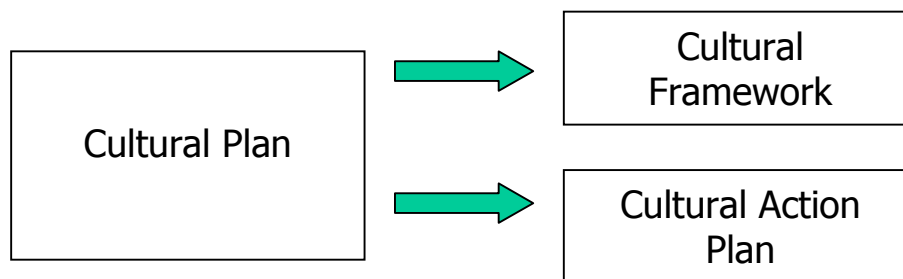
## Introduction

**Culture is an integral and important part of life that displays our identity, the way we live and reflects who we are.**

Holroyd City Council has developed this Cultural Plan to create and enhance opportunities for our communities to participate in cultural expression and increase cultural vitality in Holroyd City. This involves celebrating the diversity of interests in our community, promoting creativity and embracing our collective values to work toward the community's aspirations for Holroyd City.

This Cultural Plan follows the success of the first Cultural Plan which was developed in 1996 and provides a structure to integrate creativity, innovative thinking, and collaboration into everyday ways of working for the next five years.

The Cultural Plan is made up of two sections; the Cultural Framework which describes the context, principles and vision plus the Cultural Action Plan which outlines four platform areas and objectives to work toward the vision.



'Our culture is an expression of who we are, it is our ideas, beliefs, and values.

It reflects our identity and our hopes for the future'

Successful implementation of this Cultural Plan will facilitate numerous benefits including cultural harmony, respect for cultural diversity, improved and enhanced public places, vibrant neighbourhoods, connected social groups, active participation in creative activities and more opportunities for cultural expression.

# Cultural Framework

## What is Culture?... A reflection of community values and aspirations

Culture stems from our communities. It is what makes us who we are, reflects what we value and what gives meaning to us. It is about the things that we share, our ideas, beliefs and is the basis of our identity and way of life. Culture plays a significant role in everyone's life. It makes up our lifestyle, participation in sports, arts and hobbies. It also strengthens social connections and creates a vibrant and lively community.

Our past and present experience with the social and physical environment, 'people and place', shapes our norms, mannerisms, and traditions. These processes develop a sense of meaning and form our heritage and identity. Council recognises the need to preserve things that make us who we are, to reinforce the importance of our cultural diversity, heritage and identity. In particular, the United Nations Educational, Scientific and Cultural Organisation (UNESCO) has highlighted the need to respect difference and cultural diversity.

John Hawkes, author of *The Fourth Pillar of Sustainability*, states that a society's values provide the basis on which all else is built. These values are expressed through culture defining what we do and what we want to be in the future. With this consideration, cultural planning provides a framework to recognise community values and to collaboratively work towards aspirations.

Creativity encompasses the arts. It is a way to express culture, reflect the past, present, and future. It challenges the world around us to inspire new ways of looking at things. UNESCO states that creativity and self-expression contributes to individual and community wellbeing, identity, pride, vitality and social cohesion. Recognised as the way of the future, creativity fosters intellect and innovation, making creative and knowledge economies among the fastest growing industries in the world.

Collaboration involves clusters of people providing the forum to think through problems afresh, be innovative, spark synergies and develop solutions. The development of partnerships contributes to multiple beneficial outcomes for those involved.

**Holroyd City Council recognises the importance of encouraging collaboration with a variety of stakeholders which is acknowledged in Council's vision, 'Council has a commitment to enhance the quality of life in partnership with our community'.**

Cultural Vitality requires opportunities for the community to participate in cultural life in order to foster its creative potential. In collaboration with the community and organisations, Council seeks to foster conditions that allows participation in cultural expression to create an environment based on the community's values and aspirations.

'The health of a society is not based on development or progress but based on the presence of cultural vitality'

Fourth Pillar of Sustainability,  
John Hawkes,  
2001.

## Recognising the Importance of Cultural Planning

Over the past decade there has been a move away from a pure economic focus to consider the social, cultural and environmental impacts of public planning. Known as the triple bottom line, planning has moved to an integrated approach to consider a broader range of direct and indirect impacts.

Worldwide there is growing recognition of the important role that culture plays in our lives as it shapes our society and determines how it functions. Global cities such as London, Barcelona and Melbourne are known for their strong sense of identity and heritage, and are rich in cultural expression and creativity. Support for and investment in culture produces numerous social and economic benefits.

Outcomes in cultural development are linked to social cohesion, environmental, economic and urban renewal, health and wellbeing, crime prevention, healthy lifestyles, and skills development and learning. This requires places for people to meet and share their cultural knowledge to develop a greater sense of belonging, community pride, local identity and respect for difference.

### **In Australia, there continues to be an increase in support and recognition of cultural planning by the National and State Governments.**

- In 2005 the NSW local government spent several million dollars on cultural development.
- In 2004 the Department of Local Government released the cultural planning guidelines for Local Government to support the growing number of Councils producing cultural plans and policies.
- Partnerships have developed between the Local Government and Shires Association NSW and Arts NSW with a commitment to cultural development through the Cultural Accord 1, 2 and 3.
- The Australia Council for the Arts recognises Local Government as a key contributor to the arts and cultural development.
- Since 2002, Arts NSW has provided a funding program for arts development in Western Sydney.
- In 2005 the development of the Regional Cultural Strategy for Greater Western Sydney by Western Sydney Regional Organisation of Councils (WSROC) provides a regional approach to cultural policy and public planning highlighting specific needs of the region.
- Over the past decade the Government has contributed to the development of several major arts venues in Western Sydney.
- Over recent years several government planning, educational, health, and heritage departments and organisations have demonstrated a keen interest in Cultural Planning.

The arts and cultural industries have grown substantially with the formation and evolution of new and existing organisations. While there has been significant progress in the cultural field, it is important to acknowledge the need for recognition, greater awareness, investment and an ongoing commitment to sustain the multitude of benefits it provides.

Holroyd City Council has developed this Cultural Plan with recognition of the work of the NSW Local Government, Local Government and Shires Association NSW, WSROC's Regional Cultural Strategy, and John Hawkes's pioneering book *The Fourth Pillar of Sustainability*.

'The economic well-being, competitive edge, pride of place and fundamental identity of any city is intrinsically bound in its culture'

– Realising the Core Potential of Our Cities, Core Cities, 2002.

## Cultural Planning in Holroyd City

### Background

Holroyd City Council developed its first cultural plan in 1996 which outlined Council's role in fostering cultural initiatives and facilitated the establishment of formal planning and programming to support arts and cultural activities. Several major achievements of the 1996 Cultural Plan included:

- enhancement of public places through urban design and public art
- support for community initiated cultural projects
- professional development and employment of local artists
- establishment of partnerships and networks for artists, cultural and community groups
- establishment of community grants program
- establishment of the foyer art gallery
- study and report on potential arts spaces
- continuing to hold and develop local cultural events
- increased the number of projects and activities for women, children, young people, older people, Aboriginal and Torres Strait Islander people, Culturally and Linguistically Diverse people and people with a disability
- recreation improvements
- development of the cycleways
- enhancement of major parklands
- continuing the main street program
- enhancement of the libraries
- establishment of the 'Living Holroyd' sustainability program
- undertook cultural mapping and heritage projects
- employment of cultural staff
- established arts and cultural projects and programs
- ongoing community input into planning through consultative committees

"The Cultural Plan provides a structure to guide cultural initiatives for the next five years"

Council's Arts Advisory Committee was established in 1997 and is made up of members of the local arts community, Councillors and representatives of Council's Engineering, Planning, Social and Cultural staff. The Committee plays an important role in overseeing the development and implementation of the Cultural Plan.

As a result of successful cultural planning, Council has received several awards for cultural initiatives including the NSW Local Government Cultural Award 2004 for Council's Public Art Policy and in 2005 for the Aboriginal Warali Wali Project. Council also received a national award for the Community Education Program in 2005.

### The next five years in Holroyd

Over the next five years this Cultural Plan will focus on encouraging the adoption of cultural initiatives, creative thinking and ensuring the consideration of cultural and social issues in public planning. This will be undertaken through the Cultural Framework which sets out the principles, vision and the Cultural Action Plan (CAP) which outlines the objectives to achieve the vision.

## How is the Cultural Action Plan implemented and evaluated?

Council's Management Plan highlights the operational tasks of each department during the financial year. Council is currently undertaking numerous tasks and initiatives that contribute to meeting the broader objectives of the Cultural Action Plan (CAP). Achievement of these operational tasks will be monitored throughout the year by the Cultural Officer and new initiatives will be developed and undertaken by Council staff.

Council staff will be encouraged to apply the Cultural Policy Principles (located on page 9) in projects, initiatives and everyday practice to support the achievement of the objectives. The objectives will also be achieved by utilising a 'whole of government approach' which recognises that everyone has a range of skills and can work together collaboratively to achieve common goals. This approach will allow Council to strategically undertake more efficient and effective cultural initiatives. Progress of the actions will be evaluated and reported quarterly through the Management Plan and reviewed by Council's Arts Advisory Committee. The results of the CAP will be reported through Council's Annual Report and a major review of the Cultural Plan will be undertaken in five years.

## How was the Cultural Plan developed?

The Cultural Plan was developed in accordance with the NSW Department of Local Government Cultural Planning Guidelines and included the following actions to undertake research, consultation and development of the Plan:

- Cultural mapping exercises were undertaken with community members to identify the cultural assets, resources and facilities in Holroyd City
- An audit of cultural assets documented the numerous centres, venues and places that are utilised for cultural activity which assisted in identifying opportunities for future projects, partnerships and enhancement
- Extensive research was undertaken into cultural planning theory and cultural planning practice to identify issues and provide a foundation for the development of strategies, including John Hawkes, the World Health Organisation and UNESCO. Priority cultural issues in Western Sydney were sourced from WSROC research projects. National, state and regional social and cultural professionals were consulted regarding cultural planning practices.
- Consultations for Council's Social Plan and Cultural Plan were undertaken in tandem. 54 consultations were held with community members, including; women, children, men, young people, older people, cultural and linguistically diverse people, Aboriginal and Torres Strait Islander people, families, people who are gay or lesbian, people with a disability, creative artists and arts and cultural organisations. Consultation processes included surveys, focus groups, meetings, and informal discussions. Information from the consultations provided the necessary context to develop the Cultural Framework and Cultural Action Plan.
- Meetings were held with a series of professionals and practitioners from; engineering, town, strategic and urban planning, parks management, event management, children's services, health and youth services, aged services, environmental planning, road safety and disability services, to assist with the development of the Cultural Action Plan.
- The Cultural Plan Working Party is made up of members of the Arts Advisory Committee, who provided guidance and support for the creation of the Cultural Plan throughout its development process.

## Cultural Landscape of Holroyd City

Holroyd City is located 25kms west of Sydney CBD adjacent to Parramatta, Blacktown and Fairfield City. Considered to be the Gateway to the West, Holroyd comprises 39 square kilometres including 20 suburbs, each with their own character, stories, lifestyles, history and sense of place. The area is within the traditional land of the Darug nation and is part of the Deerubbin and Gandangara Land Councils. Holroyd has a population of 85,760 (Census 2001) with a current projection of 90,000 residents who contribute a wealth and diversity of cultures and communities. Holroyd is home to people from over 122 cultural backgrounds. The post WWII boom saw an influx of people from Europe, particularly Maltese and Italian. More recently, Holroyd City has become home to many humanitarian entrants from Asia, The Middle East and Africa.

Today, Holroyd City is dominated by residential areas with several significant industrial precincts. The city is bordered by train lines to the north and east with the suburbs nestled around the busy roads of the M4 Motorway, Great Western Highway and the Cumberland Highway. The majority of suburbs are characterised by a mix of housing types with small strip shops, open spaces and parks. The larger commercial centres of Merrylands and Wentworthville comprise medium size shopping centres and apartment blocks.

### Our Built Heritage

Remnants of the local rural and agricultural history can be seen. Small cottages, federation style buildings and old corner shops can be spotted with a keen eye or brought to life through the memory of residents. Significant landmarks of regional or state significance make up part of the identity and icons of the city including; Prospect Hill, Linnwood, Greystanes aqueduct, Dunmore House, Central Gardens, Holroyd Gardens and the brick pits. Across Western Sydney, the pressure of urban development has seen changes in the physical environment, highlighting the need to maintain the character of Holroyd and to provide quality open space and adequate facilities and amenities for the growing population.

### Our Outdoor Lifestyle

Environmental features include; patches of the endangered Cumberland Woodplain species, local creeks, canals, endangered native flora and fauna with two regional parklands in Merrylands and Holroyd. Outdoor lifestyle and recreation are a big part of the culture in Holroyd as shown by the recent rejuvenation of parks, swimming pools, indoor sporting centres and particularly the development of the cycleways.

### Cultural Facilities

The vast majority of major and regional galleries, museums, theatre and performance venues are located outside Holroyd City and dotted around Greater Western Sydney. This is a result of the uneven and insufficient development of cultural infrastructure in Western Sydney. Holroyd City is proud to be the home of numerous arts and cultural groups such as Western Sydney Dance Action. The majority of cultural activity in Holroyd City is organised by community groups and occurs in neighbourhood and community centres, libraries, places of worship and informal spaces such as public meeting places. It is therefore important to provide adequate facilities and venues to support the development of cultural and arts practice in the community.

## Our Diversity

The cultural diversity of the communities in Holroyd provides a wealth of ideas, lifestyles, knowledges, hobbies, sports, foods etc. In 2001, 36% of residents were born overseas and 39.3% spoke a language other than English. The changing demographic profile of the city informs the need to plan to accommodate for changes. Maintenance of cultural practices and cross-cultural activities occur through a variety of organisations, in particular Migrant Resource Centres. Local festivals and events such as Carnivale, Holroyd CityFest, NAIDOC Week, Seniors Week, Harmony Day, Environment and Heritage Week provide opportunities to involve the local community and celebrate our cultural diversity.

## Our Volunteers

Traditionally, families have had a long period of residency with multiple generations growing up in Holroyd City. There are a number of established social interest and hobby groups, many volunteers, advisory committees, working parties and community members who have devoted much of their time working together forming networks and opportunities for collaboration to build socially active neighbourhoods.

## Our Creative Community

Within this group of community builders is the large number of creative people shaping the cultural fabric of Holroyd City. The Artfiles directory currently lists over 1300 individual artists in Western Sydney covering visual arts, literature, and performing arts. With a wealth of creative artists, Holroyd City is fortunate to have a number of creative people and arts collectives who mentor and provide teaching for the development of creative capacity of the community and the arts/cultural sector. Council, along with artist networks and cultural organisations like Information and Cultural Exchange, the University of Western Sydney and TAFE, provides support for creative artists.

A sample of the local cultural groups and organisations include:

- The Holroyd Musical and Dramatic Society for community theatre, the Holroyd Arts and Craft Society, NSW Lace Guild, Holroyd Parramatta Lapidary Club, visual artist collectives, and camera clubs.
- Various social, community and cultural groups that meet at local neighbourhood centres and community centres.
- Dance is supported by Western Sydney Dance Action and a number of dance studios.
- Social activities are supported by community organisations such as service clubs, registered clubs, religious organisations and aged care facilities.
- Interest in literature is growing through the establishment of local writers' groups.
- Local Primary and High Schools support our children and young people to achieve their potential in visual and performing arts.
- The significance of our cultural heritage is supported by the Friends of Linnwood, Friends of Mays Hill Cemetery, Holroyd and District Historical Forum and Family History groups.
- Bushcare groups to support the preservation of the natural environment.
- Music is booming through bands, studios and music performance support groups.
- Places of worship also provide a plethora of social, recreation, arts and cultural activities for our community.

## Our Vision: The Future of Culture in Holroyd City

**Holroyd City will be a creative city which embraces innovation and new ideas to sustain and increase cultural vitality.**

Holroyd City will be a connected city where people of all ages and interests come together to meet, share knowledge and information and new and existing social groups are linked. The wealth of knowledge and ideas of the community will be embraced by actively involving them to improve our quality of life and ensure the community's collective aspirations are reflected in public planning.

Our neighbourhoods are an asset of Holroyd City to which the community will have a strong connection. Liveability is a priority and people will reside in clean, leafy and safe neighbourhoods. The unique heritage, identity and character of each neighbourhood will be enhanced and visible in public places, with greater awareness, feeling of pride and sense of place by the local community.

The City is home to over 90,000 people who share a vast range of interests, cultural backgrounds and languages all of which are mutually valued, celebrated and embraced. Cultural diversity and difference is respected. Access is provided and everyone is welcome to participate in cultural activities. Congregation points where people meet will become hubs of activity where our creative practices are displayed. Healthy lifestyles will be a priority and recreation will be a favourite pastime.



Creative arts will flourish. The diversity of the creative arts community will be embraced locally and promoted regionally. The foundations for local creative industries are developed and the community's creative capacity is supported by increasing participation in creative and community cultural development pursuits.

Life-long learning and education are valued and supported for increasing wellbeing and employment. Social isolation will be targeted through promotion and support for the community to participate in a variety of interesting cultural and social activities. Holroyd City will remain 'built around people'.

## Cultural Policy Principles

The Cultural Policy includes 10 principles listed below. These principles were developed as a result of the community consultations and will be applied to address the objectives in the Cultural Action Plan.

- 1) **Local Identity (Distinctive sense of place)**  
Encourage greater awareness, promotion and preservation of the local identity of the community and the places within Holroyd City.
- 2) **Cultural Diversity**  
Promote awareness, recognition and respect for cultural diversity and support opportunities for social interaction and cultural expression.
- 3) **Participation and Collaboration**  
Encourage active community participation in cultural initiatives and encourage active collaboration between the community, council, business and organisations to foster cultural initiatives.
- 4) **Access and Equity**  
Support the improvement of access and equity for the community to participate in cultural initiatives that support their health and wellbeing. This includes access to places, activities, events and projects.
- 5) **Advocacy and Leadership**  
Actively advocate for the progression and development of cultural initiatives and provide a leadership role in encouraging the community to undertake cultural initiatives.
- 6) **Creativity and Innovation**  
Promote, encourage, recognise and support the development of creative and innovative initiatives as a means to improve the quality of life of the communities in Holroyd City.
- 7) **Valuing Cultural Heritage**  
Preserve, support and promote the cultural heritage of the communities in Holroyd City.
- 8) **Valuing the Environment**  
Seek to promote, preserve and enhance the natural and built environments where cultural activities take place through the adoption of sustainable principles.
- 9) **Cultural Assets (objects, infrastructure, resources)**  
Recognise the value of cultural assets, promote the resources that support cultural initiatives, enhance places to support the community's needs and encourage opportunities for cultural expression.
- 10) **Creative Industries and Economic Renewal**  
Recognise the value of the creative industries in the local area.



## Cultural Action Plan (CAP)

The previous section described the Cultural Framework by setting the context, principles and vision. This Cultural Action Plan (CAP) outlines core platform areas which incorporate a series of future directions and objectives to implement the principles and work toward achieving the vision.

The CAP acknowledges that Council is currently undertaking many initiatives that support the objectives of the platforms. The purpose of the CAP is to assist Council to continue to recognise and support initiatives that meet the listed objectives.

## Core Platforms

The CAP includes four core platforms which provide a working model to actively integrate creativity into everyday ways of working, promote collaboration and involve the community and other stakeholders to encourage innovative thinking and enhance cultural vitality in Holroyd City.

The four platforms include:



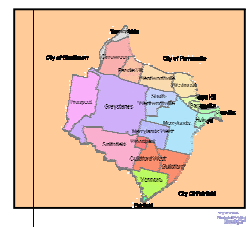
Creativity



Collaboration



Our People



Our Place

Each platform area includes a description of the 'direction' in which Council wishes to head in the future and provides a series of objectives and actions. The actions are designed to achieve the direction and objectives of each platform. The actions are ranked in priority from beneficial, important, to critical.

The actions require support from multiple stakeholders rather than one officer and thus acknowledges shared responsibility and the need for collaboration. The CAP was designed to be strategic and flexible to accommodate the changing needs and priorities that may occur over the next five years.

## Platform 1 - Creativity

Direction: Encourage adoption of creative thinking in the community, council, and organisations and support creative artists in Holroyd City

**Creativity encompasses, but is no longer restricted to, the arts as it facilitates innovation, critical thought and problem solving.**

The arts are particularly important as they describe the way we see the world, but creativity is about thinking outside the square and can be applied to small or large-scale projects. The creative process should be adopted by all - planners, students, businesses, architects, health practitioners, etc.

Creative and knowledge industries are the largest growing industries in the world. In the future, cities will rely heavily on their creative abilities in order to support economic viability. Western Sydney has a large and growing creative sector with students from TAFE and Universities providing a niche skill base that employers and governments will seek in the future. There is a need to promote creative thinking within Council and the wider community.

**Creative artists** in Australia, particularly Western Sydney, receive little recognition compared to other countries. Arts NSW recognises the need to raise the profile of the arts and increase its visibility in everyday life. Western Sydney is home to over 1,300 creative artists who represent traditional and contemporary arts. All members of the community, young people, migrants and refugees, Aboriginal people, etc, participate in the arts to reflect the rich and diverse cultures, life and social context of the region. There is a need to recognise the benefit of creative arts to Western Sydney and support the diversity and development of creative arts through professional development, networking and advocacy.

**A creative community** that has the ability to express itself is a smart and innovative community that encourages exploration of local issues and contributes to individual and collective well-being. There is a need to invest in creative communities and support the integration of creativity and the arts into everyday life to encourage the communities' creative potential.

**Community Cultural Development** (CCD) processes involve communities working with creative artists to build creative capacity, explore its culture, improve social connections, develop skills and increase awareness of cultural practices. Creative arts can support learning as research has demonstrated that children with learning difficulties respond favourably to creative methods in learning (WSROC). The CCD process can contribute to enhancing the local environment by involving the community in planning for the city. The community will be involved in public art and place-making for urban design which contributes to a sense of belonging and identity, and displays cultural heritage.

## Objectives

- Expand the adoption of creative thinking
- Raise the profile of creative arts in Western Sydney
- Foster the growth of creative arts in Holroyd
- Stimulate and foster the community's creative potential in everyday life

<b>Expand the adoption of creative thinking</b>			
	<b>Action</b>	<b>Priority</b>	<b>Who is involved</b>
1.1	Promote cultural vitality and advances in the creative arts field to council and non-arts professionals	Important	Community Development, Arts Advisory Committee
1.2	Increase opportunities for the involvement and participation of artists in cultural development initiatives and invite artists to participate in projects to share ideas, increase knowledge and appreciation of successful projects	Important	Planning Services, Community Services, Community Development
1.3	Collaborate with regional educational institutions to support emerging creative students	Important	Community Development, Cultural Organisations
<b>Raise the profile of creative arts in Western Sydney</b>			
	<b>Action</b>	<b>Priority</b>	<b>Who is involved</b>
1.4	Continue to collaborate with cultural and arts organisations to raise the profile of creative arts and cultural vitality in Western Sydney	Important	Community Development, AAC, Cultural Organisations
1.5	Encourage the development of and participate in Western Sydney wide festivals and cultural events	Beneficial	Media & Public Relations, Community Services
1.6	Support the development of a coordinated approach to promote creative opportunities and artists (ie websites, e-networks)	Critical	Community Development, AAC
1.7	Continue to engage Western Sydney artists in Council projects, festivals and events	Important	Community Services, Library Services, Media & Public Relations
1.8	Promote the role of creativity in local employment and advocate for the development of creative industries in Western Sydney	Important	Community Development, AAC
1.9	Promote dialogue and advocate for local and regional arts and cultural issues to state and national organisations	Important	Community Development, AAC, Cultural Organisations
<b>Foster the growth of creative arts in Holroyd</b>			
1.10	Consult regularly with local artists to determine changing needs and maintain a database of local artists	Important	Community Development
1.11	Build connections between artists from a variety of disciplines through arts/cultural networks and promote collaboration	Important	Community Services, AAC
1.12	Promote the range and diversity of creative arts in Holroyd and encourage fusion between new and traditional art forms	Important	Community Development, AAC, Cultural Organisations
1.13	Promote professional development opportunities for artists with other organisations, particularly young, emerging, CALD and ATSI artists and encourage artists to learn and participate in CCD	Important	Community Development, AAC, Cultural Organisations

	practices		
1.14	Encourage the development of opportunities for mentorships and employment	Important	Community Development, AAC, Cultural Organisations
1.15	Investigate opportunities for Western Sydney artists to contribute to the design of publications and marketing material	Beneficial	Community Development, Media & Public Relations
<b>Stimulate and foster the community's creative potential in everyday life (Refer to platform 2)</b>			
	<b>Action</b>	<b>Priority</b>	<b>Who is involved</b>
1.16	Maintain opportunities for the community to engage in creative projects	Critical	Community Development, AAC, Engineering Services
1.17	Promote and advocate for Community Cultural Development practices that explore cultural and social issues in the community	Important	Department of Library & Community Services
1.18	Encourage children's participation in the arts in conjunction with educational organisations (ie the arts in schools)	Important	Community Services, Children's Services, Cultural Organisations
1.19	Promote collaboration between artists and the community	Important	Community Development, AAC
1.20	Recommend that creative arts, cultural activities, or educational courses are promoted using various communication methods (ie community groups and e-networks) to reach the wider community	Important	Community Services
1.21	Support community initiatives in creative arts and cultural development (ie events and projects)	Important	AAC, Community Services

## Platform 2 – Our People

Direction: Recognise and address the cultural needs of the various communities in Holroyd City and support opportunities for cultural expression

**Communities that participate in creative and cultural activities are generally healthier as participation can increase skill development, social interaction, cultural cohesion and social capital.**

This platform seeks to remove barriers to and create opportunities for cultural expression and discusses the specific cultural and creative needs of the diverse and various communities of Holroyd City. Priority community groups include children, young people, women, men, older, people who are Aboriginal and Torres Strait Islanders, people from Culturally and Linguistically Diverse backgrounds (CALD), and people with a disability.

Council's Social Plan has highlighted a number of social issues including a high prevalence of social isolation amongst priority groups. Increasing community participation in cultural development can assist in reducing social isolation. The rich diversity of our community creates the opportunity to foster new creative groups and practices in Holroyd City. There is also potential for collaboration between emerging and established cultural groups to form social networks and share cultural practices.

There is a need to raise awareness, understanding and **value cultural diversity** and increase community harmony, particularly cross-cultural interaction. Intergenerational initiatives that involve, for example, younger and older people can strengthen and fuse knowledge of traditional and new cultural practices and reduce negative perceptions within the community. This has been successful through events, festivals, projects and programs that adopt a community cultural development (CCD) process.

**Creative arts** can be developed in everyday life by fostering a diversity of activities that appeal to a variety of community groups and promoting creative arts to high risk population groups. Creative arts and CCD processes can engage the community in environmental, social and health issues and promote education, learning and skill development for employment opportunities. For example, in 2004 investment in creative industries development produced a 36% increase in employment in the City of Glasgow, Scotland.

Public places must be maintained and improved to cater for the diverse and changing demographic groups. There is a need to improve and maintain access to recreation and cultural facilities for the whole community, to consider information and language, physical access for people with a disability and provide affordable activities and venues (Refer to platforms 2, 3 & 4).

## Objectives

- Encourage the whole community to participate in cultural initiatives
- Value cultural diversity in the community
- Promote education, life-long learning and creativity
- Foster CCD processes and social justice principles of equality, equity, access and decision-making

<b>Issues that cover all priority community groups</b>			
	<b>Action</b>	<b>Priority</b>	<b>Who is involved</b>
2.1	Continue to support the principles of social justice, equity, and access in Council's initiatives	Critical	All of Council
2.2	Continue to build opportunities for the employment of the local community by promoting education and life-long learning, particularly within the knowledge and creative industries	Important	Library Services, Community Services
2.3	Continue to provide and promote the development of a variety of recreational, cultural, social and creative initiatives that support healthy lifestyles, social interaction, education, awareness of local heritage, cultural diversity and sustainability	Important	Department of Library & Community Services, Environmental Health, Parks & Buildings, Works Department
2.4	Continue to support community initiatives that contribute to community well being by providing funding opportunities (ie community assistance program)	Important	Community Services
2.5	Continue to work with community organisations to encourage the development and establishment of community and cultural groups and promote initiatives that support their development and sustainability	Important	Community Services
2.6	Continue to provide, resource, support and enhance centres and services to cater for the needs of the priority demographic groups (particularly children and young people) in Holroyd City	Important	Engineering Services, Planning Services, Department of Library & Community Services
<b>Children</b>			
	<b>Action</b>	<b>Priority</b>	<b>Who is involved</b>
2.7	Promote social interaction and learning by maintaining safe playing equipment (eg investigate options of developing fenced recreation areas) and enhancing a variety of public spaces with interactive, exploratory and creative designs for children to enjoy a variety of activities that appeal to them	Important	Engineering Services, Planning Services, Community Services
2.8	Ensure the playground strategy recognises the current and probable future demographic and cultural make up of the surrounding area	Important	Engineering Services, Planning Services, Community Services
2.9	Continue to involve local school children in the development of public art and place-making projects with local artists	Important	Engineering Services, Community Services
2.10	Continue to provide and develop initiatives that build awareness and understanding of cultural diversity (eg multicultural story time sessions)	Important	Library Services, Community Services, Cultural Organisations
2.11	Continue to recognise and work with Council's Libraries, Department of Education and other children's organisations to provide input on the issues that affect children and increase the engagement of children in creative arts, expression and learning	Important	Community Services, Children's Services
2.12	Continue to provide opportunities for children/parents to be consulted on issues that affect children and families	Important	Children's Services, Community Services
2.13	Investigate the development of strategies to promote the cultural heritage and identity of Holroyd (eg place-making projects, and education programs with local schools)	Important	Library Services, Community Services

<b>Young People</b>			
	<b>Action</b>	<b>Priority</b>	<b>Who is involved</b>
2.14	Continue to support and recognise the Youth Advisory Committee to provide input on the issues that affect young people and initiatives that promote cultural expression	Important	Community Development, Youth Services
2.15	Encourage the creative abilities of young people by promoting opportunities to participate in mentoring, education, training and skilling in creative, knowledge and cultural industries	Important	Youth Services, Community Development, Cultural Organisations
2.16	Support the development of activities, places, spaces, venues and opportunities that facilitate cultural expression, promote social interaction and cater to the interests of young people	Important	Community Development, Youth Services, Engineering Services, Planning Services
2.17	Continue to support and resource cultural events and activities for young people (eg. Youth Week), involve young people in the development of events/places, and include youth activities in other events (eg. Australia Day) to increase interaction with other demographic groups	Important	Youth Services, Library Services, Media Relations & Promotions
2.18	Improve and promote positive perceptions of young people in the wider community through cultural initiatives and interaction with the wider community	Important	Youth Services, Community Development, Community Organisations
2.19	Improve information distribution to and from young people regarding issues that affect young people and cultural and creative opportunities	Important	Media Relations & Promotions, Youth Services, Community Development
<b>Women</b>			
	<b>Action</b>	<b>Priority</b>	<b>Who is involved</b>
2.20	Promote opportunities for women to engage in new and existing cultural initiatives, social groups, creative practices, recreation, skill development and education, for life-long learning, social interaction and greater health and well-being	Important	Department of Library & Community Services, Community Organisations
2.21	Promote social interaction and use of space by enhancing and maintaining a variety of public spaces to cater for the needs and interests of women (ie, safe playing equipment, fenced recreation areas, interactive and learning parks for children, and spaces that encourage social interaction)	Important	Engineering Services, Community Services, Planning Services
2.22	Continue to support and recognise the work of the Holroyd Women's Working Party in delivering women's initiatives and providing input on the issues that affect women in Holroyd City	Important	Community Services
2.23	Continue to support initiatives that empower, address the needs of and advocate for the well-being of women and encourage women to be involved in the development of cultural initiatives that advocate for the empowerment, health and well-being	Critical	Community Services, Community Organisations
<b>Men</b>			

	<b>Action</b>	<b>Priority</b>	<b>Who is involved</b>
2.24	Continue to work with community, health and educational organisations to address health and well being issues that relate to men and encourage men to participate in civic life	Important	Community Services, Community and Health Organisations
2.25	Investigate opportunities to promote and encourage a variety of creative, social and recreation initiatives that appeal to the interests of people over the age of 55	Important	Community Services
2.26	Continue to support the community to adopt healthy lifestyles through promoting participation and providing adequate infrastructure (eg participation in team sports, hobbies, and socialising)	Important	Community Services, Community and Health Organisations, Parks & Buildings
2.27	Encourage men to engage in creative industries and educational programs that promote life-long learning, hobbies and creative skills and promote men who participate in the arts	Important	Community Development
<b>Older People</b>			
	<b>Action</b>	<b>Priority</b>	<b>Who is involved</b>
2.28	Continue to promote and support cultural initiatives that facilitate cross-cultural, intergenerational and heritage awareness and understanding (eg Multicultural Anzac Day)	Important	Community Services, Library Services
2.29	Encourage dialogue and collaboration between existing and new community groups to expand social support networks and generate opportunities with the wider community	Important	Community Services
2.30	Continue to promote a variety of social, cultural and creative activities and events for older people	Important	Community Services, Media Relations & Promotions
2.31	Encourage older people to engage in creative and educational programs that promote life-long learning, hobbies and creative skills and promote artistic and creative older people to encourage them to share their talents with other interested community members	Important	Community Services
2.32	Continue to support and recognise the work of Council's Aged Services Advisory Committee to provide input on the issues that affect older people in Holroyd City and recognise the work of local volunteers and carers who support older people	Important	Community Services, Community Organisations
2.33	Investigate opportunities to involve older people in oral histories and cultural and social heritage initiatives and record valuable information about past and present lifestyles in Holroyd City	Beneficial	Community Services, Library Services
<b>People who are from Culturally and Linguistically Diverse backgrounds (CALD)</b>			
	<b>Action</b>	<b>Priority</b>	<b>Who is involved</b>
2.34	Continue to build awareness and respect for cultural diversity in the wider community (eg Harmony Day, Youth Week, Carnivale, Community Education Program) and encourage opportunities for CALD people to participate in cultural activities and events, particularly new and emerging communities	Critical	Community Services, Community Organisations
2.35	Continue and increase the effectiveness of translations of information to people from a non-English speaking background to improve access to facilities and services and input to Council's consultation processes	Important	Community Services, Customer Services
2.36	Support the development of activities, places, spaces, venues and opportunities that facilitate cultural	Important	Community Services, Engineering

	expression, promote social and cross-cultural interaction and cater to the interests and needs of CALD people		Services, Planning Services
2.37	Encourage initiatives that promote the maintenance and exchange of traditional and new cultural practices (eg intergenerational projects) involving younger and older generations	Important	Department of Library & Community Services
2.38	Continue to work with community, health, CALD and educational organisations to encourage new and emerging communities to participate in civic life and access community services	Important	Community Services, Community Organisations
2.39	Continue to work with arts and CALD organisations to support the professional development of CALD artists and encourage CALD communities to participate in creative arts	Important	Community Services, Cultural Organisations
2.40	Continue to recognise and support the CALD Consultative Committee and strengthen the local CALD communities to provide input on the issues that affect CALD people	Important	Community Services
2.41	Work with cultural organisations that investigate opportunities to record and celebrate the cultural heritage of CALD people in Western Sydney	Important	Community Development, Cultural Organisations

### People who are Aboriginal and Torres Strait Islanders

	Action	Priority	Who is involved
2.42	Develop ongoing relationships with local, regional, state and National Aboriginal Organisations regarding cultural issues	Important	Community Development
2.43	Continue to recognise and support the Aboriginal and Torres Strait Islander Consultative Committee to advocate for and strengthen the local Indigenous community.	Important	Council, Community Development
2.44	Encourage new members, particularly young Indigenous people, to participate in the Aboriginal and Torres Strait Islander Consultative Committee	Important	Community Services, ATSI Committee
2.45	Continue to respect and foster reconciliation and Welcome to Land acknowledgments	Important	All
2.46	Continue to respect and acknowledge the rights of Aboriginal artists and community in determining their own arts practices and cultural priorities	Important	Council, Cultural Organisations
2.47	Continue the relationship with Indigenous arts and cultural organisations (eg Boomali, Mura Mitigar, and Gandangara and Derrubbin Aboriginal Land Councils) to raise the profile of Aboriginal artists and to promote Aboriginal arts and cultural opportunities	Important	Community Development, ATSI Committee
2.48	Investigate the establishment of an Aboriginal centre for arts, cultural and education purposes	Important	Community Development, ATSI Committee
2.49	Continue to progress the research into and preservation of Indigenous cultural heritage (eg cultural mapping)	Beneficial	Community Development, ATSI Committee
2.50	Continue to encourage placement, training, and employment opportunities for Aboriginal people	Important	Community Development, ATSI Committee, Human Resources
2.51	Raise awareness of contemporary Aboriginal and Torres Strait Islanders in the wider community and continue to celebrate indigenous cultural heritage (e.g. NAIDOC, community events and festivals, and arts and cultural exhibitions)	Important	ATSI Committee, Community Services
2.52	Encourage the presence of Aboriginal culture in everyday life through public art and signage in the physical landscape and participation in mainstream festivals and events	Important	ATSI Committee, Community Services

2.53	Continue to promote and support cultural initiatives that facilitate intergenerational and heritage awareness between older and younger Aboriginal generations	Important	Community Development, ATSI Committee
<b>People with a Disability</b>			
	<b>Action</b>	<b>Priority</b>	<b>Who is involved</b>
2.54	Continue to support and recognise the work of Council's Disability Services Advisory Committee and the Holroyd Access Committee in providing input to progress issues that affect people with a disability in Holroyd City and recognise the work of volunteers and carers of people with a disability	Important	Community Services, Planning Services, Engineering Services
2.55	Continue to support the development of and maintain opportunities for sport, recreation and creative activities for people with a disability and promote a variety of activities and events for people with a disability	Important	Community Services
2.56	Encourage people with a disability to engage in creative and educational programs that promote life-long learning, hobbies, and creative skills	Important	Community Services, Community Organisations
2.57	Continue to promote awareness of the abilities of people with a disability in the wider community	Important	Community Services
2.58	Improve access to places and centres of cultural activities for people with a disability and older people	Critical	Community Services, Planning Services, Engineering Services
2.59	Work with disability services and arts and cultural organisations, such as Access Arts NSW, to promote the benefits of creative expression to the disability sector and the wider community	Important	Community Services, Cultural Organisations
2.60	Continue to support and advocate for access to public transport for people with a disability to cultural activities and facilities	Important	Community Services, Traffic Services

## Platform 3 – Collaboration

Direction: Increase collaboration with the community, Council, arts/cultural and non-arts organisations to progress cultural development initiatives

**Working together in collaboration creates opportunities.** Research conducted in the UK has shown that a collaborative process involving clusters of people from a variety of disciplines brings together knowledge and ideas to 'think outside the square' and develop innovative and creative solutions to problems. This research has predicted that future economic viability of cities will be sustained by knowledge industries, which rely on collaboration. Several national and state organisations are pushing for partnerships and regional approaches for future planning and business improvement.

Providing opportunities for communities, artists, science, services, education, government, business, and other bodies to collaborate on a local, regional, state or federal level can produce beneficial outcomes for all parties involved. There is a need to develop relationships with other government entities particularly in Western Sydney, as well as state and federal arts funding agencies, sister cities and peak organisations. This plan seeks to ensure collaboration is part of what Council does everyday. There is a need to maintain and strengthen collaboration utilising a 'whole of government approach' in the delivery of Council services to the community. Collaboration in the implementation of this Cultural Plan will be a critical factor in its success.

**Community involvement** is essential to successful public planning. Community involvement in council initiatives can occur through representation on a Council Committee, and consultation or active participation in the development or delivery of a service. The high number of volunteers in Holroyd City provide opportunities for collaboration to strengthen community networks, recognise their valuable work, build social capital and strike synergies. Holroyd Council has demonstrated success in community involvement with the Aboriginal and CALD communities by winning State and National Awards for Aboriginal and community education projects. There is a need to continue to increase opportunities and encourage members from a range of community groups of all ages to actively participate in the development of cultural development initiatives and in Holroyd City generally.

Information and communication to and from the community and organisations is a key factor in collaboration and assists in developing a **connected city** where people know what is going on. There is a need to enhance communication that promotes community involvement. Information hubs, areas well known for information (such as the internet, resource centres, libraries and public spaces), provide interactive community input mechanisms that can assist the community and organisations to access a range of information and provide feedback.

There is a need to maintain and improve access to cultural activities, facilities, and information equitably for all community groups. This includes physical access and transport limitations, or language translation and information barriers for non-English speaking people and limited access to decision-making processes that affect cultural initiatives.

## Objectives

- Strengthen local, regional, state and national collaboration with a variety of disciplines
- Increase community engagement in the development of cultural initiatives
- Adopt collaborative processes in everyday practice
- Create a connected city by improving communication within the Holroyd community
- Improve access to cultural activities and facilities across Holroyd City

<b>Strengthen local, regional, state and national collaboration with a variety of disciplines</b>			
	<b>Action</b>	<b>Priority</b>	<b>Who is involved</b>
3.1	Continue to support collaboration between communities, Council and a range of organisations	Important	All of Council
3.2	Ensure local knowledge and expertise together with regional, state and national organisations informs the development of cultural policy and initiatives	Important	AAC, Community Development, Cultural Organisations
3.3	Maintain and develop strong relationships with key cultural and arts bodies, including Local Government & Shires Association NSW, Arts NSW, Local Government Community Services Association NSW, CCD NSW, Australia Council for the Arts, and develop partnerships with the cultural, arts, education and creative sectors for the progression of cultural initiatives and community involvement in creativity	Important	AAC, Community Development
3.4	Develop relationships with non-arts or cultural bodies to promote greater awareness of cultural planning (ie State planning, infrastructure, and business bodies that impact on Holroyd City)	Important	Community Development
3.5	Continue to work with Western Sydney Councils and WSROC to develop a sustainable and better quality of life in Western Sydney	Important	All of Council
<b>Increase community engagement in the development of cultural initiatives</b>			
	<b>Action</b>	<b>Priority</b>	<b>Who is involved</b>
3.6	Maintain the diversity of community representatives in Council committees	Important	Council
3.7	Improve processes to involve the community in participation and collaboration on issues that affect the community	Important	Community Development
3.8	Recognise those who participate in Council and community initiatives	Important	Community Services, Council
3.9	Encourage collaboration and the development of networks between existing and new community and cultural groups	Important	Community Development
3.10	Encourage new, emerging, marginalised groups and the wider community to engage in social and cultural initiatives	Important	Community Services, Media Relations & Promotions
3.11	Ensure that the involvement of the community in cultural initiatives is appropriate, culturally sensitive and adequate time and fair consideration is given to their views when planning	Important	Community Services
3.12	Work in collaboration with community groups to actively participate in the development of cultural projects	Important	Community Services
<b>Adopt collaborative processes in everyday practice</b>			
	<b>Action</b>	<b>Priority</b>	<b>Who is involved</b>
3.13	Ensure collaboration is part of everyday practice in Council by supporting strategies for interdepartmental collaboration on a range of Council initiatives, eg information networks and multidisciplinary project groups	Important	All of Council

3.14	Council's Arts Advisory Committee to continue to oversee the implementation of the Cultural Plan	Important	AAC, Community Development
3.15	Work in collaboration with Council's Committees to assist in implementing the Cultural Plan	Important	Community Development
3.16	Ensure an integrated approach to cultural planning by incorporating the cultural principles, direction and objectives into Council's strategic documents	Important	Community Services
3.17	Encourage the adoption of Driving Organisational Excellence projects that promote innovation and collaboration	Beneficial	All of Council

### Create a connected city by improving communication within the Holroyd community

	Action	Priority	Who is involved
3.18	Investigate strategies to improve information flow to and from the community regarding community, cultural and creative opportunities	Important	Community Services, Media Relations & Promotions
3.19	Upgrade and maintain Council's website to effectively promote Council initiatives in a user friendly manner	Beneficial	Media Relations & Promotions, Information Technology
3.20	Encourage community groups to collaboratively promote their activities and events and enhance strategies for promotion, development and sustainability	Beneficial	Community Services
3.21	Maintain public internet access through libraries and investigate opportunities to increase access to the internet across the city	Important	Library Services, Information Technology, Community Services
3.22	Deliver a coordinated approach to information through multiple media sources, eg radio, brochures, websites, community leaders, community notice boards, etc and investigate the development of information hubs as central areas for information on community and Council initiatives	Important	Media Relations & Promotions, Community Services, Engineering Services
3.23	Investigate mechanisms that promote two way communication allowing the community a user friendly and efficient way to provide input into a range of Council initiatives	Important	Media Relations & Promotions, Community Services

### Improve access to cultural activities and facilities across Holroyd City

	Action	Priority	Who is involved
3.24	Continue to support the Holroyd Access Committee to improve access to cultural facilities and activities equally across the LGA	Important	Council
3.25	Continue to improve physical access to public places/spaces and places of cultural activity, eg parks and venues	Critical	Engineering Services, Planning Services, Community Services
3.26	Continue to implement and promote Council's Access and Equity Policy for People from Culturally and Linguistically Diverse Backgrounds and Access Policy and Action Plan	Important	All of Council, Access Committee
3.27	Improve integration of the public transport system and advocate for the improvement of accessibility across the LGA	Important	Traffic Services, Community Services
3.28	Maintain and build the Council's register of cultural heritage items, database of cultural facilities, equipment and cultural map of facilities, activities and cultural icons.	Important	Community Services, Library Services

## Platform 4 – Our Place

**Direction:** Maintain and preserve cultural heritage and improve places and spaces for creativity and cultural activity in Holroyd City

**Vibrant and distinctive cities** are alive with activity and are defined and confident. These cities contain “must see” buildings and spaces, they showcase local skills, embrace cultural expression and the community has a strong sense of identity and pride in their place. Platform 4 involves the range of natural and built spaces in everyday life where cultural activity occurs, such as public parks, town centres, informal meeting spaces or shopping centres. While there is a focus on new developments and urban renewal there is also a need to equally consider the social and cultural needs of the local community.

The physical landscape, landmarks, and people reflect the character of a place which has a direct relationship to how people view and connect with the place where they live. **A strong sense of identity and connection means the difference between a place and ‘our place’.** Development in Holroyd has left few remnants of the rural, agricultural and Aboriginal histories, increasing the need to preserve cultural heritage. While archives preserve small items a precinct approach to city planning can retain and create the character and identity of the different areas in Holroyd City.

**Place-making and public art** can create vibrant and distinctive neighbourhoods. Performing and/or visual creative arts which engages the community and encouraging greater use and pride in public places such as streetscapes, buildings, town centres and parks. Council’s Public Art Program supports public spaces as forums for creative expression.

**Cultural facilities in Western Sydney** have traditionally developed unevenly thus resulting in communities being creative with scarce materials and operating in inadequate venues (WSROC). Regional art galleries and performance centres are located outside Holroyd City. Several Councils in Western Sydney have developed smaller museum, performance, production and gallery spaces. Holroyd City has a small foyer gallery in the Council Chambers, while community centres, neighbourhood centres, migrant resource centres, local schools, entertainment venues, and church halls provide meeting spaces, basic arts equipment and limited performance space. In Holroyd City there is a need for affordable hiring charges and adequate amenity in venues for production, performance and exhibition facilities for artists and the general community.

**Multipurpose centres** provide a central hub, place or innovation hotspot for a variety of cultural, arts, community, education, creative, information, and business activities. Libraries like Merrylands have become multipurpose learning centres offering a variety of activities encouraging social collaboration and development, embraces diversity, talent and cultural fusion supporting clusters of knowledges and industry development. These centres promote collaboration, inclusion and accessibility for all.

**Outdoor and informal public spaces** are important for leisure, health, well being and cultural development. Town centres and informal seating spaces provide essential social meeting places for building community relations and cultural awareness. Parks, sporting venues, recreation facilities (particularly the cycleway), promote social development and personal health. Good design promotes use of space and perceptions of safety. Council and the community have developed the Local Agenda 21 (LA21) program to **promote sustainability to preserve the natural environment.** The natural environment can be protected, enhanced and celebrated by involving the community in CCD activities.

## Objectives

- Strengthen the cultural identity and distinctiveness of Holroyd City
- Preserve and celebrate cultural heritage
- Deliver a coordinated and strategic approach to improve creative spaces, social places and multipurpose centres
- Enliven and create vibrant outdoor spaces
- Sustain and promote the natural environment

<b>Strengthen the cultural identity and distinctiveness of Holroyd City</b>			
	<b>Action</b>	<b>Priority</b>	<b>Who is involved</b>
4.1	Adopt a cultural planning approach and assess social and cultural impacts in planning processes (eg Merrylands Town Centre Cultural & Environmental Strategy)	Important	Planning Services, Engineering Services, Community Services
4.2	Support a precinct development approach in urban design to reflect the character of the different areas in Holroyd LGA	Important	Planning Services, Engineering Services, Community Services.
4.3	Continue to undertake place-making initiatives for solutions to urban design particularly for suburb markers and in high pedestrian traffic areas	Important	Engineering Services, Community Development, Planning Services
4.4	Ensure public art and place-making abides by Council's Public Art Policy and Implementation Strategy	Important	Engineering Services, Community Development
<b>Preserve and celebrate cultural heritage</b>			
	<b>Action</b>	<b>Priority</b>	<b>Who is involved</b>
4.5	Review cultural heritage values of places when considering new developments or rejuvenation of areas	Important	Planning services, Heritage Committee
4.6	Increase the visibility of local cultural history and heritage to the wider public domain through restoration, providing signage to dedicate its significance, and/or promote cultural heritage through place-making	Important	Engineering Services, Planning Services, Community Development
4.7	Preserve and make accessible Council's collection of arts/heritage/cultural assets through Council's website and libraries and continue the development of Council's oral, visual and written cultural and heritage collections	Important	Library Services, Information Technology, Community Services
4.8	Raise the community's awareness of local heritage and identity (eg school education program) and encourage community members to contribute to sharing their cultural heritage, stories and photos through Council's heritage initiatives and local history groups	Important	Community Services, Library Services, Children's Services, local schools
4.9	Continue to support Council's Heritage Committee to preserve and celebrate heritage and recognise the work of local family history groups and historical societies	Important	Council
4.10	Explore opportunities to build relationships between Council, historical and cultural groups for	Important	Heritage Committee, Planning

	strategic management of cultural heritage		Services, Community Services, Library Services
4.11	Continue to review and involve the community in development of the cultural map of Holroyd City	Beneficial	Community Development
4.12	Protect Aboriginal and non-Aboriginal cultural heritage and places of significance within Holroyd LGA	Important	Council, Heritage Committee, ATSI Committee

### Maintain and improve cultural facilities in Holroyd City

	Action	Priority	Who is involved
4.13	Deliver pro-active management of Council's cultural venues, ensure equity in usage of facilities by community groups, pursue opportunities to upgrade and creatively enhance facilities and undertake a review of community facility needs of the community	Important	Department of Library & Community Services, Centre Management
4.14	Review hiring fees for community based creative and arts organisations and societies that support the community at Council's cultural venues and encourage new cultural groups to utilise facilities	Important	Department of Library & Community Services
4.15	Continue to investigate opportunities for multipurpose creative arts and cultural centres that have an educative and supportive role to encourage innovation, skill development and collaboration	Important	Community Services, Planning Services, General Managers Department
4.16	Explore opportunities to refit existing venues for multipurpose use with adequate facilities to cater for a range of creative practices that meet the needs of all demographic groups	Important	Department of Library & Community Services, General Managers Department, Engineering Services
4.17	Encourage the development of places that clusters a variety of business, community and creative enterprises	Important	Planning Services, Community Services, Place Management
4.18	Develop hubs of cultural activity across the city that foster innovation and collaboration, sustain cultural practices, develop local talent and build communities' creative capacity	Important	Community Development
4.19	Develop and maintain connections between places of cultural activity and continue to improve access to Council's facilities and venues	Critical	Access Committee, Community Services, Engineering Services
4.20	Continue to support the library to provide opportunities for cultural development and creativity and promote the libraries as innovative learning centres	Important	Council, Library Services, Community Services
4.21	Continue to maintain and increase the profile of Council's Foyer Gallery	Important	Community Development, Media Relations & Promotions

### Enliven and create vibrant outdoor spaces

	Action	Priority	Who is involved
4.22	Move toward public spaces as living and ever changing, encouraging discovery and engagement through living artworks (ie street performers and street art)	Important	Planning Services, Engineering Services, Community Development
4.23	Create vibrant main streets, commercial centres and areas within suburbs which are deemed significant or those with high pedestrian traffic	Important	Engineering Services, Community Development, Planning Services

4.24	Investigate opportunities for place-making and cultural activities in town centres and meeting spaces (ie outdoor chess facilities) to encourage interaction with and use of public spaces	Important	Planning Services, Engineering Services, Community Development
4.25	Support the creation and enhancement of social meeting spaces that are safe, accessible, vibrant and provide adequate seating and shade to remove dark and depressed public environments	Important	Planning Services, Engineering Services, Community Development
4.26	Encourage opportunities for artists with appropriate skills to work with architects, urban designers, developers and planners at an early stage regarding heritage planning, landscape design and public art initiatives	Beneficial	Planning Services, Engineering Services, Community Development
4.27	Investigate opportunities at a variety of places for artists to exhibit their works and increase the visibility of local creative arts in public spaces	Important	Community Development, Engineering Services,
4.28	Ensure current and future demographic needs and interests are considered in the design of public spaces	Important	Planning Services, Engineering Services, Community Services
4.29	Support opportunities for the involvement of the community to inform and be involved in the improvement and enhancement of public places	Important	Planning Services, Engineering Services, Community Development
4.30	Encourage and support the community to initiate place-making and public art initiatives	Important	Community Development
4.31	Continue to maintain public areas that provide cultural activity and encourage the use of outdoor space by considering alternative cultural uses (eg cinema or bands in parks)	Important	Planning Services, Engineering Services, Community Services
4.32	Increase promotion and encourage use of Holroyd Gardens Parkland	Beneficial	Media Relations & Promotions, Parks & Buildings
4.33	Investigate a strategy for the development of parks to include place-making and interactive, appropriate, sensory and innovative design	Important	Planning Services, Engineering Services, Community Development

### Sustain and promote the natural environment

	Action	Priority	Who is involved
4.34	Maintain opportunities to interact with the bushland and learn about environmental sustainability and sense of place	Important	Environmental Services, Engineering Services, Community Services, Children's Services
4.35	Raise awareness of environmental sustainability through community education including CCD projects	Important	Environmental Services, Community Development
4.36	Continue to recognise and support local bushcare groups to restore, maintain and enhance the natural environment	Important	Environmental Services
4.37	Support implementation of Council's LA21 program and encourage Council staff and community members to adopt sustainable practices in everyday life	Important	All of Council

## Glossary of Terms

### **Access and Equity**

It is important to ensure that the whole community has equal access and equal opportunities to participate in cultural expression for the health and well being of the community. Access is much more than 'access to a building' and includes affordability, physical, demographic, linguistic, etc. These issues are supported by Council's Access and Equity Policy.

### **Advocacy and Leadership**

Providing support for the progression and development of cultural initiatives through advocacy is critical for improving the quality of life of the community. It involves dialogue with local, regional, state, national and international representatives to undertake a leadership role in cultural development.

### **Community Cultural Development (CCD)**

Community Cultural Development (CCD) processes involve communities working with creative artists to build creative capacity, explore its culture, improve social connections, and develop skills and increase awareness of cultural practices.

### **Creativity**

Creativity is closely related to innovation as it is the mechanism to develop new ideas and alternative solutions to problems. Creative processes usually involve arts-based methods to 'think outside the square', consider a range of issues and develops new ideas and strategies.

### **Cultural Assets (objects, infrastructure, resources)**

Cultural assets are considered to be a range of objects, places or resources that are valued by the community and are essential to facilitate opportunities for cultural expression. Cultural assets can include:

- objects or artefacts that are a reflection of the community's culture and identity (local studies collection)
- significant places and infrastructure which allow cultural activities to manifest (parks, sporting complexes, public seating areas, neighbourhood centres)
- resources and groups that support opportunities for cultural expression (community based arts groups, church groups, arts organisations)

### **Cultural Diversity**

There is a need to raise awareness of the broader concept of cultural diversity to be inclusive of all cultures. Greater understanding through education and social interaction can reduce uninformed or negative perceptions in the wider community.

### **Cultural heritage**

Cultural heritage is considered to be the things which tell a story about people, places and life in a particular time. It is important to value, preserve and promote the cultural heritage of the communities in the area, including Aboriginal and non-Aboriginal heritage to pass the knowledge of culture to future generations.

### **Local Identity**

The local identity of a place is built up of physical elements such as buildings, nature and fences; social elements such as people, interactions, events and activities. These elements combine to create 'character' and 'sense of place' which is important for people to connect with and to feel a sense of belonging.

Distinctive identities remind people of who we are, and what makes up the area and its community. People with a strong connection to place and awareness of local identity tend to have greater pride in and respect for their local area and community.

### **Participation and Collaboration**

Active participation and collaboration involving a variety of stakeholders (community, council, business, organisations, etc) in a minor or significant way facilitates discussion and the development of creative ideas for effective and innovative solutions. The level of participation can vary, for example, surveying for the development of a project or a community BBQ, gathering input for a development control plan, and/or the community developing and running a project. It ensures that the community is involved in Council's processes and that they 'have a say'.

Collaboration is considered to involve a variety of stakeholders to work together for the progression of cultural initiatives. For example, to collaborate is to actively work together to develop a project and participation could suggest giving advice through limited means. Working together implies that more communication occurs and information is passed on to negotiate and develop creative and innovative solutions.

### **Sustainability and Council's Local Agenda 21**

Sustainability of the environment involves valuing, preserving and protecting the natural environment and enhancing the built environment for the existence of a healthy and sustainable planet. This involves encouraging people to preserve water, minimise waste, reduce energy use and support natural ecosystems. Refer to Council's Local Agenda 21 program.